

MINUTES OF THE SOUTH CAROLINA ETV COMMISSION

Wednesday, February 6, 2019  
Commission Conference Room  
1041 George Rogers Boulevard  
Columbia, South Carolina

The South Carolina ETV Commission met on Wednesday, February 6, 2019, in the Commission Conference Room of The ETV Telecommunications Building. Those in attendance were as follows:

Dr. Brent Nelsen, Chairman  
Ms. Elise Bidwell  
Ms. Jill Holt  
Mr. Craig Kinley  
Ms. Karen Martin  
Ms. Coby Hennecy, Executive Director, ETV Endowment of South Carolina

ETV STAFF:

Mr. Anthony Padgett  
Ms. Adrienne Fairwell  
Dr.. Stephanie Frazier  
Ms. Tracey Hunt  
Mr. Mark Jahnke  
Ms. Bobbi Kennedy

Dr. Nelsen called the meeting to order and stated that a quorum was present. He reported that the requirements of the Freedom of Information Act with respect to this meeting had been met. The Commission members were given the opportunity to discuss the items on the Consent Agenda. The minutes of the November 7, 2018, ETV Commission Meeting and the minutes of the December 11, 2018, ETV Commission Conference Call were approved.

Anthony Padgett gave the report of the Office of the President. He introduced Adrienne Fairwell, ETV's new Vice President of Marketing, Communications, and Development, who comes to ETV from the SC Department of Commerce, and Dr. Stephanie Frazier, ETV's new Vice President for Education, who joins ETV from the SC Technical College System, where she served as the Associate Vice President for Curriculum and Instruction. Mr. Padgett reported that ETV has recently won the National Educational Telecommunications Association (NETA) award for Instructional Media/Teacher Resource for *Southern Campaign of the American Revolution*. The Southern Campaign is an eight-part video series with accompanying lesson plans for middle school history students made possible by SCETV, the ETV Endowment, the National Park Service, the Self Family Foundation, the George Washington Endowment Fund of the National Society of the Sons of the American Revolution, and the South Carolina State Society of the Sons of the American Revolution. Mr. Padgett reported that the Chief Content Officer position is still open; some good applications have been received and staff is currently in the process of second round interviews. He said that in Radio new staff is being hired and assets

are being repositioned to create more intentional morning and afternoon drive times and to further statewide reporting abilities; Vincent Kolb-Lugo has been transitioned to be a dedicated *All Things Considered* host; Linda Nunez has been hired to be the new *Morning Edition* host; and a reporter for the Upstate region is being hired.

Mr. Padgett continued by reporting that ETV has concluded presentations to the House Public Education and Special Schools Subcommittee and the Senate Finance K-12 Budget Subcommittee. Copies of the reports were provided for the Commissioners' information; the names of the subcommittee members and their contact information were requested by the Commissioners. Mr. Padgett said that the Digital Learning Plan Report was submitted to the Legislature for their review on January 2, 2019. The document details the current status of digital learning in South Carolina and provides suggestions and recommendations so a comprehensive, well-informed digital learning plan can ultimately be implemented. Mr. Padgett reported that Proviso 1A.86 of the 2018-19 General Appropriations Act charged the Education Oversight Committee (EOC) to construct and implement a pilot program with selected school districts to provide alternative methods of instruction for make-up days. Five school districts around the state (Anderson 5, Kershaw, Pickens, Spartanburg 1 and Spartanburg 7) were selected to participate in the pilot program; ETV and the State Library are also included as members of the pilot project. To date, ETV has trained nearly 400 teachers and media specialists in the five pilot districts on a number of topics such as instructional strategies, learning management systems and the location of eLearning resources. The initial pilot study results were submitted to the EOC. The eLearning recommendations passed the subcommittee of the House Ways and Means Committee and has been sent to the full Committee with recommendations for 2019-2020 that the net phase of the pilot bring a second cohort with 5-10 more districts and possibly 5 "almost ready" districts who will be mentored by the first year pilot district group and receive professional development from ETV.

Mr. Padgett called the Commissioners' attention to the status of the Legislative Oversight Committee (LOC) recommendations, which were outlined in the information that was provided.

- 1) ETV should develop or revamp the agency's marketing and communications plan and create a related strategy for implementation. *(Agency has recently hired a new Vice President of Marketing, Communications, and Development and is in the process of developing strategies and identifying staff to support.)*
- 2) ETV should develop a plan to receive anonymous employee and customer feedback for use in strategic planning and evaluation. *(Agency has employed Incognito and is receiving feedback.)*
- 3) ETV should seek a procurement exemption for purchase of industry specific services and goods through the existing process with the State Fiscal Accountability Authority. *(Agency is discussing with various legislative offices and State Fiscal Accountability Authority--SFAA.)*
- 4) The House Legislative Oversight Committee should inquire about the efforts of each agency under study to collaborate with other agencies to seek funding. *(This is being led by House Legislative Oversight Committee.)*

- 5) ETV should collaborate with the state Department of Education as to the potential need to revise language in S.C. Code Ann. 59-32-30(4) in a way that would not conflict with provision of the South Carolina Comprehensive Health Education Act. *(Discussions are in progress.)*
- 6) ETV should work with the ETV Endowment to create a memorandum of agreement or understanding which dictates the parameters in which the two entities operate. *(ETV is in discussions with the ETV Endowment and has received legal counsel regarding matters related to FCC Compliance and CPB Guidelines.)*
- 7) The General Assembly should update Title 59, Chapter 7 of the S.C. Code of Laws to reflect ETV's current roles and responsibilities. *(Representative Dillard has offered to sponsor legislation, and ETV is working at the direction of the Legislative Counsel to provide information.)*

Jill Holt asked for specific information regarding the status of LOC recommendation #6 - ETV should work with the ETV Endowment to create a memorandum of agreement or understanding which dictates the parameters in which the two entities operate. Mr. Padgett stated that ETV is in discussions with the ETV Endowment and has received legal counsel regarding matters related to FCC Compliance and CPB Guidelines. Coby Hennecy reported that her board would be meeting on February 21<sup>st</sup> and would be looking at a document which is a summary of the Endowment's current policies of support for ETV. She said that the Endowment does not have to comply with FCC and CPB rules, and ETV needs to give the Endowment a document outlining what ETV must do to be in compliance. Mr. Padgett said that the LOC had asked several questions about the ETV/ETV Endowment relationship, and that he had consulted with the Endowment on the answers the LOC was given. Coby Hennecy commented that she thought there was a misunderstanding as to why the ETV Endowment was created; she said that the Endowment was not created and did not exist to support South Carolina ETV, but rather to support programming and broadcasting activities in South Carolina. Jill Holt stated that the Endowment's federal tax form states the purpose of the Endowment is to support South Carolina ETV and SC Public Radio programming. Ms. Hennecy said that this all started back in the summer when Dr. Nelsen contacted the Endowment Board (Carl Falk) and wanted to hire a consultant to look at the Endowment and wanted it maybe to be modernized. Mr. Padgett said that he thought the perception was to have the ETV/ETV Endowment relationship modernized and codified. He said that at first it was perceived as ETV taking over the Endowment which was never the intention. He said the intent was to have a document in place that outlined the ETV/ETV Endowment relationship and addressed the needs of today, which are different than when the Endowment was created, and then codify that relationship between the two organizations. There was a lengthy discussion in which Mr. Padgett reiterated that the Commission's focus is on ETV's compliance. Mr. Kinley suggested that Ms. Hennecy take the ETV Commission's concerns to the Endowment Board. Following the discussion, it was the consensus of the Commission that Dr. Nelsen and Mr. Padgett send a one-page summary to the ETV Endowment Board prior to their February 21<sup>st</sup> meeting outlining the Commission's concerns about the matters related to FCC Compliance and CPB Guidelines. Dr. Nelsen said that he wanted one point on the record. In his initial conversations with Sara Fisher and Carl Falk of the Endowment Board, he stated that he felt that the best path forward was to engage a

neutral third party consultant; that would take the emotion out of the picture and perhaps that person could draft a MOU that would meet the requirement of both of the entities. Elise Bidwell stated that she wanted the Endowment to know that, after changes were made to the ETV Endowment by-laws, she is the one who suggested that an outside legal consultant be brought into the discussions. Craig Kinley and Mr. Padgett clarified the potential implications of noncompliance.

Mr. Padgett reported that ETV completed its State Audit in early December, the earliest in nine years; the independent auditor gave ETV a favorable report and they will present the full report to the Commission at the next meeting. ETV submitted its CPB AFR in early January, ahead of schedule without an extension for the first time in five years.

As a follow up to the trip to Finland with the Riley Institute, Mr. Padgett reported that ETV is working on a series of 4-6 short segments (2-3 minutes each) highlighting some of the successful strategies observed during the visit. Topics include phenomena-based learning, teacher trust, and a focus on the total wellbeing of parents and students. Shorts will also discuss Finland's approaches to student preparedness, career readiness, and standardized testing. The segments will be completed by the end of March and will be featured on the ETV website, social media, and KnowItAll. The segments will complement a summer episode of *Carolina Classrooms* featuring further discussion about the educational systems in South Carolina and Finland. The goal is to utilize the footage captured as resources for current and pre-service teachers. Education staff recently met with USC representatives from their Teacher Induction Program, and there is much interest in using the footage as instructional material.

The Commission meeting dates for 2019 were discussed. The dates are as follows:

Friday, March 22 (12:00 pm)

Wednesday, May 22 (12:00 pm)

Friday, July 19 (11:00 am) -- ETV Commission Advisory Council follows at 2:00 pm

Wednesday, September 18 (12:00 pm)

Friday, November 22 (12:00 pm)

Mr. Padgett concluded his report by sharing information on the *Women Vision SC* initiative. On May 9<sup>th</sup> ETV will broadcast an original one-hour special developed by host and producer Linda O'Bryon. The special focuses on issues affecting women throughout the state and nation – the record number of women serving in the 116<sup>th</sup> Congress, the approaching 100-year anniversary of the passage of women's right to vote, and a new generation of young people pursuing public service for their communities and the state at large. Last fall ETV launched *Women Vision SC* and invited viewers and listeners throughout the state to nominate women of achievement. More than 70 women were nominated and a judging panel narrowed the field to 11. Interviews with the 11 finalists were conducted in October. Their stories will air on *Palmetto Scene*, on SC Public Radio and through a series of podcasts and narratives online this spring. The television special will be recorded on April 24<sup>th</sup> with a live audience, including a group of students. Prior to the taping the eleven honorees will be announced. The program will

highlight the winners and their contributions and include a panel on voting and government leadership, business and education, and public service and the arts. The content will also be versioned for classroom use and available on KnowItAll.org and LearningWhy.

Coby Hennecy, Executive Director, gave the report of the ETV Endowment. She announced three new trustees to the ETV Endowment Board—Eleanor Dunlap, Chief Impact Officer, The Graham Foundation, Greenville; Dan Roach, Managing Director of Wealth Management, Morgan Stanley, Columbia; Gary Williams, Chairman, Williams & Fudge, Rock Hill. She reported that as of December 31, 2018, membership contributions (including renewals, on-air, direct mail, web, passport, car donations, telemarketing, and e-newsletters) total \$3,194,160, which is 7% above budget. She showed a graph which compared monthly giving trends for 2016-2018. As of December 31, 2018, ETV Passport FY18 YTD revenue is \$145,288 compared to \$114,182 the same time in 2017. Ms. Hennecy reported that the planning for the public phase of the “One State, Many Voices: Sharing South Carolina’s Stories” campaign is underway. To date, \$1,488,341 of the \$1.6 million goal has been raised. Upcoming Endowment trips include Borneo with Alasdair Clayre (March 14-27); Montana with Patrick McMillan (July 7-14); and Portugal with Alasdair Clayre (October 17-27). Upcoming events being planned include *Reconstruction: America After the Civil War* in Beaufort in early April and *South Carolina Lede* live podcast events in Greenwood (February 21) and Florence (mid-March).

Mr. Padgett added the following update to his report. He said that ETV is working with the State Fiscal Accountability Authority (SFAA) to enter into a Guaranteed Energy Savings Contract that will allow the agency to fund repairs and replace aged infrastructure that is critical to operations. By participating in this program, ETV hopes to identify ways to save money through energy savings projects and generate revenue through the lease of tower space. Details were included in the report provided to Commissioners.

A motion was made by Jill Holt, seconded by Craig Kinley, and carried that the Commission go into Executive Session to discuss contractual issues.

Following the Executive Session, Dr. Nelsen announced that no votes were taken in Executive Session.

There being no further business to be brought before the Commission, the meeting was adjourned.