

EDUCATIONAL TELEVISION COMMISSION

Enabling Laws

Act 786 of 2007
A.C.A. §6-3-101 to 6-3-113

History and Organization

Mission Statement

The mission of the Arkansas Educational Television Network (AETN) is to offer lifelong learning opportunities to all Arkansans; to supply instructional programs to Arkansas' schools; to provide programming and services to improve and enhance the lives of Arkansas' citizens; and to illuminate the culture and heritage of Arkansas and the world.

To accomplish this mission, AETN, through the creative use of telecommunications, will present a high quality public television service designed to inform, educate, motivate, entertain, enlighten and inspire.

B. Legislation Creating the Agency

ENABLING LAWS: The Arkansas Educational Television Commission was established under Act 198 of 1961, as amended in the Arkansas Code 6-3-101 to 6-3-113. Arkansas Code 6-3-105 (a) states that AETN was organized "for the purpose of making the benefits of educational television available to and promoting its use by inhabitants of Arkansas." The Commission is composed of eight members appointed by the governor and is charged with providing educational telecommunications services to the people of Arkansas. Today AETN functions as a public service media providing services that include broadcasting in both analog and digital technologies, satellite narrowcasting, compressed video, web-based video streaming of ADE approved curriculum materials for schools statewide, educational workshops, and professional development training for teachers. AETN's most current operations funding is appropriated by Act 786 of 2007.

HISTORY AND ORGANIZATION: The Commission began broadcasting in December of 1966, using a studio in Conway and its first transmitter located in Little Rock/Redfield (KETS) serving Central Arkansas. Transmitters at Arkadelphia/KETG, Jonesboro/KTEJ and Fayetteville/KAFT all went on the air in 1976. A fifth transmitter at Mountain View/KEMV began broadcasting in 1980. In June 2004 AETN added digital transmitters and microwaves at each site statewide to fulfill a mandate of the Federal Communications Commission (FCC). In May 2006 AETN finished construction on a sixth new digital transmitter at El Dorado/KETZ to better serve the Delta region of the state. Today AETN's statewide infrastructure includes 11 transmitters and 21 microwaves broadcasting to almost 100% of the State.

Congress set the date of February 17, 2009 for analog airwaves to be returned to the federal government. After that date analog spectrum will be used for national security, auction to wireless services and for other purposes. Digital will be the exclusive broadcast technology in the nation except for low power analog stations. Until then AETN must maintain both its analog and digital transmissions. After that date the network will make the necessary changes to ensure digital service for years to come.

C. Agency Objectives

AETN's long range strategic plan was formulated in 2001 and updated in 2008. Goals are divided into two major service areas of "Content" and "Support."

Content Goals include:

Agency Goal #1: AETN partners with educational entities to provide lifelong learning opportunities for all Arkansans, with special emphasis on teacher professional development and classroom resources. (Education)

Agency Goal #2: AETN creates and acquires relevant programming and services designed to educate, enlighten and inspire a diverse audience. (Programs/Services)

Agency Goal #4: AETN promotes its programs and services to the community of Arkansas through various activities as a recognized source of statewide educational opportunities. (Outreach)

Support Goals include:

Agency Goal #3: AETN provides broad reliable distribution of programming and services to Arkansans through the innovative use of technology. (Access)

Agency Goal #5: AETN uses a wide variety of resources to consistently support performance-based, fiscally-sound and mission-focused organizational decisions. (Administration and Finance)

D. Major Service Groups

AETN accomplishes its mission through **four major service groups:** Programs and Services, Engineering, Information Technology and Administration. These areas include the following divisions.

The Programs and Services Group includes 4 divisions:

The **Education Division** provides instructional telecommunications materials and services to Arkansas' educational communities by acquiring and producing daily programs for the Pre-K-12 classrooms and at-home learners, providing overnight feeds of program series for school media resources, providing video streaming of ADE approved curriculum based course materials and teacher training through the innovative Arkansas Ideas portal, coordinating college credit telecourses through universities statewide, and broadcasting adult education classes. This division offers professional training workshops through various technologies available 24/7 for the State's 35,000 teachers to help them complete 60 hours/year mandated professional development training within their busy schedules. This division acquires and produces programs for the state's only channel totally dedicated to education, AETN's Scholar Channel. AETN also continues to maintain and grow an innovative historical archive for teachers, students and the general public preserving and sharing the memories of more than 350 Arkansas World War II veterans with In Their Words. This division's goals/objectives fit primarily within agency Programs and Services goals.

The **Programming Division** acquires and schedules general audience programming, evaluates the programming needs of Arkansans from pre-school through old age, and negotiates for the best programs

appropriate to those needs from the Public Broadcasting Service and other regional and national distributors. AETN maintains a digital service with four separate channels - AETN, AETN Create/World, AETN Scholar and AETN Kids - in addition to high definition programming, when available. This division's goals/objectives fit primarily within agency Programs and Services goals.

The **Production Division** researches and creates unique local programs for and about Arkansas for AETN's general audience broadcast schedule. All productions include educational components for use by schools statewide. AETN's local productions have won many regional and national awards for excellence. Locally produced programs are considered for seven major subject areas concerning Arkansans: economic growth, education, environment, health, heritage, public affairs and public safety. This division's goals/objectives fit primarily within agency Programs and Services goals.

The **Outreach Division** develops and distributes information to Arkansans about the AETN programs and services available to them; coordinates advertising campaigns and public events; produces graphics and still photography for the network's broadcast and print needs; designs and constructs studio sets, and provides creative content of AETN's award-winning website. The division also coordinates all AETN outreach activities, such as special exhibits, Family Day, Statewide Art Portfolio Days and specific projects connecting Arkansans with topics such as World War II, childhood obesity and retirement issues, etc. This division's goals/objectives fit primarily within agency Programs and Services goals.

The Engineering Group includes 2 divisions:

The **Engineering Division** designs, installs, maintains and operates AETN's production and broadcasting equipment statewide: five television transmitters broadcasting in analog and six in digital, twenty one microwave relay stations, AETN's production center and production truck, and the network's master control center. The division is managing the FCC required 2009 digital transition and the changes needed before, during and after transition. This division also provides evaluation and feasibility studies of new technologies and equipment to guide AETN in supporting the telecommunications needs of Arkansas. This division's goals/objectives fit primarily within agency Support goals.

The **Operations Division** coordinates and schedules all technical facilities, equipment, vehicles and crew for AETN's award-winning instructional and general audience productions. It maintains AETN's network headquarters building security, trains volunteers and interns on camera usage, and assures periodic safety drills for AETN staff. This division's goals/objectives fit primarily within agency Support goals.

The Information Technology Group includes 2 divisions:

The **Information Systems Division** maintains all network computer systems, oversees all computer technology - including instructional web site and technical assistance - and provides technology training both in-house and to state educators, agencies and businesses. This division's goals/objectives fit primarily within agency Support goals.

The **Broadcast Systems Division** works closely with Engineering to ensure a successful transition from analog to digital technology, trouble shoots digital broadcast software, and maintains general server space for a growing library of digital and high definition programs. This division's goals/objectives fit primarily within agency Support goals.

The Administration Group includes 4 divisions:

The **Administration Division** plans, develops and implements Commission policy, and provides for the overall management of AETN's human resources, payroll, benefits, training and procurement. This

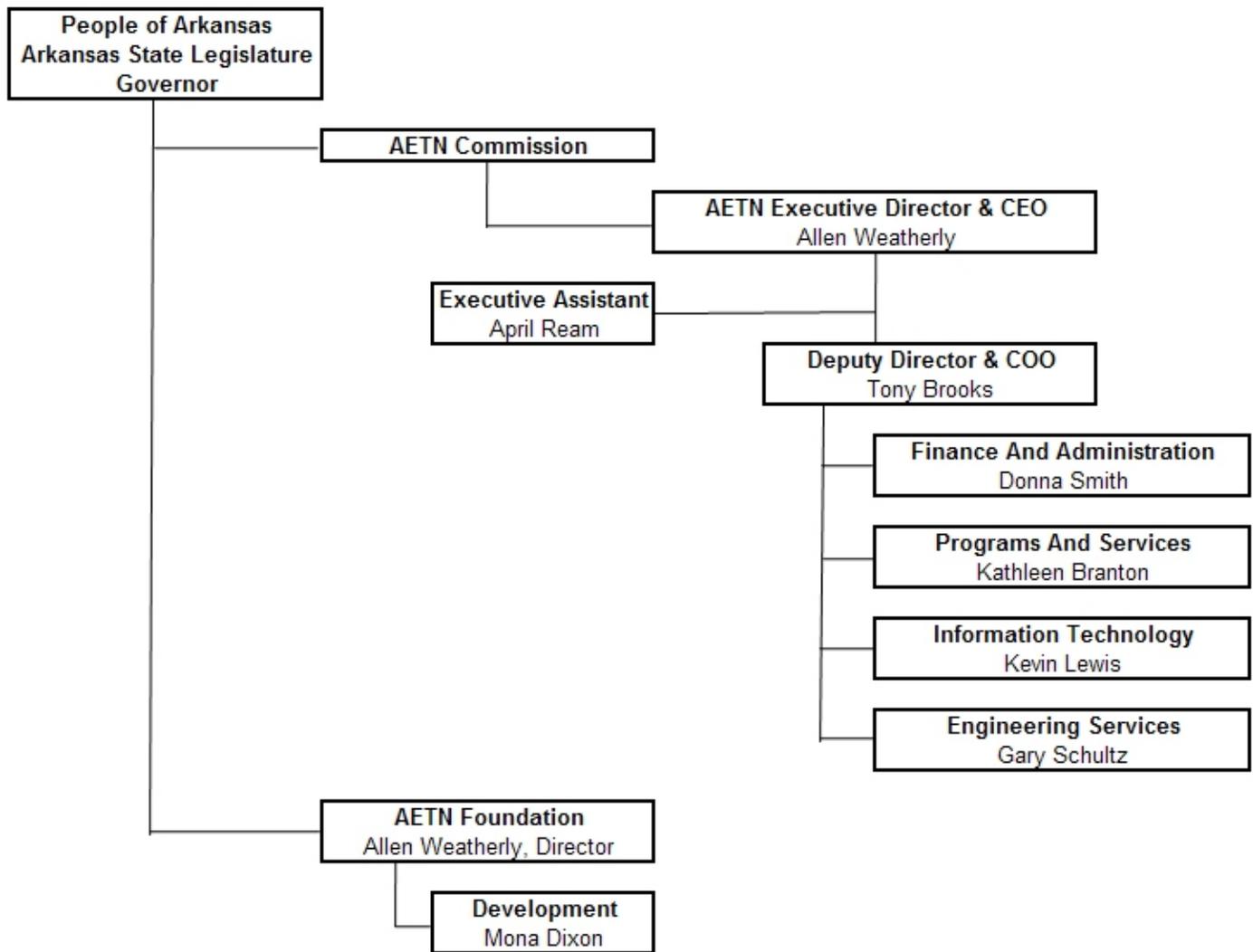
division's goals/objectives fit primarily within agency Support goals.

The **Accounting Division** directs all financial activities of the agency including accounting, budgeting, risk management, land management, investments, reporting, audits and grants. This division's goals/objectives fit primarily within agency Support goals.

The **Development Division** (AETN Foundation) creates and directs special events to enhance public awareness of AETN; recruits and coordinates volunteers; seeks corporate underwriters; and produces on-air and direct mail fundraising appeals. This division is fully funded by the AETN Foundation, and provides significant supplemental funding for AETN programming and operations. The Development Division Goals fit mostly within the Agency Support Goals.

The **Research and Special Projects Division** (AETN Foundation) assists the network with cable and government relations; coordinates the AETN Speakers and building tours; assists with research of audience demographics and viewing trends, broadcasting industry trends and legal issues concerning the FCC, trademarks and copyrights; coordinates government grants and reports; and assists all divisions as interdepartmental work team facilitator. This division is fully funded by the AETN Foundation. This Division's Goals fit mostly within the Agency Support Goals.

AETN is a statewide organization with network headquarters located in Conway, Arkansas. AETN personnel serve every corner of the State. AETN's over-the-air broadcasts currently are carried through an infrastructure of 11 transmitters and 21 microwaves that service almost 100% of Arkansas. Field engineering personnel are assigned supervision of each transmitter and roving engineers maintain the connecting microwaves. Education field personnel travel to conduct workshops all over the State. Part-time producers are stationed in the northwest, central and southern regions of Arkansas to help AETN create local programming for and about Arkansas. Each field staff member is specialized and answers to a division director in that specialty area.



Agency Commentary

The Arkansas Educational Television Network (AETN) is the state's only public educational television service and the only television in Arkansas with statewide over-the-air broadcast capability. Today Arkansas citizens can access AETN's services via broadcast, cable, satellite, and web technologies 24-hours a day. As a PBS affiliate AETN broadcasts national programming and creates local programs for and about Arkansas. AETN serves a non-commercial educational mission through more than 41,800 hours of cost-effective educational programming, communications, and training services each year. In 2008, AETN was selected as one of the five most psychologically healthy places to work in the United States, as judged by the American Psychological Association.

AETN's mission is to provide accessible lifelong learning opportunities for all Arkansans. During its 42 year history AETN has progressed from a single channel analog transmitter serving central Arkansas to a statewide network of five analog transmitters, six digital transmitters, ten analog microwaves and eleven digital microwaves today. (Note: AETN's analog signal will cease broadcasting statewide on February 17, 2009.)

To meet an FCC mandate AETN installed basic digital equipment throughout its statewide infrastructure and began digital multi-casting in 2004. DTV effectively quadrupled AETN's broadcast channel capacity.

AETN uses standard definition digital TV during the daytime hours to provide 4 distinct channel offerings and provides high definition programs when available during the evening. With this new capacity AETN can help education in Arkansas even more by putting to good use the state's investment in various digital technologies. AETN's 4 digital channels include: AETN SCHOLAR that premiered in 2005 as the state's only full-time educational channel with curriculum based materials approved by the Arkansas Department of Education (ADE) for use in the classroom and professional development training for teachers approved by both ADE and the Southern Regional Education Board for Professional Development; AETN CREATE that premiered in 2006 with numerous "how-to" and lifestyle programs for the lifelong learner; AETN KIDS that premiered in 2006 featuring the best of public television's high quality programs for children; and AETN's regular educational channel, a simulcast of our award-winning, broad-based analog schedule serving all Arkansans.

AETN serves almost every Arkansan for a very modest cost to the state, and receives less than half its current funding (\$5M) from the state. AETN's funding comes from state and federal grants; partnerships with government, non-profits, and businesses; and individual donors who want to make a difference in the quality of programs accessible to Arkansans. On-air member drives are conducted three times a year by AETN's affiliated private non-profit Foundation to help raise funds for prime time programs. AETN's program schedule is devoted to children and families and offers a daily safe haven for learning. Instructional programs for kindergarten through twelfth grade students are broadcast daily in series block feeds for use in classrooms and by at-home-learners.

AETN's innovative IDEAS portal (Internet Delivered Education for Arkansas Schools) offers Arkansas' 35,000 certified teachers free access to professional development materials 24 hours a day. AETN also offers professional development materials on its SCHOLAR Channel, plus workshops for teachers throughout the state in technology training. The IDEAS portal is continually adding new materials for the state's teachers to improve their training and classroom presentations. More than 10,000 Arkansas teachers received credit through Arkansas Ideas in the first year of operation.

AETN also partners with Arkansas Department of Education (ADE) to provide a highly popular video-streaming service that's free and accessible to all public K12 schools in the state. Today almost 100% of all schools are using the video streaming to enhance classroom presentation and meet the curriculum requirements of the State Board of Education. Students use it to research reports and enhance computer skills. Colleges and Universities use it to train future teachers. College telecourses are broadcast by AETN to provide easy access to classes for non-traditional students. Student credit is coordinated statewide with participating institutions. Adult education programs are broadcast to help adult students earn GEDs, learn to read, and stay motivated to improve their lives.

Prime time and weekend programs offer cultural classics, public affairs, how-tos and outstanding documentaries on current issues for lifelong learners. AETN partners with other state agencies like the Arkansas Game & Fish Commission to solicit feedback from the citizens through call-in programs and to produce programs specific to Arkansas. AETN's satellite technology has helped agencies like Human Services, Emergency Services, and Special Education to improve communications with citizens and train thousands of employees via distance learning. Citizens can stay updated on current issues and get immediate answers to their questions by watching and calling during locally produced programs like ARKANSANS ASK with the Governor, Legislators, and other public officials. AETN continues to produce a wide variety of award-winning programs for and about Arkansas.

A 2007 Oakleaf and Associates survey found almost universal and enthusiastic support for AETN in Arkansas. Nationally, for the fifth consecutive year the American public has declared PBS the most

trustworthy institution in the country. The 2008 Roper study ranks PBS as second only to military defense in terms of value for tax dollars. The 2006 Grumwald National Survey of Educators indicates that PBS programs were the #1 choice for teachers for the 4th consecutive year, and the most used resource for video support in the classroom.

The 2006-2007 Erdos & Morgan Opinion Leaders Study verified that PBS News and Public Affairs programming continues to be a trusted source for opinion leaders. The NewsHour with Jim Lehrer and Washington Week were voted the top two most "objective" weekday news programs among opinion leaders. The NewsHour, Washington Week, NOVA and FRONTLINE were among the top 10 most "credible" media sources (print and television) for most opinion leaders. In a 2004 PKS survey PBS was voted a safe place for children to watch TV (84%) and a valuable cultural resource (83%).

AETN'S GENERAL REVENUE REQUEST:

State Treasury Operations:

AETN requests approximately \$2M in operating funds from General Revenue to support its statewide infrastructure and to enhance its educational services. Basic costs like utilities, land leases, insurance, maintenance and repairs have grown. Maintenance on digital equipment is also more expensive, involving software support contracts, ongoing upgrades, and computerized equipment that must be replaced within a shorter life span. AETN's digital technology has effectively become a huge statewide computer system. Most of the land on which AETN towers stand is leased. AETN also leases tower space in some regions of the state. Tower inspections are needed statewide to maintain the technical infrastructure and prevent calamities like the Redfield tower collapse in January 2008. The Albritton owned tower was undergoing maintenance contracted by KATV/Channel 7 when it fell. AETN leased space on that tower since 1966 and lost its Central Arkansas analog capability for several months after the tower fell. Regular inspections are especially important at the transmitter sites where AETN towers are over a thousand feet tall, but also on the shorter microwave towers that carry the signal to the transmitters. If the signal is interrupted at any site a whole region of the state goes unserved until the signal can be restored. Schools, teachers, and citizens depend on AETN 24/7 for programs and services that make a difference in their lives.

AETN needs funds to maintain a site in Northwest Arkansas to provide outreach programs in the fastest growing region of the state; to continue supporting Radio Reading Services for the Blind which has used AETN's analog infrastructure for years and must go digital when the analog system goes away; and for producing local programs in high definition to meet broadcast standards.

AETN requests funding to enhance educational Children's programming, new Children's initiatives and Arkansas Heritage Initiatives. Costs include acquiring and producing innovative educational programs for broadcast on AETN's Scholar Channel, the only formal education channel in the state. Funds are needed to maintain a digital management/storage system and to provide web servers which will house educational content and provide online resources for teachers, para-professionals, parents, children, and child-care providers. Educational content and online resources will include tutoring, stories and other interactive learning activities related to our Children's, Heritage and Cultural initiatives.

Honoring Arkansas' War Heroes:

AETN requests funding to continue its popular "In Their Words" Veterans' archiving project. The testimonies of more than 350 Arkansas WWII Veterans have been archived to date to assure their stories

are accessible for future generations. This project has touched the lives of thousands of Arkansans who are related to or know a Veteran from the "Greatest Generation." Their real stories will be available to generations of school children, putting a human face on the history of WWII. All AETN programs provide educational tools for the schools and teachers of Arkansas as well as the citizen populace of lifelong learners.

AETN'S CASH APPROPRIATION REQUEST:

AETN requests approximately \$1.2M in Cash appropriation to continue a variety of programs, productions and equipment purchases from grants. AETN continues a very successful partnership with ADE to offer high quality professional development free to Arkansas' 35,000 certified teachers through its popular IDEAS Portal (Internet Delivered Education for Arkansas Schools). All coursework is approved by the Arkansas Department of Education and the Southern Regional Education Board for Professional Development to help teachers meet 60/hours/year of professional training required by law. Training opportunities are delivered 24 hours a day through the Internet, on AETN's digital Scholar Channel, and through workshops like the Arkansas Technology Institute (ATI) where teachers learn how to use technology in the classroom.

AETN supports the ADE proposal to increase the share of per student funding for professional development that goes directly to ADE for new media services provided primarily, but not exclusively, by AETN. These services include in-classroom programs and project streaming on demand, PBS Teacherline, Teacher Connect, Arkansas IDEAS and specialized training to connect education and technology in the classroom. Funding must be increased to expand services for all teachers statewide.

Other cash funded programs include video streaming of curriculum materials for classroom teachers, at home learners, and student research projects; Kid's Computer Camp offered each summer across the state; Virtual Tours of Arkansas landmarks; and online communications capability for educators to share information with each other. AETN partners with ADE and other state agencies, universities, foundations and corporations to host, produce and originate programs for and about Arkansas.

AETN's Contingency Appropriation:

AETN requests continuance of this contingency appropriation for various digital grants and projects that may be funded from outside resources throughout the biennium.

See AETN's web page aetn.org for information on AETN's varied programs and services.

Audit Findings

DIVISION OF LEGISLATIVE AUDIT
AUDIT OF :
DEPARTMENT OF EDUCATION
ARKANSAS EDUCATIONAL TELEVISION COMMISSION

FOR THE YEAR ENDED JUNE 30, 2007

Findings	Recommendations
None	None

DIVISION OF LEGISLATIVE AUDIT
 AUDIT OF :
 ARKANSAS EDUCATIONAL TELECOMMUNICATIONS NETWORK FOUNDATION
 FOR THE YEAR ENDED JUNE 30, 2006

Findings	Recommendations
None	None

Employment Summary

	Male	Female	Total	%
White Employees	45	36	81	84 %
Black Employees	4	10	14	14 %
Other Racial Minorities	1	1	2	2 %
Total Minorities			16	16 %
Total Employees			97	100 %

Publications

A.C.A. 25-1-204

Name	Statutory Authorization	Required for		# of Copies	Reason(s) for Continued Publication and Distribution
		Governor	General Assembly		
None	N/A	N	N	0	N/A

Department Appropriation Summary

Historical Data

Agency Request and Executive Recommendation

Appropriation	2007-2008		2008-2009		2008-2009		2009-2010					2010-2011						
	Actual	Pos	Budget	Pos	Authorized	Pos	Base Level	Pos	Agency	Pos	Executive	Pos	Base Level	Pos	Agency	Pos	Executive	Pos
127 AETN-Treasury Paying	5,985,110	17	10,469,676	37	9,770,127	37	9,154,407	37	10,413,907	37	10,413,907	37	9,178,583	37	10,438,083	37	10,438,083	37
199 AETN-State Operations	4,958,436	81	4,850,189	76	5,160,844	76	5,134,655	76	7,232,632	80	5,184,655	76	5,225,609	76	7,231,480	80	5,275,609	76
2YX Honoring Arkansas' War Heros	125,000	1	125,000	0	125,000	0	0	0	208,500	0	125,000	0	0	0	185,500	0	125,000	0
B93 AETN-Contingency	0	0	1,318,703	0	1,318,703	0	1,318,703	0	1,318,703	0	1,318,703	0	1,318,703	0	1,318,703	0	1,318,703	0
Total	11,068,546	98	16,763,568	113	16,374,674	113	15,607,765	113	19,173,742	117	17,042,265	113	15,722,895	113	19,173,766	117	17,157,395	113

Funding Sources		%		%		%		%		%		%		%		%	
Fund Balance	4000005	5,238,762	29.9	6,453,855	32.7	2,953,855	17.2	2,953,855	14.3	2,953,855	16.0	1,521,461	8.8	1,521,461	7.3	1,521,461	8.2
General Revenue	4000010	5,080,672	29.0	4,975,189	25.2	5,134,655	30.0	7,441,132	36.0	5,259,655	28.4	5,225,609	30.3	7,416,980	35.8	5,350,609	28.7
Cash Fund	4000045	7,200,203	41.1	6,969,676	35.3	7,722,013	45.1	8,981,513	43.4	8,981,513	48.5	9,192,434	53.3	10,451,934	50.5	10,451,934	56.1
AETN Contingency	4000075	0	0.0	1,318,703	6.7	1,318,703	7.7	1,318,703	6.4	1,318,703	7.1	1,318,703	7.6	1,318,703	6.4	1,318,703	7.1
M & R Sales	4000340	2,764	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total Funds		17,522,401	100.0	19,717,423	100.0	17,129,226	100.0	20,695,203	100.0	18,513,726	100.0	17,258,207	100.0	20,709,078	100.0	18,642,707	100.0
Excess Appropriation/(Funding)		(6,453,855)		(2,953,855)		(1,521,461)		(1,521,461)		(1,471,461)		(1,535,312)		(1,535,312)		(1,485,312)	
Grand Total		11,068,546		16,763,568		15,607,765		19,173,742		17,042,265		15,722,895		19,173,766		17,157,395	

The FY09 Budget in AETN - Treasury Paying (Appropriation 127) exceeds Authorized Appropriation due to a transfer from the Cash Fund Holding Account.

The Executive Recommendation for \$50,000 of unfunded appropriation in Appropriation 199 causes the variance in fund balance.

Actual Positions exceed the Authorized number (Appropriation 199) due to the flexibility inherent in the authorization of all positions through one salary section in appropriation acts.

Agency Position Usage Report

FY2006 - 2007						FY2007 - 2008						FY2008 - 2009					
Authorized in Act	Budgeted			Unbudgeted	% of Authorized Unused	Authorized in Act	Budgeted			Unbudgeted	% of Authorized Unused	Authorized in Act	Budgeted			Unbudgeted	% of Authorized Unused
	Filled	Unfilled	Total	Total			Total	Total	Total	Total			Total				
111	91	22	113	-2	18.02 %	113	95	8	103	10	15.93 %	113	97	16	113	0	14.16 %

FY2007 total positions exceed authorized due to agency's ability to add pool positions through Act 2167 Section 9 of 2005.

Analysis of Budget Request

Appropriation: 127 - AETN-Treasury Paying

Funding Sources: NET - Cash in Treasury

Arkansas Educational Television receives funding for this cash appropriation from grants from private foundations, earnings for programs produced from the Agency's studios, and partnerships with various educational entities, state agencies, and private groups.

The Base Level salaries for classified positions reflect the recommendations of the Pay Plan Study. A 2.3% Cost of Living Allowance is reflected in the second year of the biennium. The Base Level request for Regular Salaries may include board member Stipend payments and Career Services payments for eligible employees. Personal Services Matching includes a \$75 increase in monthly contribution for State employee's health insurance for a total State match per budgeted employee of \$425.

AETN's Change Level requests total \$1,259,500 for both fiscal years and include:

- An increase of \$610,589 each year in Operating Expenses as AETN continues to maintain and improve its educational services throughout Arkansas. This includes the Internet Delivered Education for Arkansas Schools (IDEAS) program, which offers professional development training for Arkansas' teachers. This program is available to assist teachers in meeting the 60 hours a year of professional training as required by law. Some other programs funded through this cash appropriation are video streaming of curriculum materials for classroom teachers, home school learners and student research projects, Kid's Computer Camp offered during the summer, Virtual Tours of Arkansas landmarks and an online communications community for educators to share information with each other.
- An increase of \$103,911 each year in Conference and Travel Expenses to allow representatives to continue to attend training and other educational conferences.
- An increase of \$45,000 for Promotional Items each year to allow AETN to get and keep the attention of their end-users, specifically teachers. This line item allows AETN to purchase logo items with AETN's name, address, phone and email address to encourage end-users to contact them for help.
- An increase of \$500,000 for Capital Outlay each year to allow AETN to maintain and enhance their technology infrastructure to assure efficient delivery of telecommunications statewide.

AETN requested and received Legislative PEER approval for similar requests in FY09 through a cash appropriation increase letter. AETN is required to request the appropriation as a Change Level request for the next biennium. The increase request for FY09 and the Change Level requests for the biennium will be funded by new and continued Foundation Grants and continued support from the Department of Education and various other educational entities.

The Executive Recommendation provides for Agency Request. Expenditure of appropriation is contingent upon available funding.

Appropriation Summary

Appropriation: 127 - AETN-Treasury Paying

Funding Sources: NET - Cash in Treasury

Historical Data

Agency Request and Executive Recommendation

Commitment Item		Historical Data			Agency Request and Executive Recommendation			Agency Request and Executive Recommendation		
		2007-2008 Actual	2008-2009 Budget	2008-2009 Authorized	2009-2010			2010-2011		
					Base Level	Agency	Executive	Base Level	Agency	Executive
Regular Salaries	5010000	574,817	1,217,675	1,094,394	1,311,662	1,311,662	1,311,662	1,331,549	1,331,549	1,331,549
#Positions		17	37	37	37	37	37	37	37	37
Extra Help	5010001	260,837	409,003	765,655	409,003	409,003	409,003	409,003	409,003	409,003
#Extra Help		28	50	50	50	50	50	50	50	50
Personal Services Matching	5010003	262,218	504,288	439,428	501,885	501,885	501,885	506,174	506,174	506,174
Operating Expenses	5020002	3,976,810	6,467,087	5,856,498	5,856,498	6,467,087	6,467,087	5,856,498	6,467,087	6,467,087
Conference & Travel Expenses	5050009	119,062	245,348	141,437	141,437	245,348	245,348	141,437	245,348	245,348
Professional Fees	5060010	567,659	918,922	1,207,715	918,922	918,922	918,922	918,922	918,922	918,922
Data Processing	5090012	0	0	0	0	0	0	0	0	0
Promotional Items	5090028	24,996	25,000	15,000	15,000	60,000	60,000	15,000	60,000	60,000
Capital Outlay	5120011	198,711	682,353	250,000	0	500,000	500,000	0	500,000	500,000
Total		5,985,110	10,469,676	9,770,127	9,154,407	10,413,907	10,413,907	9,178,583	10,438,083	10,438,083

Funding Sources										
Fund Balance	4000005	5,238,762	6,453,855		2,953,855	2,953,855	2,953,855	1,521,461	1,521,461	1,521,461
Cash Fund	4000045	7,200,203	6,969,676		7,722,013	8,981,513	8,981,513	9,192,434	10,451,934	10,451,934
Total Funding		12,438,965	13,423,531		10,675,868	11,935,368	11,935,368	10,713,895	11,973,395	11,973,395
Excess Appropriation/(Funding)		(6,453,855)	(2,953,855)		(1,521,461)	(1,521,461)	(1,521,461)	(1,535,312)	(1,535,312)	(1,535,312)
Grand Total		5,985,110	10,469,676		9,154,407	10,413,907	10,413,907	9,178,583	10,438,083	10,438,083

Budget Exceeds Authorized Appropriation due to transfer from the Cash Fund Holding Account.

Change Level by Appropriation

Appropriation: 127 - AETN-Treasury Paying

Funding Sources: NET - Cash in Treasury

Agency Request

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	9,154,407	37	9,154,407	100.0	9,178,583	37	9,178,583	100.0
C01	Existing Program	759,500	0	9,913,907	108.3	759,500	0	9,938,083	108.3
C08	Technology	500,000	0	10,413,907	113.8	500,000	0	10,438,083	113.7

Executive Recommendation

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	9,154,407	37	9,154,407	100.0	9,178,583	37	9,178,583	100.0
C01	Existing Program	759,500	0	9,913,907	108.3	759,500	0	9,938,083	108.3
C08	Technology	500,000	0	10,413,907	113.8	500,000	0	10,438,083	113.7

Justification

C01	AETN requests cash appropriation to maintain and enhance its statewide educational services including the popular IDEAS Portal (Internet Delivered Education for Arkansas Schools) offering professional development training to teachers all over Arkansas. All coursework is approved by the Arkansas Department of Education and the Southern Regional Education Board for Professional Development to help teachers meet 60/hours/year of professional training required by law. Offerings are available 24/7 at no cost through the Internet, on AETN's digital Scholar Channel, and through workshops like the Arkansas Technology Institute (ATI) where teachers learn how to use technology in the classroom. Other cash funded programs include video streaming of curriculum materials for classroom teachers, at home learners, and student research projects; Kid's Computer Camp offered each summer across the state; Virtual Tours of Arkansas landmarks; and online communications capability for educators to share information with each other. Arkansas IDEAS is provided by the Arkansas Online Professional Development Initiative, a collaborative effort of AETN, the Arkansas Education Department and PBS Teacherline. AETN partners with ADE and other state agencies, universities, foundations and corporations to host, produce and originate programs/projects for and about Arkansas. Note: AETN supports the ADE proposal to increase the share of per student funding for professional development that goes directly to ADE for new media services provided primarily, but not exclusively, by AETN. These services include in-classroom programs and project streaming on demand, Teacherline, Teacher Connect, Arkansas IDEAS and specialized training to connect education and technology in the classroom. Funding must be increased to expand services for all teachers statewide.
C08	AETN requests funds to maintain and enhance our technology infrastructure to assure efficient delivery of telecommunications statewide, including professional development, video on demand, virtual tours, workshops, and digital productions. Operations will require additional digital storage space, a system to manage digital storage, digital channel maximization, and replacement of older program equipment. IT Plan Tab-Project:Media Asset Management, IT Plan Tab-Project:Broadcast Storage Management

Analysis of Budget Request

Appropriation: 199 - AETN-State Operations

Funding Sources: EMA - ETV-State Operation

Arkansas Educational Television Network (AETN) is Arkansas' only statewide television network. AETN distributes a program of educational and general audience offerings that is broadcast for all citizens of Arkansas. The network's broadcast are carried from the R. Lee Reaves Center for Educational Telecommunications in Conway via AETN's own microwave interconnection relay system to the five analog and six digital broadcasting transmitters. All transmitters broadcast stereo audio. AETN's Second Audio Program (SAP) channel delivers the Arkansas Information Reading Service (AIRS) for the Blind as well as Descriptive Video on selected programs for those who are blind or are visually-impaired. Virtually all programs broadcast on AETN are also closed captioned for the deaf or hearing impaired. Additionally, AETN is set to begin broadcasting at 100% digital programming, as federally required, at midnight on February 17, 2009. Funding for this appropriation comes from State General Revenue.

Base Level salaries for classified positions reflect the recommendations of the Pay Plan Study as well as the recommendation for one position transitioning from unclassified to classified. Unclassified positions reflect similar adjustments in line item salaries. A 2.3% Cost of Living Allowance is reflected in the second year of the biennium. The Base Level request for Regular Salaries may include board member Stipend payments and Career Services payments for eligible employees. Personal Services Matching includes a \$75 increase in monthly contribution for State employee's health insurance for a total State match per budgeted employee of \$425.

Change Level requests include:

- An increase in Regular Salaries of \$139,327 in FY10 and \$142,529 in FY11, plus the Personal Services Matching of \$50,650 in FY10 and \$51,342 in FY11 for four (4) new positions. These positions are: a Website Developer, an Information Systems Coordinator Specialist, an Education and Instruction Manager and an Education and Instruction Specialist. The Website Developer is requested to assist with AETN's website as the demand and popularity of the site continues to expand as users view and download video materials. The Information Systems Coordinator Specialist is needed to assist with AETN's statewide digital technology as this system continues to become a larger computerized system. The Education & Instruction Manager and Specialist positions are needed in Northwest Arkansas to provide teacher training, educational services and outreach for network initiatives as that section of Arkansas continues to grow.
- An increase in Operating Expense of \$1,263,000 in FY10 and \$1,245,000 in FY11 for increases in basic cost of utilities, land leases, facilities for outreach programs in Northwest Arkansas, support for Radio Reading Services for the Blind and producing local programs in high definition to meet broadcast standards.
- An increase in Conference and Travel Expenses of \$60,000 for each fiscal year to allow AETN to acquire and produce innovative educational programs on AETN's scholar channel.
- Increasing the Professional Fees line item by \$285,000 in FY10 and \$242,000 in FY11 to allow AETN to contract with outside sources to enhance the educational services for children's programs, children's initiatives and the Arkansas Heritage Initiatives.

- Increases of \$60,000 in FY10 and \$55,000 in FY11 for the Promotional Items line item. This is to allow AETN to purchase logo items with AETN's name, address, phone, and email address to encourage end-users to contact them for help.
- Increases of \$240,000 in FY10 and \$210,000 in FY11 for Capital Outlay due to infrastructure needs to maintain a digital management/ storage system and provide web servers that can provide better online resources for all users.

The Executive Recommendation provides Base Level with an increase \$50,000 of unfunded appropriation in Capital Outlay.

Appropriation Summary

Appropriation: 199 - AETN-State Operations

Funding Sources: EMA - ETV-State Operation

Historical Data

Agency Request and Executive Recommendation

Commitment Item		Historical Data			Agency Request and Executive Recommendation			Agency Request and Executive Recommendation		
		2007-2008 Actual	2008-2009 Budget	2008-2009 Authorized	2009-2010			2010-2011		
					Base Level	Agency	Executive	Base Level	Agency	Executive
Regular Salaries	5010000	3,214,820	3,154,174	3,154,174	3,331,545	3,470,872	3,331,545	3,406,384	3,548,913	3,406,384
#Positions		81	76	76	76	80	76	76	80	76
Extra Help	5010001	6,459	8,800	8,800	8,800	8,800	8,800	8,800	8,800	8,800
#Extra Help		1	1	1	1	1	1	1	1	1
Personal Services Matching	5010003	996,506	996,904	1,016,919	1,103,999	1,154,649	1,103,999	1,120,114	1,171,456	1,120,114
Operating Expenses	5020002	732,876	670,311	905,951	670,311	1,933,311	670,311	670,311	1,915,311	670,311
Conference & Travel Expenses	5050009	0	0	0	0	60,000	0	0	60,000	0
Professional Fees	5060010	7,775	20,000	20,000	20,000	305,000	20,000	20,000	262,000	20,000
Data Processing	5090012	0	0	0	0	0	0	0	0	0
Promotional Items	5090028	0	0	5,000	0	60,000	0	0	55,000	0
Capital Outlay	5120011	0	0	50,000	0	240,000	50,000	0	210,000	50,000
Total		4,958,436	4,850,189	5,160,844	5,134,655	7,232,632	5,184,655	5,225,609	7,231,480	5,275,609
Funding Sources										
General Revenue	4000010	4,955,672	4,850,189		5,134,655	7,232,632	5,134,655	5,225,609	7,231,480	5,225,609
M & R Sales	4000340	2,764	0		0	0	0	0	0	0
Total Funding		4,958,436	4,850,189		5,134,655	7,232,632	5,134,655	5,225,609	7,231,480	5,225,609
Excess Appropriation/(Funding)		0	0		0	0	50,000	0	0	50,000
Grand Total		4,958,436	4,850,189		5,134,655	7,232,632	5,184,655	5,225,609	7,231,480	5,275,609

Actual and/or Budgeted Number of Positions may exceed the Authorized Number due to the flexibility inherent in the authorization of all positions through one salary section in appropriation acts.

Change Level by Appropriation

Appropriation: 199 - AETN-State Operations

Funding Sources: EMA - ETV-State Operation

Agency Request

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	5,134,655	76	5,134,655	100.0	5,225,609	76	5,225,609	100.0
C01	Existing Program	722,977	4	5,857,632	114.1	730,871	4	5,956,480	114.0
C02	New Program	1,235,000	0	7,092,632	138.1	1,135,000	0	7,091,480	135.7
C08	Technology	140,000	0	7,232,632	140.9	140,000	0	7,231,480	138.4

Executive Recommendation

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	5,134,655	76	5,134,655	100.0	5,225,609	76	5,225,609	100.0
C01	Existing Program	0	0	5,134,655	100.0	0	0	5,225,609	100.0
C02	New Program	0	0	5,134,655	100.0	0	0	5,225,609	100.0
C08	Technology	50,000	0	5,184,655	101.0	50,000	0	5,275,609	101.0

Justification

C01	AETN requests funding to maintain its statewide digital operations and infrastructure. Costs have increased for land/tower leases, facilities for outreach programs in Northwest Arkansas, support for Radio Reading Services for the Blind, producing local programs in high definition to meet broadcast standards, and maintenance and utilities for the statewide infrastructure of 6 digital transmitters, and 11 microwaves broadcasting AETN's signal to Arkansas. This request includes 4 additional positions to maintain existing programs: a Website Developer to assist with growing web demands as AETN's web effectively becomes another channel for users to view and download video materials; a Systems Coordination Analyst I to assist with AETN's statewide digital technology which has become a huge computerized system; and 2 field staff for AETN's NW Arkansas office on the UofA campus, an Education/Instruction Manager and Education/Instruction Specialist to provide teacher training, educational services and outreach for network initiatives to the fastest growing corner of the state.
C02	AETN requests funding to enhance educational services including Children's programming, Children's initiatives and Arkansas Heritage Initiatives. Costs include acquiring and producing innovative educational programs for broadcast on AETN's Scholar Channel, the only formal education channel in the state.
C08	Infrastructure funds are needed to maintain a digital management/storage system and to provide web servers which will house educational content and provide online resources for teachers, para-professionals, parents, children, and child-care providers. Educational content and online resources will include tutoring, stories and other interactive learning activities related to our Children's, Heritage and Cultural initiatives. IT Plan Tab-Projects: Media Asset Management, IT Plan Tab-Major Application:Web development and Services, IT Plan Tab-Major Application: Staff Development Portal

Analysis of Budget Request

Appropriation: 2YX - Honoring Arkansas' War Heros

Funding Sources: EMA - ETV-State Operations

This general revenue funded appropriation is used by AETN to design documentaries honoring Arkansas' was heroes. Through the "In Their Words" Veteran's archiving project, AETN has archived the testimonies of more than 350 Arkansas WWII Veterans. With the use of this oral history, AETN can now offer a much more inclusive picture of the past. The archival program is featuring an extensive web/streaming and research environment for teachers and every Arkansas student with the ability to follow the actions, careers and lessons taught by these great Arkansans. This important and large project is a vital part of the Arkansas and American record.

Special language in AETN's current appropriation act (Section 9 of Act 786 of 2007) requires the Agency to request the continuation and any increase of this appropriation as a change level request for the 2009-2011 Biennium.

The Agency is requesting funding and appropriation of \$208,500 for FY10 and \$185,500 for FY11. This will allow the Agency to continue and improve this program.

The Executive Recommendation allows for funding and appropriation of \$125,000 for each fiscal year.

Appropriation Summary

Appropriation: 2YX - Honoring Arkansas' War Heros

Funding Sources: EMA - ETV-State Operations

Historical Data

Agency Request and Executive Recommendation

Commitment Item	Historical Data			2009-2010			2010-2011		
	2007-2008 Actual	2008-2009 Budget	2008-2009 Authorized	Base Level	Agency	Executive	Base Level	Agency	Executive
Honoring Arkansas' War Heroes 5900046	125,000	125,000	125,000	0	208,500	125,000	0	185,500	125,000
Total	125,000	125,000	125,000	0	208,500	125,000	0	185,500	125,000
Funding Sources									
General Revenue 4000010	125,000	125,000		0	208,500	125,000	0	185,500	125,000
Total Funding	125,000	125,000		0	208,500	125,000	0	185,500	125,000
Excess Appropriation/(Funding)	0	0		0	0	0	0	0	0
Grand Total	125,000	125,000		0	208,500	125,000	0	185,500	125,000

Special Language in Section 9 of Act 786 of 2007 requires AETN to request continuation of this appropriation as a change level request.

Change Level by Appropriation

Appropriation: 2YX - Honoring Arkansas' War Heros

Funding Sources: EMA - ETV-State Operations

Agency Request

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	0	0	0	0.0	0	0	0	0.0
C01	Existing Program	208,500	0	208,500	100.0	185,500	0	185,500	100.0

Executive Recommendation

Change Level		2009-2010	Pos	Cumulative	% of BL	2010-2011	Pos	Cumulative	% of BL
BL	Base Level	0	0	0	0.0	0	0	0	0.0
C01	Existing Program	125,000	0	125,000	100.0	125,000	0	125,000	100.0

Justification

C01	AETN requests funding to continue its popular "In Their Words" Veterans' archiving project. The testimonies of more than 350 Arkansas WWII Veterans have been archived to date to assure their stories are accessible for future generations. All AETN programs provide educational tools for the schools and teachers of Arkansas as well as the citizen populace of lifelong learners.								
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Analysis of Budget Request

Appropriation: B93 - AETN-Contingency

Funding Sources: 516 - AETN Contingency

This Contingency appropriation was established during the 82nd General Assembly for the AETN/UCA complex. Continuation is requested to provide sufficient appropriation to meet the needs of the Digital Television and Americans with Disabilities Federal mandates.

The Agency is requesting Base Level for the 2009-11 Biennium.

The Executive Recommendation provides for Agency Request. Expenditure of appropriation is contingent upon available funding.

Appropriation Summary

Appropriation: B93 - AETN-Contingency

Funding Sources: 516 - AETN Contingency

Historical Data

Agency Request and Executive Recommendation

Commitment Item	2007-2008	2008-2009	2008-2009	2009-2010			2010-2011		
	Actual	Budget	Authorized	Base Level	Agency	Executive	Base Level	Agency	Executive
Contingency 5130018	0	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703
Total	0	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703
Funding Sources									
AETN Contingency 4000075	0	1,318,703		1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703
Total Funding	0	1,318,703		1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703
Excess Appropriation/(Funding)	0	0		0	0	0	0	0	0
Grand Total	0	1,318,703		1,318,703	1,318,703	1,318,703	1,318,703	1,318,703	1,318,703