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New series “Citizen Better” from SCETV and PBS Digital Studios explores unconventional civic engagement

COLUMBIA, S.C. – *Citizen Better*, a new eight-part series produced by South Carolina ETV (SCETV), explores offbeat ways young people are participating in the democratic process and how they are redefining civic engagement beyond the voting booth. Streaming on [PBS Voices](#), the PBS Digital Studios’ home for documentaries on YouTube, the series delves into civics in the digital era and highlights unique ways each of us can contribute to the well-being of our communities more regularly.

Hosted by [KJ Kearney](#), a community organizer from Charleston, SC and founder of Black Food Fridays, the series takes viewers on a journey to answer the question, "Is it possible to be civically engaged outside of formal activities?"

Kearney brings a wealth of experience to the series. He has previously run for office, penned a proclamation that established "Red Rice Day" in his city and achieved viral fame on TikTok. As a community organizer for the Charleston Promise Neighborhood non-profit organization, Kearney works to bridge gaps between disparate groups by emphasizing commonalities and addressing unique differences. Kearney is also the founder of Black Food Fridays, a James Beard Award-nominated social media advocacy initiative. Black Food Fridays encourages everyone to support Black-owned restaurants every Friday.

With new episodes premiering each month through August, audiences can also watch ***Citizen Better*** on Facebook, [PBS.org](#) and the [PBS App](#), available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Android TV, Samsung Smart TV, Chromecast and VIZIO.

Citizen Better is a production of SCETV for PBS Digital Studios with support from the [Corporation for Public Broadcasting](#). The series is a part of Digital Studios’ Regional Digital Centers of Innovation program, through PBS North Carolina.

The ***Citizen Better*** [trailer](#), [first episode](#) and [second episode](#) are available to view.

QUOTES:

“We are proud to support a series that challenges traditional perspectives and empowers viewers to make a positive impact in their communities. At SCETV, we believe in the power of media to inspire and inform, and ***Citizen Better*** perfectly embodies that ethos. KJ Kearney's unique approach to exploring civic engagement aligns with our mission of providing content that encourages active citizenship and community involvement.” –**SCETV President and CEO Adrienne Fairwell**

“***Citizen Better*** is not just about politics; it’s about finding the unique ways each of us can contribute to the well-being of our communities. It’s a journey of discovery, a quest to redefine civic engagement beyond the expected norms.” – ***Citizen Better* Host KJ Kearney**

“We’re thrilled to bring ***Citizen Better*** to PBS Voices. The concept is so central to our mission at PBS Digital Studios, and the timing for a program that advances civic engagement couldn’t be better. KJ is known for his innate ability to break down complex issues in an understandable and entertaining way, and I think viewers of all ages will really connect with him on this journey.” –**Head of PBS Digital Studios Maribel Lopez**



FAST FACTS:

- The new eight-part series **Citizen Better** is now streaming on [PBS Voices](#).
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About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

About PBS Digital Studios

PBS Digital Studios produces original, digital programming designed to engage, enlighten, and entertain online audiences. The PBS Digital Studios network has more than 30 million subscribers on YouTube, generating an average of 50 million views each month. In over 10 years, it has launched more than 100 original series and has accumulated over four billion lifetime views on YouTube. Series include the Webby Award-winning BE SMART and SOUND FIELD, as well as popular series such as WEATHERED, EONS, MONSTRUM and PBS SPACE TIME. For more information on PBS Digital Studios, visit [PBS.org](#).

About PBS Voices

PBS Voices is a documentary-themed YouTube channel by PBS Digital Studios, which brings together curated content from PBS member stations and independent filmmakers across the country. Programs featured on PBS Voices cover a diverse array of subjects which highlight unique perspectives while celebrating our shared human experiences.

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