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## **SCETV and Riley Institute partner for Public Media Diversity Leaders Initiative's sixth cohort**

**COLUMBIA, S.C.** – South Carolina ETV and Public Radio (SCETV) is again partnering with the Riley Institute at Furman University to offer the [Public Media Diversity Leaders Initiative](#) (PMDLI).

In its sixth cohort, PMDLI is a highly interactive virtual program designed with the unique needs of public media in mind. This national class explores opportunities and challenges related to diversity, equity and inclusion (DEI) in the public media sector. The curriculum incorporates collaborative exercises, scenario analyses and audio/visual tools that introduce strategic DEI frameworks to guide the development of actionable plans. Participants will explore selected best DEI practices already in place within public media and content tailored to examine challenges, themes and topics identified by the participants.

SCETV's Chief Content Officer Tabitha Safdi is one of 20 distinguished public media leaders from across the country selected to participate in the sixth PMDLI cohort, which is modeled after the Institute's award-winning South Carolina Diversity Leaders Initiative.

Collectively, PMDLI participants reflect a vast public media ecosystem, representing all forms of broadcasting including television, digital and radio as well as a variety of geographic regions, audiences, affiliate organizations and diversity dimensions.

For more information about PMDLI, visit [furman.edu/public-media-dli](http://furman.edu/public-media-dli).

### **QUOTES**

"Growing awareness of the inequities that pervade American institutions has created the imperative for public media leaders to establish diversity, equity and inclusion as core values within their organizations. We are proud to partner with the Riley Institute to offer this virtual program to peers across the country who are looking for tangible ways to advance social progress in their organizations and beyond." –**SCETV President and CEO Adrienne Fairwell**

"The Riley Institute is proud to play a role in connecting a network of public media professionals who are committed to managing, leading and meeting the needs of increasingly diverse workers, clients and audiences. We look forward to seeing the positive impact this program will have in communities across the country." –**Executive Director of the Riley Institute Don Gordon**

### **FAST FACTS**

- SCETV has partnered with the Riley Institute at Furman University to offer the sixth cohort of [Public Media Diversity Leaders Initiative](#) (PMDLI).
- The national class is designed to explore opportunities and challenges related to DEI in the public media sector.
- Participants will explore selected best DEI practices already in place within public media and content tailored to examine challenges, themes and topics identified by the participants.
- SCETV's Chief Content Officer Tabitha Safdi is one of 20 distinguished public media leaders from across the country selected to participate in the sixth PMDLI cohort.



- Visit [furman.edu/public-media-dli](http://furman.edu/public-media-dli) for more information about PMDLI.

#### **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 the Riley Institute at Furman University**

Furman University's Richard W. Riley Institute advances social and economic progress in South Carolina and beyond by building leadership for a diverse society, broadening student and community perspectives on critical issues, hosting expert speakers, supporting public education, and creating knowledge through community solutions-focused research. It is committed to nonpartisanship in all it does and to a rhetoric-free, facts-based approach to change. Learn more at [furman.edu/riley](http://furman.edu/riley).

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