Promotion Kit

Logo

There are two versions of the *South of Spooky* logo, a full color version and a tan reverse version to appear on darker backgrounds.

Recreation
Do not recreate the logotype.

Reverse Logo
When printing onto a dark background without color printing capability, a tan version of the logo is approved for use.

Distortion
Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.

25%X

X

25%X

25%X

X

25%X
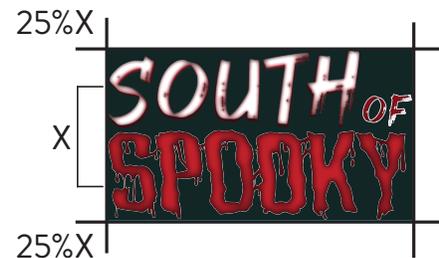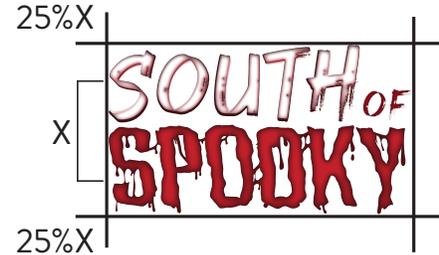
Minimum Padding
Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing
Logo should never print less than 0.5" in width.

| Color | Print | Digital | |
	CMYK	RGB	HEX
Tan	C: 11 Y: 12 M: 13 K: 0	R: 224 G: 214 B: 212	#e0d6d4
Red	C: 28 Y: 79 M: 85 K: 27	R: 143 G: 56 B: 51	#8f3833
Black	C: 83 Y: 65 M: 62 K: 70	R: 18 G: 38 B: 38	#122626
Teal	C: 82 Y: 37 M: 41 K: 7	R: 46 G: 120 B: 138	#2e788a
Light Teal	C: 45 Y: 21 M: 14 K: 0	R: 140 G: 186 B: 194	#8cbac2

Colors

The primary color palette for *South of Spooky* includes tan, red, black, teal and light teal. Teal and red are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Light teal is the brand's secondary color and should be used as an accent or in locations where teal and red are not appropriate.

Typography

After Action uses the font **Nimbus Sans Cond** for headers and specialty text. **Nimbus Sans** is used for body copy.
- When using these fonts to promote *South of Spooky*, do not add effects, such as gradients, emboss or drop shadow.

Imagery

These graphics serve as signature art and title treatment art for *South of Spooky* and should be used where appropriate.
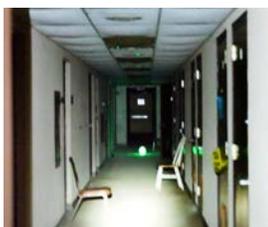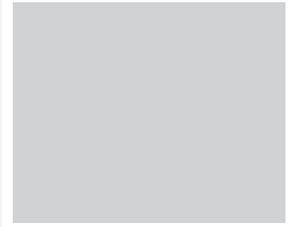
Signature Art

Title Treatment Art

Season Imagery

Below are 10 production stills selected to reflect Season 1 of *South of Spooky*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at www.scetv.org/about/press-room.

Funding Partners

Where appropriate, funding partners should be mentioned. South of Spooky includes one funding partner:

- ETV Endowment of South Carolina

SOUTH OF SPOOKY

Gavin Jackson

A.T. Shire

Gavin Jackson graduated with a visual journalism degree from Kent State University in 2008 and has been in the news industry ever since. He has worked at newspapers in Ohio, Louisiana and most recently in South Carolina at the Florence Morning News and Charleston Post and Courier. Gavin's career as a multi-faceted journalist began in 2011 at the Morning News where he wrote, shot photos and video for daily stories in print, online and broadcast. His local political coverage got him hired onto The Post and Courier's Statehouse bureau team in fall 2015. He covered the presidential primaries, Gov. Nikki Haley, the legislature and more. He joined the SCETV/SC Public Radio team in 2017 and hosts the weekly public affairs show This Week in South Carolina and the South Carolina Lede news podcast.

A.T. Shire received his Audio Engineering degree from the Institute of Audio Research in New York City, then worked in many Jazz Clubs and music studios in Manhattan, including the famed Birdland Jazz Club where he worked with names such as Michael Feinstein, Arturo O'Farrill, and Wynton Marsalis. After working on the South Carolina Public Radio productions Piano Jazz and Song Travels with Michael Feinstein, Shire moved to Columbia, SC to join the South Carolina Public Radio team. He currently produces SC Public Radio's ever-growing list of original podcasts as well as the network's annual Spoleto Festival USA programming.

SEAN BIRCH
Executive Producer

Sean Birch brings his passion for engaging with listeners and delivering high-quality radio and podcast content to his role as Director of South Carolina Public Radio. He oversees the day to day operations of the network and leads the team in creating news and programming which informs, entertains and reflects the diverse population of the Palmetto State. A Florida native, Sean received his bachelor's degree from the University of Central Florida and began his career at WJCT in Jacksonville, FL before joining SC Public Radio in 2017. He has held many roles throughout his 11 years in public media, providing him with an invaluable understanding of every step from concept to completion.

AIMEE CROUCH
Supervising Producer

Aimee Crouch is SCETV's News Director, where she produces two programs, This Week in South Carolina and Palmetto Perspective. She is the lead producer on all live political events, including political debates and election night coverage. She is a Charleston native and a graduate of Lander University in Greenwood, SC. She began her career with SCETV and has been with the organization for over 20 years. A four-time Emmy Award nominee (Southeast Region), she was the recipient of the 2016 Emmy Award for "Remembering Charleston." She is also the recipient of a Telly Award and a Green Eye Shade Journalism Award. A graduate of The Dick Riley Institute at Furman University's Diversity Fellowship Program in 2016 and The Corporation for Public Broadcasting's Editorial Integrity and Leadership Initiative at Arizona State University in 2019.

Long Description

Explore South Carolina's history and culture while uncovering local legends and investigating reported hauntings. When you mess with the unknown, there's bound to be a few challenges along the way. Join hosts Gavin Jackson and AT Shire as they dig into the stories with paranormal experts, historians, authors and community members to see how these myths and ghost stories impact their community's history, values and way of life.

Medium Description

Join hosts Gavin Jackson and AT Shire as they explore South Carolina's history and culture while uncovering local legends and investigating reported hauntings. Dig into the stories to see how these myths and ghost stories impact communities.

Short Description

Explore South Carolina's history and culture while uncovering local legends and investigating reported hauntings.

etv   etv ENDOWMENT

Please contact *etvcom@scetv.org* with any questions or concerns.

## Episode 101: The Gray Man of Pawleys Island

Long description
The Gray Man of Pawleys Island is considered a sign of protection from hurricanes. The centuries-old legend is that of a love story. A young man dies on his way to ask for his fiancé's hand in marriage. After his death, the young woman is warned about a storm by a cloaked gray man, and her home remains undamaged. The Gray Man is said to roam the island in the days before a storm, still searching for his lover.

Medium Description
The Gray Man of Pawleys Island is considered a sign of protection from hurricanes, but there's a centuries-old story behind this mysterious sighting. Join hosts Gavin Jackson and AT Shire as they investigate the legend of the Gray Man.

Short Description
The Gray Man of Pawleys Island is considered a sign of protection from hurricanes.
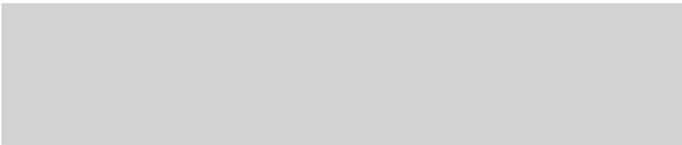
Episode 102: The Lizard Man

Long description
There are unexplained sightings at Poinsett Bridge in Landrum, thought to be the oldest bridge in South Carolina. Join hosts Gavin Jackson and AT Shire as they investigate the fourteen-foot, Gothic style bridge that is reported to keep cars from starting and be the source of bizarre screams and moans.

Medium Description
There are unexplained sightings at the Poinsett Bridge in Landrum. Thought to be the oldest bridge in South Carolina, the fourteen-foot, Gothic style bridge is reported to keep cars from starting and be the source of bizarre screams and moans.

Short Description
There are unexplained sightings at the Poinsett Bridge in Landrum.

Episode 103: The Haunting of Poinsett Bridge

Long description
The town of Bishopville has a mixed history of fearing and celebrating its famed "Lizard Man." Over 30 years ago a young man got a flat tire while driving near Scape Ore Swamp. A large, green, lizard-like creature emerged from the shadows and viciously attacked his car as he drove away. Many others have claimed encounters with the legendary Lizard Man, leaving a mark on the small, agricultural town.

Medium Description
The town of Bishopville has a mixed history of fearing and celebrating its illusive, large, green, lizard-like creature. Many have claimed encounters with the legendary Lizard Man, leaving a mark on the small, agricultural town.

Short Description
The town of Bishopville has a mixed history of fearing and celebrating its famed "Lizard Man."

Episode 104:   The Legend of Alice Flagg

Long description
Alice Flagg is said to haunt her grave at the historic Hermitage in Murrells Inlet. A mid 1800s forbidden romance led to the secret engagement of Alice and her star-crossed lover. After becoming ill, Alice's disapproving brother tore the hidden engagement ring from a ribbon tied around her neck. She is said to haunt her grave at All Saints Church, dressed in a white gown and searching for her lost ring.

Medium Description
Alice Flagg is said to haunt her grave at the historic Hermitage in Murrells Inlet. A mid 1800s forbidden romance led to a secret engagement. She is said to haunt her grave at All Saints Church, dressed in a white gown and searching for her lost ring.

Short Description
Alice Flagg is said to haunt her grave at the historic Hermitage in Murrells Inlet.

Episode 105: Folklore of the Gullah Culture

Long description
Boo hags, haints and other creatures are found throughout Lowcountry Gullah culture. A boo hag is said to use witchcraft to manipulate people and steal energy from the living while they sleep. They steal a living person's skin and wear it to move among the world of the living without suspicion. These are just some of the creatures from traditional Gullah lore and their connection to African culture.

Medium Description
Boo hags, haints and other creatures are found throughout Lowcountry Gullah culture. A boo hag is said to use witchcraft to steal energy from the living while they sleep. Explore creatures from traditional Gullah lore and their connection to African culture.

Short Description
Boo hags, haints and other creatures are found throughout Lowcountry Gullah culture.

Episode 106: An Investigation of the Old South Pittsburg Hospital in Tennessee

Long description
The Old South Pittsburg Hospital is said to have menacing ghosts that roam its empty halls. Once a functioning hospital, it is believed to be built over an underground spring and have been the site of a base for Union soldiers during a bloody Civil War battle. Hosts Gavin Jackson and AT Shire travel to Pittsburg, Tennessee and join paranormal investigators to explore the notorious haunted abandoned hospital.

Medium Description
The Old South Pittsburg Hospital is said to have menacing ghosts that roam its empty halls. Once a functioning hospital, it is believed to be built over an underground spring and have been the site of a base for Union soldiers during a bloody Civil War battle.

Short Description
Travel to Pittsburg, Tennessee with paranormal investigators to explore a notorious haunted abandoned hospital.

Below are 10 production stills selected to reflect Season 1 of *South of Spooky*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at *www.scetv.org/about/press-room*.
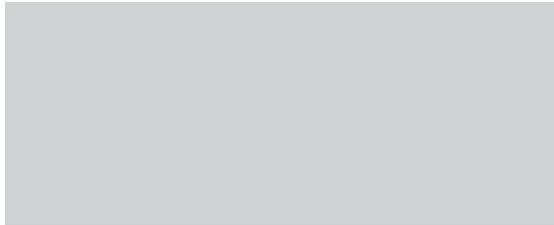
Episode 101: The Gray Man of Pawleys Island

IMAGE 1

Caption
The mythical Gray Man notoriously appears before severe weather, like Hurricane Hugo in 1989—a storm that decimated South Carolina's coastal communities.

Credit
SCETV

IMAGE 2

Caption
An article from the April 19, 1954 edition of The State Newspaper tells of a sighting of Gray Man ahead of a wind storm on Pawleys Island.

Credit
SCETV
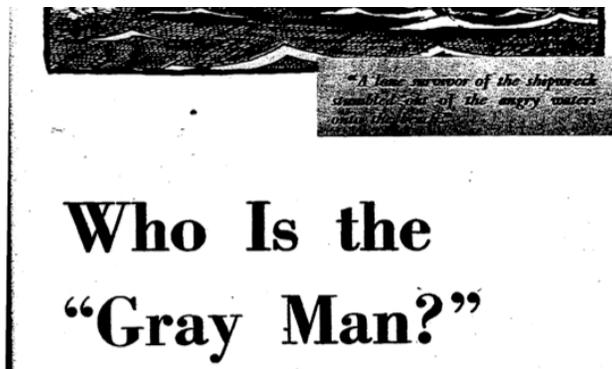
IMAGE 3

Caption
A clipping from The State newspaper on August 22, 1954.

Credit
SCETV

IMAGE 4

Caption
A depiction of Gray Man from an SCETV special.

Credit
SCETV

IMAGE 5

Caption
A depiction of Gray Man from an SCETV special.

Credit
SCETV

Episode 102: The Lizard Man

IMAGE 1

Caption

—

Credit
SCETV

IMAGE 2

Caption

—

Credit
SCETV

IMAGE 3

Caption

—

Credit
SCETV

IMAGE 4

Caption

—

Credit
SCETV

Episode 103: The Haunting of Poinsett Bridge

IMAGE 1

Caption
The marker for the Poinsett Bridge in Greenville County that's more than 200 years old.

Credit
SCETV

IMAGE 2

Caption
The Poinsett Bridge spans 130 feet over Little Gap Creek and is part of the 120-acre Poinsette Bridge Heritage Preserve in Greenville County.

Credit
SCETV

IMAGE 3

Caption
The 14-foot Gothic arch is the highlight of the 202-year old stone bridge.

Credit
SCETV

IMAGE 4

Caption
The 14-foot Gothic arch makes way for the cool waters of Little Gap Creek.

Credit
SCETV

IMAGE 5

Caption
A closer look at the 14-foot Gothic arch of the Poinsett Bridge.

Credit
SCETV

IMAGE 6

Caption
A closeup of the stones that make up Poinsett Bridge.

Credit
SCETV

IMAGE 7

Caption
The 14-foot Gothic arch makes way for the cool waters of Little Gap Creek.

Credit
SCETV

Episode 104:   The Legend of Alice Flagg

IMAGE 1

Caption
The grave marked Alice at All Saints Cemetery near Pawleys Island.

Credit
SCETV

IMAGE 2

Caption
The All Saints Church and adjoining cemetery.

Credit
SCETV

IMAGE 3

Caption
The historic cemetery grounds of All Saints Church feature several family plots and unique gravestones.

Credit
SCETV

IMAGE 4

Caption
The grave of Thomas George Pawley.

Credit
SCETV

Episode 105: Folklore of the Gullah Culture

IMAGE 1

Caption

—

Credit
SCETV

IMAGE 2

Caption

—

Credit
SCETV

IMAGE 3

Caption

—

Credit
SCETV

IMAGE 4

Caption

—

Credit
SCETV

Episode 106: An Investigation of the Old South Pittsburg Hospital in Tennessee

IMAGE 1

Caption
The plaque for the South Pittsburg City Hospital building from 1959.

Credit
SCETV

IMAGE 2

Caption
A member of the S.C. Paranormal Research and Investigations team walks through the hospital.

Credit
SCETV

IMAGE 3

Caption
A hospital sign illuminated by Gavin Jackson's red light headlamp in a hospital hallway.

Credit
SCETV

IMAGE 4

Caption
One of the many dark hallways throughout the three-story hospital.

Credit
SCETV

IMAGE 5

Caption
A wheelchair is illuminated by Gavin Jackson's red light headlamp in the hospital.

Credit
SCETV

IMAGE 6

Caption
A framed photo collage memorial for the late caretaker of the hospital Jim.

Credit
SCETV

IMAGE 7

Caption
Darleen, with S.C. Paranormal Research and Investigations, seen in late caretaker Jim's room with other investigators at the very end of the investigation.

Credit
SCETV

SOUTH of SPOOKY

PRODUCTION PHOTOGRAPPHY

Episode 101: The Gray Man of Pawleys Island

IMAGE 1

Caption
AT Shire and Gavin Jackson hit the beach on Pawleys Island during a stormy October day looking for the reclusive Gray Man.

Credit
SCETV

IMAGE 2

Caption
South Carolina storyteller Lee Brockington regales Gavin Jackson and AT Share with the tale of The Gray Man as best she's known it.

Credit
SCETV

Episode 102: The Lizard Man

IMAGE 1

Caption
—

Credit
SCETV

IMAGE 2

Caption
—

Credit
SCETV

IMAGE 3

Caption
—

Credit
SCETV

IMAGE 4

Caption
—

Credit
SCETV

Episode 103: The Haunting of Poinsett Bridge

IMAGE 1

Caption
AT Shire traverses the Poinsett Bridge.

Credit
SCETV

IMAGE 2

Caption
AT Shire seen from below the bridge with his cellphone's light.

Credit
SCETV

IMAGE 3

Caption
AT Shire seen from below the bridge with his cellphone's light.

Credit
SCETV

IMAGE 4

Caption
AT Shire seen from below the bridge with his cellphone's light.

Credit
SCETV

Episode 104:   The Legend of Alice Flagg

IMAGE 1

Caption
AT Shire looks over the grave marked "Alice" at All Saints Cemetery near Pawleys Island.

Credit
SCETV

IMAGE 2

Caption
AT Shire at All Saints Cemetery near Pawleys Island in search of Alice Flagg.

Credit
SCETV

Episode 105: Folklore of the Gullah Culture

IMAGE 1

Caption

—

Credit
SCETV

IMAGE 2

Caption

—

Credit
SCETV

IMAGE 3

Caption

—

Credit
SCETV

IMAGE 4

Caption

—

Credit
SCETV

Episode 106: An Investigation of the Old South Pittsburg Hospital in Tennessee

IMAGE 1

Caption
The S.C. Paranormal Research and Investigations team outside of Old South Pittsburg Hospital.

Credit
SCETV

IMAGE 2

Caption
An S.C. Paranormal Research and Investigations investigator lines up lights in the basement of the hospital.

Credit
SCETV

IMAGE 3

Caption
Gavin Jackson takes a photo in the reflection of a mirror in the late caretaker Jim's room on the first floor of the hospital.

Credit
SCETV

IMAGE 4

Caption
AT Shire in the basement kitchen of the hospital.

Credit
SCETV

IMAGE 5

Caption
AT Shire illuminated by Gavin Jackson's red light headlamp.

Credit
SCETV

IMAGE 6

Caption
In the early morning hours of the investigation, Gavin Jackson takes a photo in the reflection of a mirror in the late caretaker Jim's room on the first floor of the hospital.

Credit
SCETV