



ETV Endowment of South Carolina

THE ENDOWMENT INSIDER

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REIMAGINED ETV RADIO STUDIOS UNVEILED



On October 25th, a much anticipated ribbon-cutting ceremony brought all of ETV's Columbia-based broadcasting resources under one roof for the first time in the network's history. The *Reimagining Public Radio in South Carolina* campaign began in May 2010, and was led by co-chairs Suzan Boyd and Ed Sellers and included committee members Bill Barnet, Anne Ellefson, Bill Finn, Minor Shaw, Debi Timmerman, Coby Henneby and Judy Bynum. Using no tax dollars for the project, more than 1,000 Endowment donors



contributed \$1.5 million to build and equip the new 5,100 square foot ETV Radio Studios.

"We're just delighted to be able to provide a new home for ETV Radio," said Coby Henneby. "We couldn't have done it without the generous support of so many of our members and listeners who showed through their contributions how much they believe in the power of public radio and the importance of ETV."

"Whether you listen for news, arts and culture, or as your lifeline in times of emergency, ETV Radio is now much stronger and better able to serve the people of South Carolina," said Linda O'Bryon, ETV President.

The *Reimagining Public Radio in South Carolina* campaign was undertaken with the goal of building and equipping world-class ETV Radio studios to expand and improve programming capability and integrate all SCETV broadcast services under one roof as well as to replace aged transmitters in the Charleston and Conway areas. We have realized that goal!



Reimagining Public Radio Campaign Major Donors

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T • H • E
 PRESIDENT'S
 SOCIETY



DID YOU KNOW?

1,174 ETV Endowment members have become

Sustaining Stars by making convenient monthly, quarterly or annual membership contributions. Their memberships are always current, and there are no renewal letters or reminders.

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\_\_\_\_\_ of our ETV Endowment members have been giving consecutively for 25+ years with an average gift of \$103.00.

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Since the beginning of this fiscal year, the Endowment has been notified of 20 new planned gifts.

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## ETV NEEDS YOU!

If you would like to know how you can help, call Volunteer Coordinator Fran Johnson at 803-737-8279

## SPOTLIGHT ON OUR DONORS: "WHY WE GIVE"

### Kim and Van Sturgeon



Kim and Van Sturgeon are Charleston area residents and have called South Carolina home since 1997. Both hold masters degrees from the University of South Carolina, and each chose careers in higher education.

ETV enriches their lives in many ways. Their music choices are influenced by ETV Radio's classical station, and a nutritional program on *Your Day* changed the way they eat and "best of all" the way they now feel. Van explains, "Our understanding of the world in which we live has been broadened and deepened by listening to everything from *Morning Edition* to *Your Day*. Additionally, *Making it Grow!* led me to take part in the SC Master Gardener Program, and *NatureScene* emboldened me to enroll in the Master Naturalist Program." Believing that "ETV brightens the image of South Carolina," they are convinced of the benefit to the citizens of our state. "It's a beacon, in a real and metaphorical sense."

In spite of the fact that anyone can access ETV and ETV Radio without paying for it, the Sturgeons believe there is simply no way to place a value on its worth. "If we were forced to go without ETV and its associated programming, our minds and hearts would ache at the shock of the loss." Vowing to support ETV & ETV Radio in any way they can, the Sturgeons support ETV & ETV Radio with annual membership gifts and most recently contributed to the *Reimagining* campaign. They also became members of the Legacy Society in 2010 by making a planned gift to the ETV Endowment.

## ENDOWMENT WELCOMES LEGACY SOCIETY MEMBERS

The *Legacy Society* honors our members who have invested in the future of ETV and ETV Radio by including the ETV Endowment in their estate plans. At our Donor Appreciation Luncheon on October 25th, we officially welcomed the three newest members of the Legacy Society by presenting them with a special memento to show our appreciation for their commitment to ETV and ETV Radio.



John Fairey, Suzette & Tom Smith

Retired educator, John Fairey says, "ETV celebrates South Carolina," in a way that no other broadcast media does. The Endowment has been in his will for some time, he says. "I hoped that it would grow over the years and be used by ETV to do something good for South Carolina."

Dr. Tom and Suzette Smith began supporting ETV during pledge drives, then became Sustaining Stars and Legacy Society members. They say, "ETV is a valuable resource for our community. It's at the top of our list of our organizations we support and it's a good idea to contribute a portion of our estate for ETV's future."

## ENDOWMENT LUNCHEON HONORS MAJOR DONORS



Our major donors provide the foundation for sustaining the mission of ETV and ETV Radio with their generous gifts to the ETV Endowment. On October 25th, we paid tribute to these special individuals and organizations, the William A. Murray Studio in the ETV Telecommunications Center in Columbia was transformed into a festive kaleidoscope of light and color for the third annual Donor Appreciation Luncheon. Members of the Legacy Society, President's Society, Chairman's Level and other major contributors gathered to be honored as guests of the ETV Endowment. Coby Hennecy introduced ETV personalities Dr. Walter Edgar, Rudy Mancke, Rowland Alston, Patrick McMillan, P.A. Bennett, Beryl Dakers, Bob Schuster, Mike Switzer, Bob McAnally and former *The Big Picture* host Mark Quinn who were present to meet and greet our guests along with ETV and ETV Endowment staff members. She followed by thanking our donors, saying, "Your gifts to the Endowment give people from every walk of life and from every corner of our state the opportunity to appreciate and pursue a higher standard of living by expanding their world."

As a special treat, jazz pianist and new host of *Piano Jazz Rising Stars*, Jon Weber, and jazz vocalist, Tammy McCann, entertained everyone with their extraordinary musical talents. Jon opened with an upbeat jazz rendition of "Nothing Could Be Finer Than to be in Carolina," then said to our donors, "You have made something extraordinary happen. This is the Cistine Chapel ceiling of broadcast facilities!" Before giving an emotional performance of "I Love You For Sentimental Reasons," Tammy told the audience, "The work that you do is vital to humanity." The pair closed with "Send in the Clowns," spotlighting her incredibly beautiful voice.

Following the performance, ETV president, Linda O'Bryon expressed her gratitude to our guests saying, "Our mission is to enrich peoples lives through programs and services that educate our children, engage our citizens, celebrate our culture and share the thrill of discovery and the joy of living. You are the reason that we are able to foster our mission."



## PROGRAMMING HIGHLIGHTS: ETV EXCELLENCE



For over 30 years, **Marian McPartland** has welcomed some of the biggest names in jazz to her national public radio series, *Marian McPartland's Piano Jazz*. Now 93, she has invited internationally renowned jazz pianist and frequent guest host **Jon Weber** to succeed her as host of the new *Piano Jazz Rising Stars* which launches on January 3, 2012.

On October 26th, Jon and jazz vocalist Tammy McCann recorded the first installment in this series in the new, reimagined ETV Radio Studios. Future guests include pianist Taylor Eigsti, guitarist Julian Lage, alto saxophonist/vocalist Grace Kelly, vocalist Sachal Vasandani, and pianist Kris Bowers.

"It's hard to imagine a better choice for this plum assignment than Weber, considering his rare combination of gifts: brilliant technique, photographic memory, enormous repertoire of songs and the ability to read perfectly at sight virtually any score placed before him," stated Howard Reich, Chicago Tribune.

**The Samuel Freeman Charitable Trust** has made a \$50,000 challenge grant to the ETV Endowment toward the completion of the SCETV documentary, **SOUTH CAROLINIANS IN WORLD WAR II**, which explores the war years through interviews with SC veterans who share their personal wartime experiences. Donations made in response this challenge will fund the production of two additional hours of this compelling series for broadcast and web presentation.



Trustees of The Samuel Freeman Charitable Trust feel strongly that "the heroism of a generation now leaving the world stage must be preserved for future students who will study the sacrifices of South Carolinians. SCETV, with its ability to interview and record for posterity, is the perfect vehicle to preserve the oral histories of this epic war."

If you or someone you know served during WWII and would like to share your story or if you would like to make a donation to help us meet the Samuel Freeman Charitable Trust Challenge, call the Endowment at 1-877-253-2092.

## Message from our Executive Director, Coby Hennecy



The end of 2011 fast approaches and the holidays are upon us. As we reflect on years past and look to the future, we are keenly aware that without the support of our members, we simply couldn't exist! Gifts from our ETV Endowment family of donors not only provide critical financial support but also validate our ongoing efforts to provide the best in public broadcasting for listeners and viewers across South Carolina.

You have honored us over the years with your membership gifts and have expressed your confidence in us by supporting the growth and improvement of our broadcasting facilities. On behalf of the Board of Trustees and ETV Endowment staff, we thank you for your generosity and most of all for your extraordinary commitment — past, present and future — to ETV and ETV Radio and to South Carolina.



## BREAKING NEWS



Patrick McMillan's, nature series, *Expeditions* will move to an earlier time slot in January. Currently airing Sunday at 7:30 PM, the show will move to 7:00 PM.

Patrick leads viewer explorers on scenic outdoor adventures highlighting intriguing facets of nature that promote environmental awareness and conservation practices.



### **DOWNTON ABBEY**

the most successful British drama since *Brideshead Revisited* will return to ETV in January. Season Two will air at 7:30 PM on Sundays.

The series is set during the late Edwardian era and the First World War on the fictional estate of Downton Abbey. In 2011 the show was entered in the Guinness Book of World Records as the "most critically acclaimed television show for the year."

## THREE ENDOWMENT TRIPS MAKE 2012 A YEAR FOR ADVENTURE

In 2012, the Endowment begins a year of adventures that will delight new as well as veteran travelers with history, nature and horticulture. Several of our favorite ETV Radio and TV personalities will be accompanying travelers to San Antonio, Lake Tahoe and Portland, Oregon. We hope you will join us!

**THE TRAVIS TRAIL~REMEMBERING THE ALAMO-March 22-26:** Dr. Walter Edgar, South Carolina's favorite historian and host of ETV Radio's *Walter Edgar's Journal*, will lead a group of travelers to San Antonio, Texas for a trip back in time to the site of one of the most heroic battles in our country's history. The trip will focus on two young men from South Carolina's Saluda County, William Travis and James Bonham, who made history together facing impossible odds in the tragic struggle at the Alamo.

The group will explore the history of Texas, traveling through Gonzales, Goliad and then on to San Antonio where the famous *Battle of the Alamo* took place. Travelers will be treated to a dinner cruise on the San Antonio River and a "ghost tour" of old San Antonio. The final day will be spent touring Houston and the San Jacinto Battlefield where Sam Houston led the battle that won the Republic of Texas its independence.



**GOLD, GRANITE AND THE GREAT BASIN PROVINCE- June 18-24:** Naturalist, long-time ETV Endowment travel host and former host of ETV's *NatureScene*, Rudy Mancke will host a trip to Lake Tahoe, Nevada, his 33rd ETV Endowment trip! The adventure begins with a cruise on the blue waters of Lake Tahoe, followed by a hike to the high country in Humboldt-Toiybe National Forest, and a tour of Virginia City, site of the Comstock silver strike of 1859.

A trip to Donner State Park to explore the edges of the Great Basin Province awaits our travelers along with a visit to the Northern Paiute Indian reservation and Pyramid Lake, the largest remnant of Lake Lahontan that existed in the last ice age. Rudy and our Endowment members will also travel into the Sierra Nevada Gold District where they can try their hands at panning for gold and will enjoy a ranger-guided tram tour of Yosemite to view the Giant Sequoias. The adventure ends with a trip to six of the most visited sites in the Great Basin Province.



**HORTICULTURE ON THE GO~PACIFIC NORTHWEST STYLE-September 9-15:** Horticulturist and *Making It Grow!* host Rowland Alston will travel to the Pacific coast with ETV Endowment members to Portland, Oregon. Their trip begins at Columbia River Gorge and the farms of the Hood River Fruit Loop, known for the many fruit and lavender varieties grown there. Traveling along the Oregon coast they will visit



the seaport town of Newport, where sea lions frequent the dock areas. Here they will tour the Heceta Lighthouse and lighthouse mansion gardens. Farther south along the coastal highway awaits the 18 acre Darlingtonia Botanical Gardens where a boardwalk trail leads to a sphagnum moss bog. Next, Rowland and Endowment members "hold onto their hats" for a fun dune buggy ride along the dunes that front the Pacific Ocean followed by a visit to the King Estates Winery for lunch, and a 6-stop tour of Oregon Gardens that boasts 25 specialty gardens. A different type of touring is in store for our travelers as they head north to Mt. St. Helens which erupted in 1980, devastating nearly 150 square miles of forest. From Johnson

Ridge, they will have a "birdseye" view of the volcano and see the rebirth of vegetation that has brought the once ash-covered landscape back to life. A visit to a private Japanese garden and to a non-profit urban farm and wetlands completes their journey.

**FOR TRIP INFORMATION, CONTACT: Amy Raffo at 1-877-253-2092 or [araffo@etvendowment.org](mailto:araffo@etvendowment.org)**



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*“Our members are the reason we exist and the only reason we can exist.”*

## **Creative Giving: Vehicle Donation a Win-Win Gift to the ETV Endowment**

Support for ETV and ETV Radio comes in many forms. One creative way to give to the ETV Endowment is through vehicle donation. Proceeds from the sale of donated cars, boats, campers or motorcycles are used to fund the purchase and production of ETV and ETV Radio programming. These donations constitute tax-deductible gifts to the Endowment and as an added benefit, vehicle donors are made full members of the ETV Endowment.



During the recent *Reimagining* campaign, Dr. Charles Darby, our long-time President’s Society member, assisted us in reaching our campaign goal with a very generous contribution. His donation came not in the form of a check, nor stock, or cash. His gift came with four wheels! “Donating a surplus family car to ETV Radio just seemed to be the right thing to do.” says Dr. Darby. Having grown up before TV came along, he is an avid radio listener. He tunes in while getting ready for work, during commutes, during workouts and even while cooking, trying not to miss the morning and evening news and radio personalities Garrison Keillor and Michael Feldman.

A native of Charleston, Charlie (as he prefers to be called) and Joyce, his wife of 56 years, have five children and 16 grandchildren. He is no stranger to charitable giving. Having founded the Children’s Hospital at MUSC in 1987, his dedication to children’s health and welfare has resulted in \$101 million in funds for MUSC’s pediatrics program during the last 30 years. Though officially retired as Chairman of MUSC’s Department of Pediatrics and as Pediatrician-in-Chief of the MUSC Children’s Hospital in , he continues his service to children as Professor Emeritus of MUSC Pediatrics, as Executive Director for the Hospital’s Center for Child Advocacy and as lead fundraiser for the Charles P. Darby Children’s Medical Research Center at MUSC.

The Endowment is especially grateful for Dr. Darby’s service to our state and his loyalty and generosity as an Endowment member.