



# FY24

(JULY 1, 2023 - JUNE 30, 2024)

## LOCAL CONTENT AND SERVICE

REPORT TO THE COMMUNITY



**South Carolina ETV and Public Radio (SCETV) is a state agency in South Carolina that operates a statewide network of 11 non-commercial and educational television and 8 radio broadcast licenses.**



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## **MISSION**

**AMPLIFY - EDUCATE - STRENGTHEN**

**SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities.**

## **VISION**

**STRONG - CONNECTED - INFORMED**

**A stronger, more connected and informed South Carolina.**

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## **SCETV COMMISSION**

### **Richard Cohn**

Chairman At-Large | Columbia

### **Allison Summey**

1st Congressional District | Johns Island

### **Emily Bedenbaugh**

2nd Congressional District | Columbia

### **Craig Kinley**

3rd Congressional District | Anderson

### **Tammy Barber**

4th Congressional District | Greenville

### **David Vipperman**

5th Congressional District | Rock Hill

### **Marion F. Moore**

6th Congressional District | Orangeburg

### **Franklin Daniels**

7th Congressional District | Pawleys Island

### **Ellen Weaver**

Ex-officio

State Superintendent of Education | Columbia

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## **SCETV SENIOR LEADERSHIP TEAM**

**Adrienne Fairwell** | President and CEO

**Dr. Stephanie F. Cook** | Assistant General Manager

**Dr. Salandra Bowman** | Chief Learning Officer

**Darlene Gathers** | Chief Financial Officer

**Mark Jahnke** | Chief Technology Officer

**Landon Masters** | Chief Public Information Officer

**Thom Mayer** | Chief Human Resources Officer



## BROADCAST INFRASTRUCTURE

SCETV's infrastructure is key to the agency's ability to meet its mission, especially in the face of ever emerging technologies. Annually, SCETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. Upgrades allow SCETV to provide more reliable customer service in a secure, reliable manner.

SCETV annually collects the detailed information necessary to expand the use of 544 SCETV towers, all other state agencies' 100+ foot towers and all other state-owned assets determined to be eligible for antenna placement.

SCETV also manages existing communications site tower licenses and negotiates new licenses.

## EXPANDING VIEWING OPTIONS

In FY23-24, SCETV expanded options for television viewers by live streaming ETV-HD on Local Now and Hulu + Live TV.

SCETV also launched NextGen TV, a new digital broadcast technology, in the Myrtle Beach-Florence market. This launch marks the first use of ATSC 3.0 for SCETV's network of stations and is a major milestone for public media in South Carolina.

# OUR CHANNELS

## TELEVISION

### ETV-HD

Our primary channel offers the best of PBS's national programs as well as local SCETV content. It also features a block of SCETV's daily children's shows.

### SOUTH CAROLINA CHANNEL

The South Carolina Channel features South Carolina-specific history, arts and nature programming, as well as the CreateTV block of crafts, cooking and home improvement programs.

### ETV WORLD

This channel brings viewers public affairs programs on local and national issues, and is the home of SCETV's State House coverage.

### SCETV PBS KIDS

SCETV PBS Kids features 24/7 children's programming from PBS Kids.

## RADIO

### NEWS/TALK

These five stations present national programs such as *All Things Considered*, *Morning Edition* and *Fresh Air* as well as locally produced weekend music programs such as *Roots Musik Karamu* and *ColaJazz Presents*.

### NEWS/MUSIC

These three stations focus on programs such as *Performance Today* and *Echoes*. Locally produced content includes *Carolina Live*, *On The Keys*, *Roots Musik Karamu* and *ColaJazz Presents*.

“ OUR SCETV TEAM PLAYS A VITAL ROLE IN SHARING SOUTH CAROLINA’S UNIQUE STORY - SHOWCASING OUR HERITAGE, EDUCATING FUTURE GENERATIONS, AND INSPIRING COMMUNITIES ACROSS OUR STATE. ”

—Governor Henry McMaster

IN FY23-24

SCETV reached approximately **540,000** weekly cumulative household viewings.

SCETV livestreamed **350** legislative committee meetings or hearings.

Over **1.1k** hours of local content was broadcast on television.

Workshops, trainings and renewal courses were provided to **3,500** South Carolina educators.

SCETV received **55** award nominations or wins.

SC Public Radio reached an average of **275,200** broadcast listeners each week.

Source: Nielsen/Radio Research Consortium



# EDUCATION SERVICES FOR K-12

The origins of SCETV trace back to 1957 when the South Carolina General Assembly passed a concurrent resolution calling for a study of the use of television in public schools. During FY23-24, SCETV's Education team supported efforts to make learning more accessible for South Carolina districts, schools, teachers, students and parents.

**31,000 students engaged**

**5,700** career fair engagements

**485** participants in tours and standard-aligned activities related to careers in public media

**1,800** workshop attendees

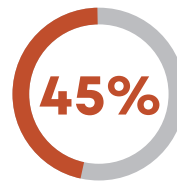
## DIGITAL AND ONLINE RESOURCES

### KNOWITALL.ORG

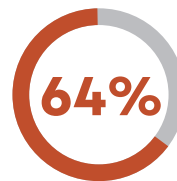
KnowItAll.org is SCETV's collection of learning resources designed specifically for South Carolina students. The collection includes lesson plans, handouts, videos, audio, photos and interactives, most of which are aligned with SC College and Career Ready Standards. Through a partnership with the SC Department of Education, KnowItAll resources are made available to districts via the state's learning object repository, SC Instruction Hub.



of users accessed KnowItAll.org resources using a computer



of users accessed KnowItAll.org resources using a smartphone



of video plays were watched more than halfway through



**1.4M** pageviews

**429,000** new users

Over **9,000** learning resources available

**91%** indicated that SCETV educational resources and services helped improve student engagement in the classroom.

Source: SCETV Annual Teacher Survey

## PBS LEARNINGMEDIA

PBS LearningMedia provides educational content online that is perfect for remote learning. Resources are easily searchable by subject, school standard and grade. PBS LearningMedia offers educators access to the best of public media and delivers research-based, classroom-ready digital learning experiences to engage students in exploring curriculum concepts that align with National and Common Core State Standards. Training on PBS Learning Media was incorporated into customized workshops designed for educators across the state.

**150,000** multimedia resources

**183,952** new users

**700,000** pages viewed

**121,500** streams per month

**250,000** users    **1.46 million** videos streamed

## WI-FI HOTSPOTS AND DATACASTING

To address interruptions in learning due to broadband access challenges, SCETV made Wi-Fi hotspots available to early learning and community education partners without charge. In areas where hotspots are limited in providing broadband access, SCETV makes datacasting available as a safe, secure and free instructional delivery system.

**480**

**hotspots distributed to  
education partners**



## EARLY LEARNING SERVICES AND RESOURCES

### BRIGHT BY TEXT

The agency continued to use Bright by Text, a free subscription service for early learning parents and caregivers that provides tips about child development, links to blog articles and information about community/family events.



More than **1,200 subscribers** receive messages from the texting service



### SCETV KID'S CLUB

SCETV continued to engage early learners via the SCETV Kid's Club. This is a free subscription program that promotes literacy and learning through play and healthy decision-making to children ages 0 – 12.

Over **3,200 SCETV Kid's Club** members

“ THANK YOU SO MUCH FOR THE OPPORTUNITY AND SPACE TO **LEARN SOMETHING NEW!** I'D LIKE TO TAKE THE TIME TO EXPLORE WAYS IN WHICH I CAN USE THESE RESOURCES TO **SUPPORT MY STUDENTS.** ”

— ELA Resources Workshop attendee





### CELEBRATING EDUCATORS

SCETV celebrated educators during Teacher Appreciation Week and, in partnership with the ETV Endowment of South Carolina, awarded the Bobbi Kennedy Scholarship which provides funding for South Carolina teachers to incorporate health and well-being into basic curriculum.

**96% found professional development resources and services valuable.**

Source: SCETV Annual Teacher Survey

**“ BEING ABLE TO SEE RESOURCES THAT ARE AVAILABLE THAT HELPS TO BENEFIT PARENTS AND EDUCATORS WAS VERY HELPFUL! ”**

– Parents as Teachers Workshop on PBS KIDS attendee

### PROFESSIONAL DEVELOPMENT FOR EDUCATORS

SCETV offered synchronous virtual training and professional development to educators on several instructional technology topics and emerging pedagogical trends. These trainings were supplemented with information about the network’s educational resources, including KnowItAll.org. All courses are approved by the SC Department of Education. Educators can search courses through a centralized website by curriculum interest, professional development and credit needed.

**3,150**

active, retired and pre-service teachers in Pre K–12 and higher education participated in professional development

**845**

recertification courses completed using SCETV resources

**16,900**

renewal credit hours awarded using SCETV resources

**60**

workshops and sessions held





## EDUCATIONAL PARTNERSHIPS AND CONTENT

### CAROLINA CLASSROOMS

*Carolina Classrooms* highlights different educational topics related to teachers, parents and the education of South Carolina students. Topics of emphasis included experiential learning, financial literacy, special education, arts education and emerging educational technologies.

**1,030 streams on PBS.org**

**9,577 views on YouTube**

**5,126 households reached**

### ECHOES AND INSIGHTS

A new series, *Echoes and Insights*, premiered with the goal to revitalize timeless conversations pulled from SCETV's media archive. The first episode, featuring a 1983 interview between SCETV's Beryl Dakers and Pulitzer Prize winner Toni Morrison, includes insights and reflections from a diverse array of scholars, community leaders and professionals.

**298 views on YouTube**

**67 streams on SCETV Platforms**

**249 views on scetv.org**

### HISTORY IN A NUTSHELL

The SCETV Digital team collaborated with the Education team to support K-12 education projects. *History in a Nutshell* follows a cartoon host as he takes viewers on journeys through significant historical events in world history. A quiz series was created supporting all digital content through engagement on SCETV.org.

**109,038 views on YouTube**

**166,744 views on YouTube Shorts**

**10,441 views on scetv.org**

**155,789 streams on SCETV platforms**

### KIDSECON

Shared online via KnowItAll.org, *KidsECON* allows young learners to join the characters on adventures around the community as they learn how people spend and make money.

**450 views on YouTube**

**1,630 views on KnowItAll.org**

## SC ASSOCIATION OF SCHOOL ADMINISTRATORS

The agency helped produce the SC Association of School Administrators' annual professional development conference for school administrators by livestreaming and recording their legal forum and recording their gala.

## STEM DAY AT THE CAPITOL

SCETV also supported livestreaming of the STEM Teacher of the Year press conference and produced promotional videos and introductions for several education partners.

## ARTS IN BASIC CURRICULUM

SCETV worked in collaboration with the Arts Grow SC initiative to complete the Arts in Basic Curriculum Project, increasing student access to learning in the arts. Through this partnership, 26 high-quality instructional videos and accompanying learning supplements were produced and shared on KnowItAll.org.

## ABLESC

SCETV partnered with AbleSC to support the streaming of their Advocacy Day.

## FLOW FUSION

SCETV launched Flow Fusion, a dynamic competition to celebrate the artistic prowess of teens and young adults in the thriving world of hip-hop. This competition invited young artists to showcase their unique talents across various categories, including graffiti art, dance, lyrics, DJ and digital art.

## WISE AND WIRED

SCETV launched Wise and Wired, a digital literacy initiative designed for senior citizens. This initiative aims to boost the confidence of senior citizens using technology and ignite or rekindle their enthusiasm for the digital world. The first Wise and Wired digital literacy workshop was held in partnership with the SC Department on Aging, the Carolina Family Engagement Center and Talking Book Services at the SC State Library.



## THE COOL AND THE STRONG

Inspired by the children's books titled *Magic Strong* by Stephanie Perry Moore, *The Cool and the Strong* is a captivating, scripted series following the journey of Magic Strong, a bright but struggling student, who embarks on an extraordinary adventure of self-discovery.

## LIGHTS, CAMERA, EDUCATION: BEHIND THE SCENES OF THE COOL AND THE STRONG

Through interviews with the cast, crew and series creator, the program shared insights into the inspiration behind the show and the importance of fostering self-confidence and resilience in today's educational landscape.

## YOU CAN: A SOUTH CAROLINA EDUCATION TOWN HALL

SCETV premiered *You Can: A South Carolina Education Town Hall*, bringing together an esteemed panel of South Carolina education representatives to share valuable insights, practical strategies and personal experiences aimed at empowering students to reach their full potential.

## BACK TO SCHOOL LINE-UP

**3,200** views on YouTube

**551** streams on SCETV Platforms

**5,221** views on [scetv.org](http://scetv.org)

## COUNTDOWN TO KINDERGARTEN

SCETV is an active partner in the state's Early Childhood Advisory Council and worked to support meeting outcomes of the South Carolina Birth to Five Plan for kindergarten readiness. SCETV produced the multiplatform Countdown to Kindergarten series of short videos that provide an overview of developmental milestones and strategies preceding the first day of kindergarten.

## EGGSTRAORDINARY BEGINNINGS

The embryology initiative, Eggstraordinary Beginnings, invited classrooms and the public to tune in to a 24/7 social media livestream of the incubation and hatching of baby chickens. In addition to the livestream experiences, educators were encouraged to implement STEAM-based embryology and agricultural lessons from KnowItAll.org. The newly hatched chickens were donated to the SC Governor's School for Agriculture and are being used in collaborative teaching and storytelling.

## VETERAN TRAINING USING SCETV TOWERS

SCETV continued its partnership with Aiken Technical College to provide free certified tower technician courses to military veterans through a partnership with Warriors 4 Wireless and Safety LMS. The certified tower technician course allows students to participate in classroom lectures and gain practical experience by climbing SCETV's 787-foot-tall tower.

## PRODUCTION INDUSTRY HAIR STYLING SEMINAR

SCETV partnered with the South Carolina Film Commission and the Urban League of the Upstate for a two-day Production Industry Hair Styling workshop, hosted at ETV Upstate.

## SOUTH CAROLINA HOSPITAL ASSOCIATION

SCETV announced a partnership aimed at revolutionizing healthcare communication and education in the state. This partnership establishes a strategic framework for the cooperation between the South Carolina Hospital Association and SCETV to support the creation of multiplatform content and instructional resources that highlight careers in healthcare.

## SOUTH CAROLINA ATTORNEY GENERAL'S OFFICE

SCETV and Attorney General Alan Wilson announced a partnership to support the creation of educational resources around the topic of human trafficking. TraffickProofSC, a statewide prevention education initiative of the South Carolina Human Trafficking Task Force, will highlight the importance of educating young people and their families on the realities of human trafficking.

“ WE ARE **THRILLED** TO BE WORKING IN PARTNERSHIP WITH SCETV TO DEVELOP AGE-APPROPRIATE, TRAUMA-INFORMED CURRICULA FOR STUDENTS ACROSS OUR STATE. ”

-Kathryn Moorehead  
South Carolina Human Trafficking State Task Force Director



# SUPPORTING STATE GOVERNMENT

## CRIMINAL JUSTICE ACADEMY TRAINING

SCETV hosted the Criminal Justice Academy's self-paced content and training for retired SLED agents and state constables who do not have access to the Criminal Justice Academy's training system.

SCETV's SLED Constable online training site

**1,738** user accounts

**1,703** certificates earned by public safety officers

## VIRTUAL COMMUNICATIONS COURSES FOR PUBLIC SAFETY

SCETV partnered with the SC Department of Administration's Division of Technology Operations to create and deliver free online interoperable communications courses to all public safety personnel in the state.

## SC TELEHEALTH ALLIANCE: MY TELEHEALTH

Consisting of several organizations that develop and expand telehealth services, the SC Telehealth Alliance has helped cut costs and increased access to healthcare for residents across the state. The partnership with the Telehealth Alliance shares stories of family struggles and socioeconomic issues that impede progress toward fair and equal access to healthcare, specifically in rural areas.

**12,656** views on YouTube

**6,653** views on scetv.org

**322** streams on SCETV platforms





## 390 hours of legislative coverage broadcast

### LEGISLATIVE COVERAGE

SCETV aired live coverage of the House and Senate on its ETV World channel during the legislative session from January to May, and the livestream of the session was delivered through the state's legislative website.

### GOVERNOR'S PRESS CONFERENCES

SCETV continued to broadcast, stream and archive the Governor's emergency management press conferences and other important announcements.

### STATE OF THE STATE

The 2024 Gubernatorial State of the State address, along with the Democratic message and interviews with legislators, was broadcast live on SCETV and SC Public Radio's network and social media platforms. Governor Henry McMaster discussed his

## 2 Governor's press conferences

priorities and goals for the 2024 legislative session before a joint session of the General Assembly in the South Carolina House Chambers in Columbia.

### PRESIDENT BIDEN'S STATE OF THE UNION ADDRESS

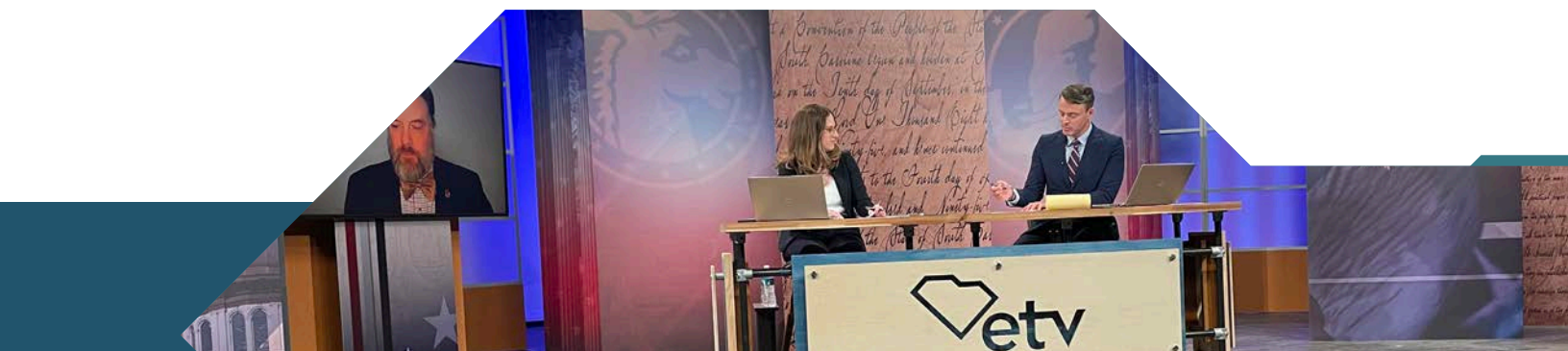
SCETV broadcast and livestreamed coverage of President Biden's State of the Union address where he shared his priorities for the upcoming year. Following the address, SCETV aired the Republican response and PBS NewsHour's live coverage.

### PRESIDENT BIDEN'S VISIT TO MOTHER EMANUEL AME CHURCH

SCETV livestreamed coverage of President Biden's visit to Mother Emanuel AME Church in Charleston on the SCETV website, Facebook page and YouTube channel.

SCETV PLAYS A VITAL ROLE IN ENSURING SOUTH CAROLINIANS RECEIVE TIMELY AND ACCURATE INFORMATION DURING EMERGENCIES. THEIR COMMITMENT TO BROADCASTING ESSENTIAL UPDATES HELPS KEEP OUR COMMUNITIES INFORMED AND SAFE, REINFORCING THE IMPORTANCE OF COMMUNICATION IN OUR EMERGENCY RESPONSE EFFORTS. SOUTH CAROLINA EMERGENCY MANAGEMENT DIVISION'S PARTNERSHIP WITH SCETV REINFORCES THE IMPORTANCE OF COMMUNICATION IN OUR EMERGENCY RESPONSE EFFORTS, ENABLING US TO WORK TOGETHER EFFECTIVELY TO PROTECT SOUTH CAROLINIANS.

– Kim Stenson  
Director of the South Carolina  
Emergency Management Division



## AMERICA AMPLIFIED ELECTION 2024 INITIATIVE

SC Public Radio partnered with other stations across the country on an initiative called America Amplified Election 2024. Hosted by WFYI in Indianapolis and funded by a grant from the Corporation for Public Broadcasting, this initiative aims to enhance community engagement journalism in traditionally underserved areas. The SC Public Radio team has asked questions to South Carolinians about the 2024 elections through the SC Public Radio website, and will be hosting small listening sessions. The team will work with America Amplified to respond directly or through news stories.

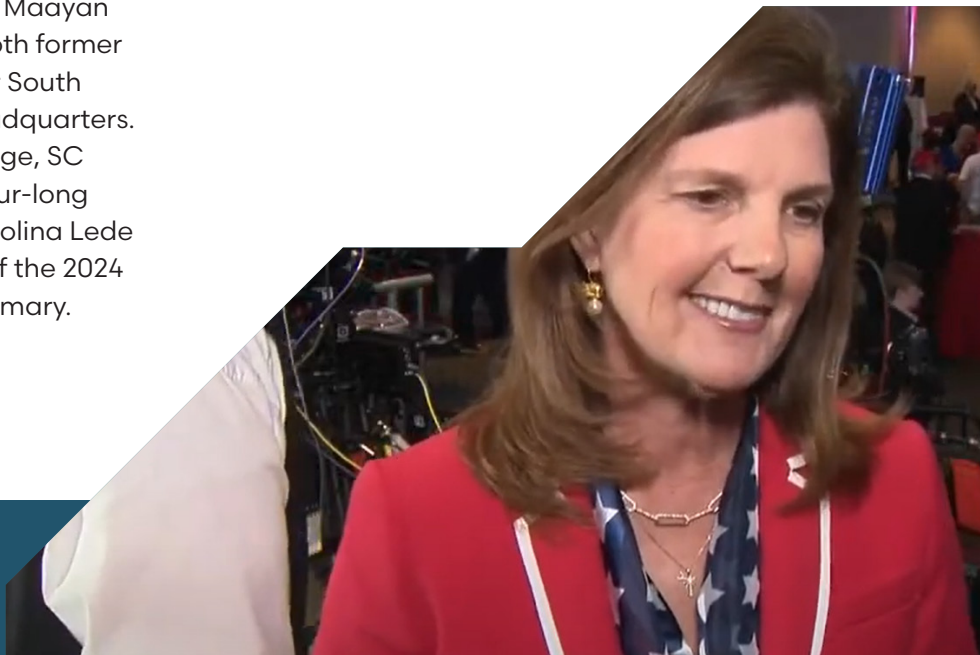


### SOUTH CAROLINA'S 2024 GOP PRESIDENTIAL PRIMARY ELECTION RESULTS

SCETV aired comprehensive live coverage of the 2024 South Carolina GOP presidential primary across its statewide television and radio network. Viewers were able to watch the broadcast on ETV-HD, listen on SC Public Radio or stream on [scetv.org](http://scetv.org). Gavin Jackson hosted SCETV's coverage featuring live results, updates and analysis of the primary race. Reporters Thelisha Eaddy and Maayan Schechter were also stationed at both former President Donald Trump and former South Carolina Governor Nikki Haley's headquarters. Before the live multiplatform coverage, SC Public Radio also aired a special hour-long broadcast episode of the South Carolina Lede featuring discussions and analysis of the 2024 South Carolina GOP presidential primary.

### SOUTH CAROLINA'S 2024 STATEWIDE PRIMARY ELECTION RESULTS

SCETV aired comprehensive live coverage of the 2024 South Carolina state primary across its statewide television and radio network. Viewers were able to watch the broadcast on ETV-HD, listen on SC Public Radio or stream on [scetv.org](http://scetv.org). Gavin Jackson anchored the coverage, featuring live results, updates and analysis of the primary race.



## EMERGENCY COMMUNICATIONS

SCETV worked with the Governor's Office and the Emergency Management Division to communicate important information such as inclement weather alerts, state office closings and evacuations.

## CRITICAL COMMUNICATIONS INFRASTRUCTURE

The network maintains 544 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. SCETV also houses critical communications infrastructure for SLED, DNR, EMD, the Forestry Commission, DOD, DHS, Civil Air Patrol and 14 NOAA Weather Radio Service transmitters.

## SCHEART

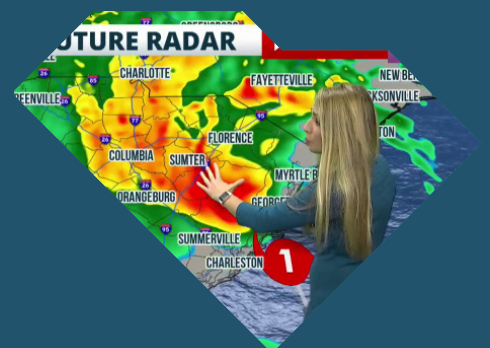
SCETV maintains and manages the SCHEART (South Carolina Healthcare Emergency Amateur Radio Team) infrastructure, which includes a network of over 50 radio repeaters. SCHEART reached participating hospitals in the state and allowed the flow of information on incoming patients, evacuations and coordination among facilities during emergencies and weekly communications exercises..

## HURRICANE IDALIA

As Hurricane Idalia approached South Carolina, SCETV actively provided updates to help the public stay informed with statewide, multiplatform coverage across its broadcast television and radio network, on social media and on the SCETV website. SCETV also worked collaboratively with the South Carolina Emergency Management Division (SCEMD) and the Governor's Office to livestream Governor McMaster's press conferences and updates.

## SOUTH CAROLINA EMERGENCY INFORMATION NETWORK

The agency continued to grow its South Carolina Emergency Information Network (SCEIN) weather service. In partnership with WUFT in Gainesville, Florida, this storytelling-based service provided live hurricane, tropical storm and other weather-related emergency content to South Carolina residents and visitors across the state, most often in real time. The service pulls data from eight remote weather stations across the state. During weather events, Facebook Livestreams allow citizens to connect with weather experts.



# LOCAL TELEVISION CONTENT

For more than 60 years, SCETV has provided local programs and specials for our viewers. With the addition of new digital content, viewers can access more local content wherever they are.

“**RUDY MANCKE WAS NOT JUST A COLLEAGUE AND COLLABORATOR; HE WAS A DEAR FRIEND WHOSE INSATIABLE CURIOSITY AND INFECTIOUS LOVE FOR THE NATURAL WORLD LEFT AN EVERLASTING IMPRESSION ON ALL WHO HAD THE PRIVILEGE OF WORKING WITH HIM.**”

— **Beryl Dakers**  
SCETV Producer

## CELEBRATING 20 YEARS OF THE SOUTH CAROLINA CHANNEL

The South Carolina Channel celebrated its twentieth anniversary of showcasing South Carolina programming to viewers. Launched on October 1, 2003, with a debut at the South Carolina State Fair, the South Carolina Channel has evolved into a diverse and dynamic channel catering to a wide range of interests.

## MAKING IT GROW

Making It Grow is SCETV's gardening and nature-focused program celebrated its thirtieth anniversary of bringing horticultural knowledge to households across the Palmetto State. From its inception in 1993, the local program has evolved from a monthly gardening program to a weekly, must-see show on ETV's network of television stations and digital platforms. Produced by ETV Sumter, is the network's most-viewed local show.

## REMEMBERING RUDY...

SCETV mourned the loss of Rudy Mancke, the renowned naturalist, teacher and television personality, known for his iconic role as the host of NatureScene and NatureNotes. NatureScene captivated audiences for 25 years, becoming an invaluable educational tool, serving people of all ages, both inside and outside the classroom. A special one-hour live broadcast, Remembering Rudy..., brought together Mancke's former colleagues to share fond memories and recollections of their time together and his impact on their lives.

## PALMETTO PERSPECTIVES

Palmetto Perspectives brings together a diverse group of voices to discuss the critical issues facing the state. One new episode premiered, opening a dialogue around the topic of human trafficking.





## THIS WEEK IN SOUTH CAROLINA

This Week in South Carolina, the network's current events and public affairs program, continued to keep South Carolinians informed and engaged. New episodes of This Week in South Carolina aired first on Fridays. A one-minute daily news flash, TWISC60, aired at 5:59 p.m. on Tuesdays, Wednesdays and Thursdays during the session and was shared via SCETV's social media channels.

## 57TH ANNUAL GOVERNOR'S CAROLIGHTING

The 57th Annual Governor's Carolighting is a tradition that brings South Carolina together to celebrate the festive spirit of the holiday season. Taking place at the State House in Columbia, the program broadcast live on ETV-HD and was streamed live on the SCETV website, Facebook page and YouTube channel.

## THE WORLD OF CECIL

A two-part documentary, The World of Cecil, highlights the life and accomplishments of one of the most influential figures in American photography and civil rights activism, Cecil J. Williams. This documentary shines a light on the remarkable life and work of Williams, showcasing his profound impact in documenting South Carolina's primary and vital role in civil rights history.

## SCETV SAFE SPACE

SCETV Safe Space highlighted mental health and suicide prevention strategies. The conversational style program brought together teens and professionals to discuss issues facing South Carolina's youth in two new broadcast episodes. Episodes explored the topics of teens and social media use as well as how teens can build healthy relationships.

## COASTAL KINGDOM

The half-hour nature series Coastal Kingdom returned for season 4 with Host Tony Mills guiding viewers through the diverse ecosystems of the South Carolina Lowcountry. The six-episode series is filmed in the South Carolina Lowcountry and produced by ETV Lowcountry.



## MUSC AT 200: THEN, NOW, NEXT

As the Medical University of South Carolina (MUSC) marked its 200th anniversary, MUSC at 200: Then, Now, Next led viewers through its rich history. The one-hour documentary delves into the triumphs, challenges and groundbreaking moments that have defined MUSC's trajectory.

## 2024 SOUTH CAROLINA GOVERNOR'S AWARDS FOR THE ARTS

Through the continued partnership with the South Carolina Arts Commission (SCAC), the 2024 South Carolina Governor's Awards for the Arts recognized the four recipients of the Governor's Award for the Arts with a special introduction from Governor Henry McMaster. This is the third year that SCETV has broadcast the awards ceremony in partnership with the SCAC.

## SC PUBLIC RADIO 50TH ANNIVERSARY CONCERT

Recorded live at the Anne Springs Close Greenway in Fort Mill, the two-part program helped viewers celebrate the end of SC Public Radio's 50th anniversary with a concert by Grammy Award-winning Americana band Steep Canyon Rangers.

## A TOWN ON FIRE

The one-hour documentary, A Town on Fire, details a 1923 Cleveland School Fire that claimed the lives of 77 children and adults just outside of Camden. As a result of the fire and the large loss of life, public outcry at that time focus attention on the issues of fire safety in places of assembly and pressured elected officials to enact legislation.

**“ WE ARE GRATEFUL TO SCETV FOR THE OPPORTUNITY TO SHARE OUR STORY. THE VOICES OF MORE THAN 30 MUSC FAMILY MEMBERS HAVE BEEN WOVEN TOGETHER TO SHARE OUR RICH AND COMPELLING 200-YEAR HISTORY WHILE PROVIDING A GLIMPSE INTO MUSC'S ROLE IN THE STATE AS AN INNOVATOR AND HEALTH CARE LEADER. ”**

**– David J. Cole, M.D., FACS**  
*MUSC President*





## MEETING THE MOMENT WITH DIGITAL

Recognizing audience insight and viewing habits, SCETV maximized the number of “digital first” productions, giving viewers multiple online and broadcast options for watching.

### CITIZEN BETTER

Streaming on PBS Voices through PBS Digital Studios on YouTube, *Citizen Better* delves into civics in the digital era and highlights unique ways to contribute to the well-being of our communities more regularly. Hosted by KJ Kearney, a community organizer from Charleston, *Citizen Better* is a part of PBS Digital Studios’ Regional Digital Centers of Innovation program through PBS North Carolina.

**157,286** views on YouTube

### CAROLINA SNAPS

From small towns to southern icons, season 3 of *Carolina Snaps* explored South Carolina’s people, places, culture and everything in between in just 60 seconds.

**38,590** views on YouTube

**9,267** views on [scetv.org](http://scetv.org)

**7,187** streams on SCETV platforms

IN FY23-24:

**4 million** users in South Carolina streamed PBS Kids content on an SCETV or PBS digital platform.

**2.8 million** users streamed PBS content on one of SCETV’s digital platforms.

**1.4 million** total pageviews on [scetv.org](http://scetv.org).

“**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.**”

— KJ Kearney  
Citizen Better Host

### FROM THE SKY

*From the Sky* returned for season 3, featuring eight new locations throughout the state. The series explores the aerial perspective of some of the state's landmarks and other interesting locations. This third season will complete the digital series' tour around the state, having visited 20 locations throughout seasons 1 and 2.



**33,020** views on YouTube  
**2,872** views on scetv.org  
**3,612** streams on SCETV platforms



### WHAT'S WILD

*What's Wild* returned for Season 2, encouraging viewers to explore the beauty of nature, and showcasing unique creatures of the Palmetto State. This season continued to uncover incredible wildlife and highlight the dedicated people who work to protect them.

**12,731** views on YouTube  
**4,767** views on scetv.org  
**4,468** streams on SCETV platforms

### OUR TOWN

Season 3 of *Our Town* took viewers to 10 new small towns in South Carolina, highlighting their history, culture and the people that live there.



**41,617** views on YouTube  
**4,212** views on scetv.org  
**6,524** streams on SCETV platforms

## RECONSTRUCTION 360

SCETV completed an interactive and immersive educational website Reconstruction 360. Content modules use a 360° video platform as a storytelling device that lets the audience step inside pivotal Reconstruction events. Supported by multiple grants from the National Endowment for the Humanities, Reconstruction 360 is designed for the general public, students and educators and is accessible on desktop and mobile devices.



**13,457 views on YouTube**  
**4,440 views on scetv.org**



## SEASON OF THE SECRET

SCETV hosted an enchanting journey during the holiday season with a new series of videos and clues called *Season of the Secret*. The series of short videos highlight the diverse holidays that occur during the season. Viewers traveled to SCETV's studios across the state and watched as staff began to receive gifts from a mysterious golden-gloved "gift giver."

**550 views on YouTube**  
**983 views on scetv.org**

## CURIOSITY TREK!

SCETV released a new six-episode digital series, *Curiosity Trek!*, sharing the stories of historic people and events through the artifacts left behind. Hosted by Andrew Davis, *Curiosity Trek!* highlights objects of significant historical value to South Carolina as well as some artifacts that may seem strange and bizarre from the state's history.



**1,391 views on YouTube**  
**1,569 views on scetv.org**  
**486 streams on SCETV platforms**



## RUDY MANCKE CELEBRATION OF LIFE

SCETV and the University of South Carolina celebrated the legacy of Mancke with a livestreamed "Celebration of Life" service at the University of South Carolina's Rutledge Chapel. The ceremony was available for viewers across the nation to watch on the SCETV website as well as on the SCETV Facebook page and YouTube channel.

**785 streams on YouTube**

# LOCAL VOICES, NATIONAL REACH

More than just a source of comfort and inspiration for South Carolinians, SCETV content also reaches audiences outside of South Carolina. These projects SCETV co-produced or presented were distributed nationally by PBS or one of PBS' public media allies.

“ I AM GRATEFUL FOR THE TRUST PLACED IN ME BY OUR VETERANS AS THEY SHARE THEIR STORIES, AND I AM **INSPIRED** BY THEIR **RESILIENCE, COURAGE AND UNWAVERING COMMITMENT TO OUR NATION.** ”

—Stacy Pearsall  
After Action Host



## EXPOSING DISPARITY: COVID-19'S LASTING IMPACTS

Moderated by CNN Anchor and Chief National Correspondent John King, the one-hour program brought together a panel of esteemed experts from across the country to delve into the critical issues surrounding health disparities, misinformation, social determinants of health and preparedness for future pandemics. *Exposing Disparity: COVID-19's Lasting Impacts* is distributed nationally by NETA.

Aired in

**128** markets (on all channels)

**42** states (on all channels)

**98M** DMA households

Source: TRAC Media Services

## AFTER ACTION

Featuring seven, one-hour episodes, *After Action* season 2 documents the experiences of 21 diverse veterans from across the country. Hosted by Air Force combat veteran Stacy Pearsall, this powerful series reveals what life is like for these American heroes before, during and after action. *After Action* season 2 is distributed nationally by PBS.

Aired in

**150** markets (on all channels)

**47** states (on all channels)

**108M** DMA households

Source: TRAC Media Services

Aired in

**161** markets *(on all channels)*

**47** states *(on all channels)*

**113M** DMA households

Source: TRAC Media Services

## REEL SOUTH

The documentary series, Reel South, executive produced by PBS North Carolina, SCETV and Louisiana Public Broadcasting, returned for season 9, revealing the South's proud, yet complicated, heritage as told by diverse voices and perspectives. Reel South premiered 10 new films featuring exemplary films documenting the cultures and histories that redefine the American South.



## TOWNS IN TUNE

Towns in Tune connects two communities from different countries by blending their unique histories and includes live music from Newfoundland and South Carolina. In the two-part series, towns share a taste of each culture, and native chefs create plates for concert goers.

Aired in

**19** markets *(on all channels)*

**11** states *(on all channels)*

**16M** DMA households

Source: TRAC Media Services



### CHILDREN IN CRISIS: THE STORY OF CHIP

The compelling documentary CHILDREN IN CRISIS: The Story of CHIP explores the journey behind the inception of one of the most vital children's health programs ever enacted—the Children's Health Insurance Program (CHIP). CHILDREN IN CRISIS: The Story of CHIP was produced by Susie Films and is a national presentation by SCETV with distribution through PBS.

#### Aired in

**144** markets *(on all channels)*

**43** states *(on all channels)*

**105M** DMA households

Source: TRAC Media Services

#### Aired in

**68** markets *(on all channels)*

**32** states *(on all channels)*

**56M** DMA households

Source: TRAC Media Services

### BY THE RIVER

SCETV's half-hour literature-focused series, *By The River*, returned for a nationally-distributed Season 3. Hosted by Holly Jackson, the series presents in-depth interviews with Southern authors, exploring unexpected Southern stories and writers in each episode. Achieved in partnership with the University of South Carolina Beaufort and filmed at ETV Lowcountry, the crew for *By The River* consists of students from USCB's Communication Studies program.

“ WE ARE EXCITED TO CONTINUE OUR PARTNERSHIP WITH SCETV IN THE PRODUCTION OF *BY THE RIVER*. THE COLLABORATION WITH SCETV HAS NOT ONLY ENRICHED THE PRODUCTION PROCESS BUT ALSO PROVIDED VALUABLE HANDS-ON EXPERIENCE FOR OUR COMMUNICATION STUDIES STUDENTS, FOSTERING A DYNAMIC LEARNING ENVIRONMENT. ”

—Caroline E. Sawyer, Ph.D.  
*By The River* Producer and Director





# PUBLIC RADIO CONTENT

SC Public Radio and its team of reporters ramped up coverage efforts to ensure that South Carolina citizens remained informed.



SC Public Radio completed the year-long celebration for its 50th year of engaging programming in the state. In addition to various community engagement events, SC Public Radio featured program highlights from year's past, showcasing important milestones in South Carolina history and coverage provided by the network. Messages from on-air talent were also aired, sharing celebratory messages and memories with listeners.

Online, stories of the past 50 years were shared with users and 50th Anniversary branding was prominently featured across the SC Public Radio website. Listeners were engaged on social media platforms such as Twitter and Facebook, where stories, images and videos were shared.

**275,200 weekly listeners** reached through broadcast

Source: Radio Resource Consortium

**Over 1.2k hours of local content** produced

**“ AT SC PUBLIC RADIO, WE BELIEVE IN THE POWER OF STORYTELLING TO INFORM, INSPIRE AND CONNECT COMMUNITIES.”**

—Sean Birch  
SC Public Radio Director





IN FY23-24

**4.6 million** streams  
or downloads of SC  
Public Radio content

### COLAJAZZ PRESENTS

Hosted by Mark Rappand in partnership with The ColaJazz Foundation, *ColaJazz Presents* features performances and interviews with South Carolina's top jazz musicians, offering an intimate glimpse into their lives, communities and passion for music.

### SOUTH CAROLINA FROM A TO Z

Dr. Walter Edgar's *South Carolina from A to Z* segments are broadcast and available for listeners online. Each segment focuses on a specific term related to South Carolina history or culture, starting with the next letter of the alphabet.

### MAKING IT GROW RADIO MINUTE

Amanda McNulty of Clemson University's Extension Service and host of *Making It Grow*, offers gardening tips and techniques during these one-minute segments broadcast on-air and shared online.

### NATURE NOTES

Host Rudy Mancke continued to share his knowledge and passion for the natural world with daily *NatureNotes* segments until his passing in Nov. 2023. These one-minute snippets touched on a variety of topics related to the natural world. An archive of *NatureNotes* segments will remain available on SC Public Radio's website.

### ON THE KEYS

Hosted by David Kiser, *On the Keys* shares the sounds of the most versatile of instruments— the piano.

### A MINUTE WITH MILES

SC Public Radio sadly announced the passing of Miles Hoffman, who served as a host and writer for SC Public Radio from 2011 until his passing on Aug. 18. Hoffman's radio segment titled *A Minute with Miles* was a national production of SC Public Radio initiated in 2011 and showcased his insightful commentary on classical music.

### SONATAS & SOUNDSCAPES

*Sonatas & Soundscapes* airs weekdays on the network's news and music stations. Hosted by Bradley Fuller, the program explores the diverse and colorful range of classical and not-so-classical music.



“MILES HOFFMAN WILL BE REMEMBERED FOR HIS ENTHUSIASTIC, EXPERT AND CHARMING APPROACH TO CLASSICAL MUSIC.”

—Coby Cartrette Hennecy  
ETV Endowment of South Carolina Executive Director

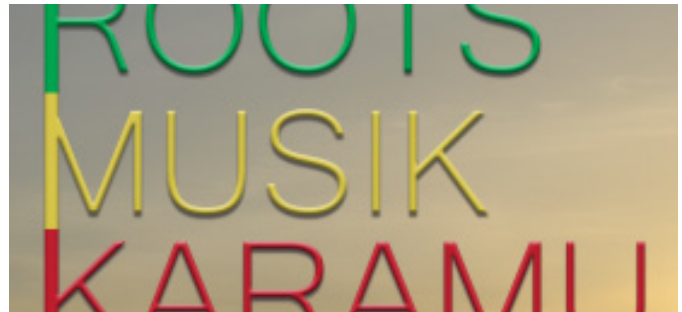
## HEALTH FOCUS

Doctors, medical professionals and researchers from the Medical University of South Carolina are featured weekly in a series of radio interviews called *Health Focus*. Award winning public broadcaster Bobbi Conner hosts the series of health and medical features, covering a wide array of topics.



## ROOTS MUSIK KARAMU

*Roots Musik Karamu* broadcast its first show in 1979, making it one of the longest running public radio programs in the country. During the weekly two-hour program, Host Osei Chandler shares the best of reggae music as well as interviews with artists and other special guests.



## SOUTH CAROLINA BUSINESS REVIEW

The *South Carolina Business Review*, hosted by Mike Switzer, focuses on news from South Carolina's business community through interviews with small business owners and business leaders from around the state.



## TEACHABLE MOMENTS

In partnership with the College of Charleston, Host Dr. Rénard Harris shares pressing educational issues and perspectives with listeners during a one-minute radio segment.



**“ BY HOSTING STORYCORPS AND FACILITATING MEANINGFUL CONVERSATIONS BETWEEN INDIVIDUALS, WE ARE HONORED TO BE A PART OF PRESERVING THE DIVERSE NARRATIVES THAT MAKE UP THE FABRIC OF SOUTH CAROLINA. ”**

— Sean Birch  
SC Public Radio Director



## SOUTH CAROLINA LEDE

South Carolina Lede, the network's public affairs podcast, produced 96 episodes. Host Gavin Jackson and reporters from across the state share in-depth discussions about the biggest public policy issues affecting South Carolinians.

**249,207** downloads  
**3,681** series pageviews



## WALTER EDGAR'S JOURNAL

In the podcast, listeners join Edgar and co-host Alfred Turner twice a month for conversations about the history and culture of South Carolina and the American South.

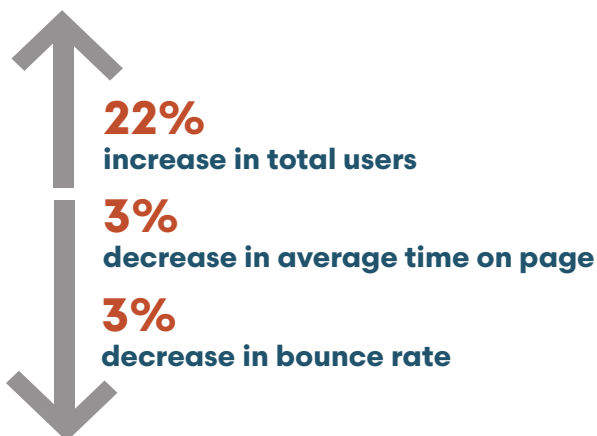
**109,074** downloads  
**3,750** series pageviews



## SC Public Radio website

**595,854** total users

**1.4M** pageviews



“ I’M THRILLED TO SEE THE WORLD OF *WALTER EDGAR’S JOURNAL* EXPAND INTO A PHYSICAL SPACE WHERE OUR LISTENERS CAN **CONNECT** WITH THE BOOKS AND IDEAS WE DISCUSS ON THE PODCAST. ”

— Dr. Walter Edgar  
Walter Edgar’s Journal host



## AWARDS AND RECOGNITION

In FY23-24, SCETV received many awards for excellence and innovation.

### PUBLIC MEDIA JOURNALISTS ASSOCIATION

A story from SC Public Radio special coverage series, *diSConnected*, won a second-place award in the “Enterprise” category from the Public Media Journalists Association.

### SOUTH CAROLINA BROADCASTER’S ASSOCIATION STAR AWARDS

SCETV received five awards from South Carolina Broadcaster’s Association, including three STAR Awards and two Awards of Merit. Victoria Hansen was recognized as “Radio Reporter of the Year” for a fifth time in the category.

### NETA PUBLIC MEDIA AWARDS

SCETV won four Public Media Awards out of its ten nominations from the National Educational Telecommunications Association.

### RADIO TELEVISION DIGITAL NEWS ASSOCIATION OF THE CAROLINAS

SC Public Radio received 13 awards from the Radio Television Digital News Association of the Carolinas.

### W3 AWARDS

SCETV won seven w3 awards, including two Gold and five Silver Awards.

### ANTHEM AWARDS

The *SCETV Safe Space* campaign received a Silver Award from the Anthem Awards in the “Health, Local Community Engagement” category.

### COMMUNICATOR AWARDS

SCETV received 12 Communicator Awards, including four Awards of Excellence and eight Awards of Distinction from the Academy of Interactive & Visual Arts.

### DAYTIME EMMY® AWARDS

The SCETV nationally distributed series *Reconnecting Roots* received two Daytime Emmy® awards from the National Academy of Television Arts & Sciences.

### SOUTHEAST EMMY® AWARDS

Out of the network’s four nominations, *What’s Wild* received a Southeast EMMY® award from the National Academy of Television Arts & Sciences.



# AMPLIFYING SOUTH CAROLINA VOICES

## PUBLIC MEDIA DIVERSITY LEADERS INITIATIVE

In FY23-24, SCETV partnered with the Riley Institute at Furman University to continue offering the Public Media Diversity Leaders Initiative (PMDLI), modeled after the Riley Institute’s South Carolina Diversity Leaders Initiative. Designed specifically for public media professionals, participants explore best practices and content tailored to examine challenges, themes and topics around engaging with all audiences.

**7**  
cohorts

**206**  
PMDLI graduates  
*(as of July 2024)*



## BLACK HISTORY MONTH

During the month of February, SCETV recognizes Black History Month with special programming that highlighted the rich culture and history of Black Americans.

## HISPANIC HERITAGE MONTH

SCETV commemorated Hispanic Heritage Month, held Sept. 15 – Oct. 16, by presenting programming that celebrates the culture, history and contributions of Hispanic communities.

## FINANCIAL LITERACY MONTH

During April, SCETV highlighted programming aimed at empowering individuals with crucial financial knowledge and insights.

## NATIVE AMERICAN HERITAGE MONTH

SCETV presented programming during Native American Heritage Month in November that honors the rich history, culture and contributions of Indigenous peoples.

## MENTAL HEALTH AWARENESS MONTH

SCETV highlighted Mental Health Awareness Month throughout May, dedicating programming and resources to foster understanding, support and dialogue surrounding mental health.



# COMMUNITY EVENTS

We brought over 50,000 community members together for numerous free events to watch, learn, share and discuss culture, science, history, the arts and politics.



## INDIE LENS POP-UP EVENTS

Indie Lens Pop-Up events gave attendees a first-hand look at upcoming content airing from Independent Lens on SCETV. In-person screenings, coupled with discussions around documentary topics, allowed attendees to make connections between South Carolina and the message of the films.

### The Bridge Builders Collective Lowcountry Resource Fair

SCETV hosted a Lowcountry Community Resource Fair at USC-Beaufort's Center for the Arts. This event aimed to connect local community organizations with residents, featuring organizations offering various services and a free screening of the *Bridge Builders* series.

### A Town Called Victoria

SCETV hosted a virtual screening of *A Town Called Victoria* followed by a panel discussion from SCETV's Columbia studio. The discussion provided an opportunity for viewers to engage with the film's themes and participate in the conversation.

### The Tuba Thieves

In partnership with the South Carolina School for the Deaf and the Blind, SCETV hosted a screening of *The Tuba Thieves*. Exploring the impact of sound and listening, the interactive screening included discussions with students and teachers.

### Matter of Mind: My Parkinson's

SCETV, PBS North Carolina and the RiverRun International Film Festival held a virtual screening of *Matter of Mind: My Parkinson's*, focused on the challenges and advancements in Parkinson's disease treatment. Following the screening, participants joined a discussion with medical professionals and advocates.

### Breaking the News

SCETV and The Riley Institute at Furman University hosted a screening of *Breaking the News*, showcasing challenges journalists face with traditional media norms. Following the screening, a panel discussion led by SCETV President and CEO Adrienne Fairwell explored themes of access, mentorship and inclusive journalism.

### Razing Liberty Square

In partnership with the Coastal Discovery Museum, SCETV held a screening of *Razing Liberty Square*, followed by a discussion on the film's exploration of historical and contemporary issues related to South Carolina.



“ WE CANNOT THANK YOU ENOUGH FOR PUTTING ON SUCH A GREAT PROGRAM, WITH **PROFESSIONALISM** AND **PASSION**. ALL MEMBERS OF YOUR TEAM DESERVE OUR GRATITUDE AS DO ALL PANELISTS. ”

—Chaudhry Sadiq  
A Town Called Victoria event panelist

## POV: OUR AMERICA EVENTS

POV: Our America events engaged attendees with upcoming content airing from POV on SCETV. In-person screenings, coupled with discussions around program topics, allowed attendees to connect themes of the films with the landscape in South Carolina.

### Murders that Matter

In collaboration with several community partners, SCETV hosted a screening of *Murders That Matter* in Greenville. Following the screening, the discussion delved into the film's themes and the broader impact of gun violence in Black communities.

### unseen

SCETV a screening of *unseen* at the Columbia Museum of Art, showcasing the film's experimental cinematography and sound used to explore immigration, disability and mental health. Following the screening, a discussion with subject matter experts addressed accessibility and immigration issues in South Carolina.

### Liquor Store Dreams

SCETV partnered with the Columbia Museum of Art for a screening of *Liquor Store Dreams*, exploring the lives of two Korean American children of liquor store owners as they navigate their personal dreams and the legacies of their immigrant parents.





## NATIONAL CONTENT ENGAGEMENT

### INPUT Conference

South Carolina hosted the 2024 International Public Television (INPUT) Conference in Charleston. This annual, weeklong conference is the only international conference that focuses specifically on the innovative programs produced by public media and showcases public media content from around the world. Since 1984, SCETV has served as the U.S. INPUT Secretariat which includes managing submissions to INPUT from producers based in the U.S. South Carolina last hosted INPUT in 1984, making this year a monumental 40th anniversary in the partnership.

### Harriet Tubman Sculpture Exhibit

SCETV and ETV Lowcountry celebrated the final week of the traveling sculpture, "Harriet Tubman - The Journey to Freedom," at the Frampton House Visitors Center in Yemassee. Attendees viewed the sculpture, engaged with the SCETV team and watched clips from the PBS documentary, *Harriet Tubman: Visions of Freedom*.

### Be My Neighbor Day

SCETV held its first-ever Be My Neighbor Day, a family-friendly event promoting the spirit of caring neighbors, early learning and school readiness. Held in Greenville, the event featured a wide range of interactive and hands-on activities that highlighted the significance of being a compassionate neighbor.

### World on Fire Season 2 Screening

In partnership with the Charleston Library Society, the ETV Endowment of South Carolina and SCETV hosted a special screening of *World on Fire* season 2 in Charleston.

### All Creatures Great and Small Season 4 Screening

In partnership with the ETV Endowment of South Carolina, SCETV hosted an exclusive screening of season 4 of *All Creatures Great and Small* for members at ETV Upstate in Spartanburg.

### Flow Fusion

Announced during the World Famous Hip Hop Family Day in Columbia, Flow Fusion invited teens and young adults to submit work in categories such as graffiti art, dance, lyrics, DJ skills and album cover art. This online competition complemented the PBS documentary *Fight the Power: How Hip Hop Changed the World* as well as the 50th anniversary of Hip Hop.



### StoryCorps Mobile Tour

SC Public Radio partnered with StoryCorps to host a series of events during its Mobile Tour stop in Columbia. The kickoff event and press conference marked the beginning of the collaboration, showcasing StoryCorps' Airstream trailer parked at SCETV Columbia. At a public listening event, attendees heard select interviews recorded during StoryCorps time in South Carolina.

### The Great American Recipe Season 3 Screening

SCETV and the ETV Endowment of South Carolina hosted a sneak peek screening of *The Great American Recipe* Season 3 at ETV Carolinas in Rock Hill. The event celebrated South Carolina's contestant, Tim Harris, who shared his culinary journey and offered attendees a taste of his cooking.

### A Capitol Fourth Watch Party Promotion

For the second year, SCETV promoted *A Capitol Fourth* by selecting a viewer to host a themed celebration in honor of the PBS program. The chosen host received a July 4th-themed watch party kit and a \$500 gift card for supplies, courtesy of Capital Concerts and Boeing. The winner shared photos of their celebration on social media during the live broadcast.



### GOSPEL AND LYLA IN THE LOOP

#### LIFT EVERY VOICE IN THE LOOP

In partnership with Bible Way Church of Atlas Road, SCETV hosted Lift Every Voice in the Loop, celebrating Henry Louis Gates, Jr.'s new documentary *Gospel* and the new PBS KIDS' animated series *Lyla in the Loop*. The evening featured live gospel choir performances as well as clips from *Gospel*. *Lyla in the Loop* was showcased in the children's area alongside activities inspired by the show.

#### LYLA IN THE LOOP SCREENINGS

SCETV partnered with local chapters of the Delta Sigma Theta Sorority to engage children in *Lyla in the Loop* screenings and STEAM activities. The chapters distributed coloring books, crayons, stickers and screening guides at four events across the state.

“ AS A PARENT, I CAN RELATE TO THE SHOW. AS AN AFRICAN AMERICAN PARENT, I LIKE THAT PBS KIDS HAS A SHOW FEATURING A BLACK FAMILY AND COMMUNITY. I LIKE HOW THE FAMILY COMES UP WITH SOLUTIONS TOGETHER. I LIKE THE HAIR. I LIKE IT ALL. ”

—*Lyla in the Loop* screening participant and caregiver





## LOCAL CONTENT ENGAGEMENT

### **A Vision of Brookgreen Screening**

In partnership with the ETV Endowment of South Carolina, SCETV hosted a special screening of *A Vision of Brookgreen* at Brookgreen Gardens in Murrells Inlet. The event celebrated the documentary's exploration of the history and artistry of Brookgreen Gardens, showcasing the vision and legacy of its founders.

### **The Cool and the Strong Premiere**

SCETV hosted the premiere of *The Cool and the Strong* at the South Carolina State Museum, featuring the debut of episode one of the new series, followed by engaging panel discussions with the cast and crew who shared their insights and reactions to the episode.

### **Southern Songwriters Concerts**

For production of the upcoming series *Southern Songwriters with Patrick Davis*, SCETV held a series of concerts at venues in Camden, Greenwood, Sumter and Columbia. Additionally, Patrick Davis and the show were featured at the ETV Endowment of South Carolina's Major Donor Event in Columbia.

### **SC Public Radio 50th Anniversary Concert**

To mark the end of its year-long 50th anniversary celebration, SC Public Radio hosted a special concert in partnership with Anne Springs Close Greenway in Fort Mill. The event featured a performance by the Steep Canyon Rangers rounded out the network's anniversary festivities.

### **The World of Cecil Premiere**

SCETV premiere of *The World of Cecil* during an event at the Nickelodeon Theater in Columbia. Cecil Williams, the film's central figure, was in attendance and engaged with the audience following the screening.





### **Making It Grow 30th Anniversary**

In celebration of this milestone achievement, the ETV Endowment of South Carolina and SCETV hosted a special *Making It Grow* 30th-anniversary celebration at the Sumter Opera House. The evening was a tribute to the people who have made *Making It Grow* an invaluable resource for South Carolinians as well as an opportunity to connect gardening enthusiasts and those who share a passion for the environment.

### **ColaJazz Fest Gala**

SC Public Radio engaged with attendees at the ColaJazz Fest Gala held at the South Carolina State Museum in Columbia. The event featured live jazz performances and highlighted the SC Public Radio show *ColaJazz Presents*.

### **South Carolina State Fair**

SCETV participated as a permanent exhibit at the 154th Annual South Carolina State Fair in Columbia. The exhibit featured daily interactions with fairgoers, showcasing SCETV's programming, including a recording of the SCETV show, *Making It Grow*, and appearances from Smart Cat, SCETV talent and voices from SC Public Radio. SCETV Education also hosted daily Storytime with SCETV sessions and gave out free books to children.

### **Coastal Kingdom Family Day**

The ETV Endowment of South Carolina and SCETV invited families to an exciting afternoon of nature exploration at ETV Lowcountry. The event featured *Coastal Kingdom* host Tony Mills along with a variety of coastal creatures as well as a sneak peek at the new season.

### **Downing of a Flag Screening**

In partnership with the AfroSouth Film Festival, SCETV held a screening of *Downing of a Flag* in Charleston. The documentary kicked off the festival, exploring the pivotal events that led to the removal of the Confederate flag from the South Carolina Statehouse.

### **Walter Edgar's Journal Book Nook Reveal**

SC Public Radio, in partnership with All Good Books, celebrated the unveiling of the new "Walter Edgar's Journal Book Nook" at All Good Books in Columbia. The event featured a live recording of *Walter Edgar's Journal* for ETV Endowment of South Carolina members, followed by a public unveiling of the Book Nook.

### **Rudy Mancke Celebration of Life**

A Celebration of Life honoring Rudy Mancke, the esteemed naturalist, educator, and host of *NatureScene* and *Nature Notes*, was held at the University of South Carolina. With tributes from Rudy's friends and former colleagues, the livestreamed event showcased his remarkable life and enduring legacy.



### **ETV Endowment Sisterhood: SC Suffragist Screening**

In partnership with the ETV Endowment of South Carolina, SCETV hosted a screening of *Sisterhood: SC Suffragists* "The Grimke Sisters" at the Charleston Library Society in Charleston. SCETV's Beryl Dakers moderated a discussion about the insightful exploration of the Grimke sisters' pivotal role in the suffragist movement.

### **A Celebration of the Music of Marian McPartland Concert**

SC Public Radio, in partnership with the ColaJazz Foundation, the University of South Carolina Press and the Koger Center for the Arts, hosted a special concert event, *A Celebration of the Music of Marian McPartland*, in Columbia. The concert honored the 105th birthday of the late jazz legend Marian McPartland, celebrating her legacy as a musician and the beloved host of NPR's *Marian McPartland's Piano Jazz*, produced by SC Public Radio.

### **After Action Season 2 Premiere and Screenings**

In addition to a premiere event held at SCETV Columbia, several community screenings and panel discussions were held across the state to showcase *After Action* season 2. In partnership with the ETV Endowment of South Carolina, SCETV hosted a screening in Myrtle Beach, Aiken and Summerville. Each screening was followed by a conversation with series host Stacy Pearsall and featured *After Action* veterans. Additionally, a screening was held at the Upcountry History Museum in Greenville where photographs by Pearsall were on display.

### **NAMIWalks Mid-Carolina**

SCETV highlighted its *SCETV Safe Space* initiative at the NAMIWalks Mid-Carolina event, focusing on mental health awareness and support. The walk brought together community members to raise awareness for mental health services and resources.

### **College and Career Decision Day Rally**

SCETV partnered with the South Carolina Commission on Higher Education for the third South Carolina College and Career Decision Day Rally. Mirrored after National Signing Day, this event recognizes and applauds students' post-graduation decisions. SCETV livestreamed the rally on social media and had a table onsite to greet and congratulate students on taking their next steps.

### **Palmetto Pencil Project**

SCETV launched a statewide teacher supply drive called the Palmetto Pencil Project. SCETV studios in Columbia, Spartanburg, Rock Hill, Beaufort and Sumter acted as donation centers, collecting essential supplies for classrooms.



## CONTENT ANYWHERE, ANYTIME

### STREAMING

Easily accessible on various platforms and devices, most of our content streams free on-demand on our websites. Additional television programs and livestreams can be accessed through the free PBS App.

### SOCIAL MEDIA

Digital-first content, including news, coming attractions, past episodes, and SCETV updates and events, is available on Facebook, X, Instagram and YouTube.

### SCETV APP

Available in the iTunes App Store or the Android Play Store, this free app offers the convenience of connecting anytime with national PBS and NPR content as well as local SCETV content.

### SCETV PASSPORT

Members of the ETV Endowment enjoy extended access to SCETV and PBS programs after regular streaming rights have expired by activating SCETV Passport.

### YOUTUBE TV

Content from SCETV can be found on this subscription-based service. Options include livestream or on-demand viewing.

### PRIME VIDEO

This subscription-based service from Amazon offers award-winning programming from PBS, including Masterpiece, Nova, PBS KIDS, documentaries and more.

### PODCAST APPS

SC Public Radio podcasts are available to stream on-demand on your favorite podcast app.

### HULU + LIVE TV

Livestream SCETV content on one of the nation's largest streaming services for live television with more than 4.5 million subscribers.

### LOCAL NOW

Livestream ETV-HD on this free streaming service for local news and entertainment.

## IN FY23-24

**9.8 million** impressions on Facebook and X

**86,812** total Facebook fans

**30,896** total X followers

Sources: Facebook Insights, X Analytics and Sprout Social





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### South Carolina ETV and Public Radio

FY23-24 Local Content and Service Report

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