



For immediate release:
September 17, 2024

SCETV celebrates Hispanic Heritage Month with special programming available on-air and online

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) recognizes Hispanic Heritage Month held Sept. 15 - Oct. 15. This celebration of tradition, history, art and achievement spotlights Hispanic culture through featured programs and [dynamic stories](#). Diverse content ranging from poetry and dance to explorers and baseball players, showcases the impactful contributions Hispanic individuals make on the state, country and world.

UPCOMING PROGRAMS ON ETV-HD

American Masters: Julia Alvarez; A Life Reimagined – Get to know an author called “a writer of gigantic storytelling talent, and exquisitely composed prose” and explore her work that spans multiple genres including three books of nonfiction, three collections of poetry, 11 books for children and young adults, and seven literary novels. **Airs Sept. 17 at 9 p.m.**

Pati’s Mexican Table – Witness the preparation of classic Hispanic favorites while learning how to add a spice and flavor to bring any meal to the next level. **Airs Sept. 21 at 11:30 a.m.**

Five Demands – Hear the riveting story about the April 1969 student strike that changed the face of higher education when a small group of Black and Puerto Rican students shut down the City College of New York. **Airs Sept. 22 at 7 p.m.**

Voces: American Historia: The Untold Story of Latinos – This series showcases the Latino impact on American history that precedes the country’s founding. **Airs Sept. 27 at 9 p.m.**

37th Annual Hispanic Heritage Awards – Enjoy an entertaining and moving production featuring the hottest Latino entertainers as they recognize the year’s distinguished honorees. **Airs Sept. 27 at 10 p.m.**

SCETV PBS KIDS

Alma’s Way – New episodes begin Sept. 23.

STREAMING ON SCETV PASSPORT

Roberto Clemente: American Masters – Born in Puerto Rico, Clemente was an exceptional baseball player and humanitarian whose career sheds light on larger issues of immigration, civil rights and cultural change.

Becoming Frida Kahlo – Explore the life of celebrated artist Frida Kahlo in a three-part docuseries. See the major personal and political events of her life, including her stormy and devoted relationship with artist Diego Rivera, whom she married twice.

A Thousand Pines – Over the course of a grueling eight months, a crew of Oaxacan guest workers plant trees throughout the United States. This intimate portrait shows how hard it is to balance the physical demands of reforestation and extreme isolation while staying connected to the family back home.

American Masters: José Clemente Orozco; Man of Fire – The life of Mexican muralist José Clemente Orozco (1883-1949), a life filled with drama, adversity and triumph, is one of the great stories of the modern

era. Despite poverty, childhood rheumatic fever that damaged his heart and an explosion in his youth that cost him his left hand, Orozco persisted in his wish to become an artist.

Bulls and Saints – After 20 years living in the United States, an undocumented family decides to return home. Little do they know it will be the most difficult journey of their lives and reawaken an intense desire for a place to belong. Set between the rodeo arenas of North Carolina and the spellbinding Mexican town they yearn for, *Bulls and Saints* is a love story about reverse migration, rebellion and redemption.

HISPANIC HERITAGE STORIES – SCETV.ORG

A Brief History of Hispanic Heritage Month/History in a Nutshell – Discover why the kickoff happens in mid-September, who established Hispanic Heritage week and which American president expanded the celebration to a month in [this short video](#).

Spanish education resources on KnowItAll.org – From the inspiration for Cinco de Mayo to foreign language resources and Spanish translations, KnowItAll.org is stocked with [Spanish education materials](#).

Hispanic Heritage in South Carolina Trivia! Quiz – [Dr. Walter Edgar's SC Quiz](#) is a brain teaser for learning the Palmetto State's ties to Hispanic heritage including notable Latino-Americans from South Carolina.

QUOTES

"The Hispanic community has a profound influence that has helped craft South Carolina's vibrant culture. SCETV is proud to celebrate the many accomplishments of Hispanic individuals and share their stories so our state can honor their contributions and preserve Latino culture for future generations." –**SCETV President and CEO Adrienne Fairwell**

"Through sharing content dedicated to Hispanic traditions, history, art and cuisine, SCETV continues to recognize diverse voices throughout South Carolina. Hispanic Heritage Month is an ideal way to entertain and educate our citizens with unique content that recognizes Latinos and their tremendous impact." –**SCETV Assistant General Manager/Deputy Director Dr. Stephanie F. Cook**

FAST FACTS

- SCETV recognizes Hispanic Heritage Month held Sept. 15-Oct. 15 with a [diverse array of programming](#).
- Content found on ETV-HD and online showcases the impactful contributions Hispanic individuals make on the state, country and world.
- The *37th Annual Hispanic Heritage Awards* airs Sept. 27 at 10 p.m.
- New episodes of *Alma's Way* begin Sept. 23 on SCETV PBS KIDS.
- KnowItAll.org has a wide range of [Spanish education materials](#) available for use.

About South Carolina ETV and Public Radio

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

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