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SCETV unveils new MediaSCape Studios: A state-of-the-art creative tech space for South Carolina educators and students

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) is proud to announce the completion and opening of its new MediaSCape Studios-- a state-of-the-art creative tech space designed to enhance educational experiences and foster student creativity. This milestone project, which began in 2019 and resumed post-COVID, has now reached full functionality after two years of dedicated development and funding from the [K-12 Technology Initiative](#). MediaSCape Studios is now available for SCETV to use for engagement with South Carolina educators and student creators.

To celebrate the opening of MediaSCape Studios, a ribbon-cutting ceremony took place on Nov. 12 from noon – 1 p.m. The event featured remarks from Adrienne Fairwell, SCETV President and CEO; Nathan Hogue, South Carolina Department of Administration Chief Information Officer and K-12 School Technology Initiative Committee; Dr. Stephanie Cook, SCETV Assistant General Manager; and Dr. Salandra Bowman, SCETV Chief Learning Officer.

MediaSCape Studios is designed to be a dynamic learning environment equipped with the latest technology, including professional podcasting and audio production equipment, a green screen and mini Tricaster, a 6 ft. by 13 ft. LED display wall, storage and monitors to support multi-platform production, and flexible furniture for adaptable learning setups. This space will enable visiting educators, students and parents to engage in hands-on experiences with creative technology. Learning opportunities will include standard-aligned activities for all grade levels, technology simulations and training, and screening events.

This space is poised to play a critical role in strengthening South Carolina's future media and journalism workforce. By serving as a focal point for SCETV's on-site field trips, it guides students in exploring the various career opportunities available in public media.

With growing interest in content creation and gaming among students, MediaSCape Studios offers a valuable platform for engaging students in media production. This space supports teaching learners about the strategies and techniques involved in creating the media they consume, fostering both media literacy and production skills. Additionally, the studio functions as an experimental space for new and emerging instructional technologies. To support fiscal responsibility, SCETV will host demo and simulation workshops, allowing educators and district leaders to test educational technologies before making procurement decisions. This functionality ensures informed investments in technology and enhances the overall educational experience.

MediaSCape Studios is funded by the K-12 Technology Initiative. In addition to SCETV, this unique public/private partnership includes the South Carolina Department of Administration, Department of Education, State Library, Education Oversight Committee, and the private sector represented by AT&T and the South Carolina Telecommunications and Broadband Association. The K-12 Technology Initiative oversees the distribution of funds appropriated by the Governor and General Assembly, collectively addressing schools' needs for software, hardware, connectivity, digital content, instructional technologies and professional development.

The creation of MediaSCape Studios aligns with SCETV's mission to amplify voices, provide educational experiences and strengthen communities. By engaging and empowering youth voices, SCETV aims to foster a deeper connection within the community and ensure that more South Carolina stories and



perspectives are heard. Showcasing the stories produced by students and educators, SCETV gains insights into their interests and concerns, contributing to a more vibrant, stronger and informed digital community in South Carolina.

QUOTES

"As we unveil MediaSCape Studios, we are thrilled to provide South Carolina educators and students with a state-of-the-art space that will revolutionize the way they engage with technology and media production. This initiative not only enhances educational experiences but also plays a vital role in preparing our youth for future careers in media and journalism. We are proud to support the next generation of content creators and storytellers, ensuring that their voices are heard, and their creativity is nurtured." **–SCETV President and CEO Adrienne Fairwell**

"MediaSCape Studios represents a significant leap forward in our commitment to educational excellence and innovation. This creative tech space offers a unique opportunity for students to develop critical media literacy and production skills, while also providing educators with a versatile environment to explore and implement new instructional technologies. By fostering hands-on learning and encouraging exploration, we are empowering students to become active participants in the digital landscape and equipping them with the tools they need to succeed in an ever-evolving world." **–SCETV Chief Learning Officer Dr. Salandra Bowman**

FAST FACTS:

- SCETV has completed the development of MediaSCape Studios, a state-of-the-art creative tech space designed for South Carolina educators and student creators.
- The innovative space is equipped with professional podcasting and audio production equipment, a green screen and mini Tricaster, a 6 ft. by 13 ft. LED display wall, storage, monitors for multi-platform production, and flexible furniture, providing dynamic hands-on learning experiences.
- MediaSCape Studios aims to strengthen South Carolina's future media and journalism workforce by guiding students in exploring career opportunities in public media and fostering media literacy and production skills.
- The initiative is funded by the K-12 Technology Initiative.

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*, *Downing of a Flag* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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