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SCETV partners with Maryland Public Television on “HBCU Week NOW” programming initiative

SCETV joins a growing public media partnership to produce a suite of new short films for YouTube in collaboration with HBCUs and other partners

COLUMBIA, S.C. – South Carolina ETV (SCETV) is pleased to announce continued participation in the national HBCU Week NOW programming initiative. This involvement includes production of a new short film for the project’s signature YouTube channel, [HBCU Week NOW](#), alongside a local community event to celebrate historically black colleges and universities.

SCETV’s new film, [SmarthOME](#), is one of six new shorts that began premiering on YouTube in mid-September to coincide with the [2024 Annual National HBCU Week Conference](#). *SmarthOME* is a short documentary film that explores a groundbreaking tech-forward health initiative at South Carolina’s oldest HBCU, Claflin University. [Maryland Public Television \(MPT\)](#) and other PBS station partners including [Howard University Television](#), [PBS North Carolina](#), [Louisiana Public Broadcasting](#) and [WABE \(Atlanta\)](#) will produce the other five films.

Additionally, two episodes of the [Local, USA](#) documentary series that the digital channel, WORLD, produced in 2023 will also be presented on TV and online. [HBCU Week: Beyond the Field](#) and [HBCU Week: Tradition and Competition](#) are available to stream online.

Congress defines an HBCU as “any historically Black college or university that was established prior to 1964, whose principal mission was, and is, the education of Black Americans.” Today, the country’s 107 HBCUs continue to deliver on the promise of their founding, with more than 237,000 students from diverse racial and ethnic backgrounds currently enrolled, alongside at least one million alumni from all walks of life.

[Launched by MPT as a national project in 2023](#), HBCU Week NOW’s growth is supported by a new investment from the Corporation for Public Broadcasting (CPB) for 2024 and 2025, along with funding from The Center for Maryland History Films and Morgan State University.

QUOTES

“We’re thrilled to be partnering with HBCU Week NOW, a national initiative that not only honors the rich history of HBCUs, but also highlights their ongoing contributions to education and innovation. With *SmarthOME*, we’re proud to showcase Claflin University’s forward-thinking approach to health and technology, a reflection of the pioneering spirit that has defined HBCUs for generations.” **–SCETV President and CEO Adrienne Fairwell**

“HBCUs have long served as centers of excellence for learning and leadership. By producing content such as *SmarthOME*, we’re able to elevate the stories of HBCUs, their students and faculty, showcasing their unique role in shaping the future of education and community engagement.” **–SCETV Chief Learning Officer Dr. Salandra Bowman**

FAST FACTS

- SCETV is participating in the national [HBCU Week NOW](#) initiative with a new short film, [SmarthOME](#).



- *SmartHOME* explores a tech-forward health initiative at Claflin University, South Carolina's oldest HBCU.
- The film is one of six new shorts that began premiering on YouTube during the [2024 Annual National HBCU Week Conference](#).
- HBCU Week NOW is a national project led by [Maryland Public Television \(MPT\)](#) and funded by the Corporation for Public Broadcasting (CPB).
- In addition to the new shorts, two episodes from the [Local, USA](#) documentary series will also be available for streaming.

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*.

About Maryland Public Television

Maryland Public Television (MPT) is a statewide, public-supported TV network and Public Broadcasting Service (PBS) affiliate, offering entertaining, informative, educational, and inspiring content delivered by traditional broadcasting and streaming on TVs, computers, and mobile devices. A state agency, it operates under the auspices of the Maryland Public Broadcasting Commission. MPT creates and distributes local, regional, and national content and is a frequent winner of regional Emmy® Awards. MPT's commitment to educators, parents, caregivers, and learners of all ages is delivered through instructional events and [Thinkport.org](#). MPT's year-round community engagement activities connect viewers with resources on a wide range of topics. For more information visit [mpt.org](#).

About The Corporation for Public Broadcasting (CPB)

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation authorized by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally managed and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television, and related online services. For more information, visit [cpb.org](#), follow us on [Facebook](#) and [LinkedIn](#), and [subscribe](#) for other updates.

About WORLD

WORLD shares the best of public media in news, documentaries and programming. WORLD's original series examine the issues and amplify the voices of those often ignored by mainstream media. The multi-platform channel helps audiences understand conflicts, movements and cultures from around the globe. Its original work has won a Peabody Award, an Alfred I. duPont-Columbia Award, an International Documentary Association Award, a National News and Documentary Emmy Award, two Webby Awards and many others honoring diversity of content and makers. WORLD is carried by 194 member stations in markets representing 77% of US TV households. Funding for WORLD is provided by the Corporation for Public Broadcasting, the John D. and Catherine T. MacArthur Foundation, Wyncote Foundation and the National Endowment for the Arts. WORLD is produced by GBH in partnership with WNET and is distributed by American Public Television (APT). Find out more at [WORLDChannel.org](#).

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