



For immediate release:  
Feb. 21, 2025

## **South Carolina ETV and South Carolina Hospital Association launch *H is for Hiring* broadcast special highlighting career opportunities in healthcare**

**COLUMBIA, S.C.** – South Carolina ETV (SCETV) and the South Carolina Hospital Association (SCHA) are proud to announce the premiere of [\*H is for Hiring\*](#), a broadcast special dedicated to exploring the growing demand for various career pathways in South Carolina’s healthcare industry. This program takes viewers inside hospitals and technical education programs to highlight real-world training opportunities and careers that extend beyond traditional medical roles.

According to the South Carolina Department of Employment and Workforce, healthcare is projected to become one of the state’s largest employment sectors. *H is for Hiring* introduces viewers to the broad range of job opportunities available in hospitals, including positions in IT, supply chain, radiology, nursing and more. Through in-depth storytelling and on-the-ground interviews, the special illustrates how hospitals and technical education institutions are working together to prepare the next generation of healthcare professionals through hands-on training and career development programs.

The broadcast special provides an inside look at various programs, such as Piedmont Technical College’s radiology training in Greenwood, where students acquire the skills necessary for in-demand careers. At McLeod Health in Florence, high school students gain invaluable hands-on experience in hospital settings, while employees can further their education at Florence-Darlington Technical College to advance their careers. Tideland Health partners with Horry-Georgetown Technical College to train IT professionals, providing hospitals with essential cybersecurity and network infrastructure support. In Beaufort, the People Achieving Their Highest (PATH) Program at Beaufort Memorial Hospital uses a cutting-edge simulation lab to enhance clinical skills training for employees.

The *H is for Hiring* special is part of a larger initiative between SCETV and the SCHA created to raise awareness of career opportunities in healthcare. The partnership involves leveraging multimedia content and educational resources to connect job seekers, students and the healthcare industry. By working together, SCETV and the SCHA are committed to bridge the gap between healthcare providers, educational institutions and the wider community to foster a more informed and engaged workforce.

In 2024, SCETV and the SCHA announced the launch of the ["Every Role Counts"](#) campaign. The "Every Role Counts" campaign highlights key healthcare careers that are essential to patient care. Two videos were released as part of the campaign, with one focusing on [Surgical Technologists](#) and one focusing on [Supply Chain Logistics](#). These videos, along with other resources, are also available on [knowitall.org](http://knowitall.org), SCETV’s educational website. SCETV and the SCHA also created downloadable [pop-up banners](#) designed for schools, conferences and other community events as well as a [360 tour of an operating room](#). The 360 tour is an immersive virtual experience that allows users to explore a fully equipped surgical suite from the comfort of their own space or in the classroom. Additional information on hospital careers can be found on the [H is for Hiring](#) and [Be Something Amazing](#) websites.

*H is for Hiring* will premiere on Feb. 23 at 3:30 p.m. on ETV-HD and be available for streaming on the [SCETV website](#). Viewers are encouraged to tune in and learn more about the exciting career possibilities in healthcare.

### **QUOTES**

*"H is for Hiring* showcases the incredible range of career opportunities within South Carolina’s healthcare industry, many of which require specialized skills but not necessarily a four-year degree. SCETV works across many sectors to educate South Carolinians on career paths available in the state. By highlighting



these pathways, we hope to connect students and job seekers with rewarding careers that support both individual growth and the health of our communities.” **–SCETV President and CEO Adrienne Fairwell**

”Hospitals are like their own cities with a wide array of services and job opportunities from the operating room to the server room. While we will always need doctors and nurses to provide critical, lifesaving care, it’s important to recognize that their work is supported by many other talented individuals who have found that hospitals offer a wide variety of opportunities for a great career, great pay and a great life” **–SCHA CEO Thornton Kirby**

#### **FAST FACTS**

- [\*\*H is for Hiring\*\*](#) premieres on February 23 at 3:30 p.m. on ETV-HD and will be available for streaming on the SCETV website.
- The special highlights healthcare career opportunities, including positions in IT, supply chain, radiology, nursing and more.
- The program features real-world training programs at institutions such as Piedmont Technical College, Florence-Darlington Technical College, Horry-Georgetown Technical College and Beaufort Memorial Hospital.
- **H is for Hiring** is part of a broader initiative between SCETV and the SCHA to connect students and job seekers with in-demand healthcare careers.

#### ***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 *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

#### **Media Contact:**

Landon Masters  
[media@scetv.org](mailto:media@scetv.org)  
(803) 737-3337