



For immediate release:
Feb. 26, 2025

South Carolina ETV digital series *Original SC* shares inspiring stories from across the Palmetto State

COLUMBIA, S.C. – South Carolina ETV’s award-winning digital series [Original SC](#) offers an exploration of South Carolina through the lives of the people that call this place home. The season’s [first episode](#) debuted online on Jan. 30, with new episodes releasing every other Thursday.

Original SC shares powerful stories of everyday South Carolinians. This compelling series highlights the unique people who shape the state’s cultural fabric, proving that one of South Carolina’s greatest assets is its people.

Through in-depth storytelling, *Original SC* introduces audiences to individuals from all walks of life—small business owners, educators, artists, community leaders and more—each with a unique journey that reflects the resilience, passion and creativity found throughout the Palmetto State. By showcasing everyday individuals, *Original SC* fosters a deeper appreciation for the people who shape South Carolina’s identity and inspire those around them. Their stories remind us that our neighbors are the heart of our state, each with a journey that connects us all.

Following their debut on [YouTube](#), episodes will also be available on the [SCETV website](#), SCETV [Facebook](#) and [Instagram](#) pages, and the [SCETV App](#). Viewers who wish to engage with SCETV and the creators of this series are encouraged to use the [#OriginalSC](#) and [#SCETVDigital](#) hashtags on Facebook and X. For additional information on *Original SC* and to catch up on all episodes from previous seasons, visit scetv.org/watch/originalSC.

QUOTES

“South Carolina ETV is honored to share the deeply personal and inspiring stories of South Carolinians through *Original SC*. We celebrate the incredible journey this series will take viewers on, showcasing the strength, creativity and resilience that define our state. We’re excited for audiences to experience these upcoming episodes, which truly highlight the heart and soul of South Carolina.” –**SCETV President and CEO Adrienne Fairwell**

“The power of *Original SC* lies in our ability to learn from one another—by listening, we connect, and through connection, we find inspiration. Every story has the potential to spark understanding, build community, and remind us of the shared humanity that unites us all. We are excited to deliver an inspiring season that celebrates the heart of our state – it’s people.” –**SCETV Senior Director of Audio and Digital Operations Tabitha Safdi**

FAST FACTS

- *Original SC* [first episode](#) debuted online on Jan. 30.
- Following their debut on [YouTube](#), episodes will also be available on the [SCETV website](#), SCETV [Facebook](#) and [Instagram](#) pages, and the [SCETV App](#).
- The series explores the lives of everyday South Carolinians, showcasing their unique stories and contributions to the community.
- Viewers are encouraged to engage with SCETV and the series creators using the hashtags [#OriginalSC](#) and [#SCETVDigital](#).
- For additional information on *Original SC*, visit scetv.org/watch/originalSC.

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
(803) 737-3337