



For immediate release:  
March 12, 2025

## **South Carolina ETV premieres *Turning Point* – a powerful documentary on breaking the cycle of prison recidivism**

**COLUMBIA, S.C.** – The new South Carolina ETV documentary, [\*Turning Point\*](#), examines the innovative [Turn90](#) re-entry program for formerly incarcerated individuals. The film delves into the lives of men navigating the challenges of reintegration after serving time, offering a deeply human perspective on the cycle of recidivism and the power of second chances.

*Turning Point* will premiere locally on ETV-HD on March 17 at 9 p.m., with national distribution to public television stations across the country through [American Public Television](#) (APT) this spring. Viewers outside of South Carolina should check their local listings for airtimes on their local public television station beginning in March. The documentary will also be available for streaming on the [SCETV website](#), [PBS.org](#) and the [PBS app](#).

Prison recidivism is a critical challenge in the United States. Of the 650,000 individuals released annually, 82 percent return to incarceration within a decade with 43 percent reoffending in the first year. In South Carolina, Turn90 addresses this crisis through a comprehensive approach that blends job skills training, Cognitive Behavioral Therapy and financial support to help participants build sustainable lives outside prison walls.

*Turning Point* is a story of redemption, hope and the transformative impact of innovative thinking in criminal justice reform. The one-hour documentary introduces viewers to Turn90 founder Amy Barch and the transformative journey she offers participants as they work to overcome the odds, rebuild their lives and ultimately mentor others. By providing paid training, Turn90 enables participants to focus on personal growth without the immediate financial pressures of reintegration. Viewers get an inside look at the program's unique elements including Cognitive Behavioral Therapy sessions that address the impact of survival tactics learned in prison and on the streets.

SCETV, in partnership with the ETV Endowment of South Carolina, will host a [local screening](#) of the film on April 30 at Charleston Music Hall. Doors open at 5 p.m., followed by a screening of the film and a panel discussion featuring the filmmaking team and individuals from the film. Attendees will have the opportunity to engage with the Turn90 team and the men at the heart of this story.

*Turning Point* was produced by SCETV in coordination with Susie Films with production funding provided by the ETV Endowment of South Carolina.

For more information about *Turning Point* and the Turn90 program, visit [SCETV.org](#).

### **QUOTES**

“At SCETV, storytelling is at the heart of everything we do, and we are committed to sharing stories that inspire understanding, spark meaningful conversations and drive positive change. *Turning Point* exemplifies our mission to amplify South Carolina voices by highlighting the resilience and determination of individuals rebuilding their lives and the transformative impact of programs like Turn90. Through authentic and powerful narratives, we strive to illuminate paths to hope and opportunity while fostering empathy and connection among viewers. We are proud to bring this important story to audiences across the country, showcasing the best of what public media can achieve through compelling storytelling.” – **SCETV President and CEO Adrienne Fairwell**

“SCETV is dedicated to producing content that sparks meaningful conversations and fosters understanding. ***Turning Point*** is a powerful testament to the impact of innovative re-entry programs like Turn90, and we’re honored to bring this inspiring and thought-provoking documentary to a national audience.” –**SCETV Director of National Content and Regional Operations Don Godish**

“The ETV Endowment of South Carolina is pleased to have provided major funding for ***Turning Point*** so that our members and audiences across South Carolina and the nation can see the transformative work of Turn90.” –**ETV Endowment of South Carolina Executive Director Coby Cartrette Hennecy**

“ETV Endowment of South Carolina Executive Director Coby Cartrette Hennecy urged me to go to Charleston to meet a woman making a profound impact on reducing recidivism in South Carolina. Coby believed her story—and the story of her program—deserved a documentary. I went. I met Amy Barch. Within two minutes, I knew Coby was right. It has been a privilege ever since.” –**Turning Point Director Scott Galloway**

“The men in this film are part of a group that is too often forgotten and rarely given a voice. Their experiences, struggles, and successes deserve to be seen and heard. We are deeply grateful to SCETV, the ETV Endowment, and Susie Films for recognizing their value and helping to bring their stories to light. ***Turning Point*** presents their journey in a way that is honest, powerful and necessary.” –**Turn90 Founder and Executive Director Amy Barch**

#### **FAST FACTS**

- ***Turning Point***, an SCETV one-hour documentary, examines the innovative [Turn90](#) re-entry program for formerly incarcerated individuals.
- ***Turning Point*** will premiere locally on ETV-HD on March 17 at 9 p.m., with national distribution through [American Public Television](#) (APT). Viewers outside of South Carolina should check their local listings for airtimes on public television stations beginning in March.
- The documentary will also be available for streaming on the [SCETV website](#), [PBS.org](#) and the [PBS app](#).
- ***Turning Point*** offers an intimate look at Turn90 founder Amy Barch and the transformative journey of participants who have overcome the odds to graduate from Turn90 and mentor others.
- For more information about ***Turning Point*** and the Turn90 program, visit [SCETV.org](#).

#### **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*.

#### **About Susie Films**

Susie Films is an award-winning media company based in Charlotte, North Carolina, specializing in documentary films and television. Known for compelling storytelling, its diverse portfolio includes the Peabody-nominated *Downing of a Flag*, Emmy-winning *How She Rolls* and *Crisis of Substance*, and Telly-winning *Handcrafted America*. With over 800 television series for more than 20 networks, Susie Films excels across genres.

#### **About American Public Television**

American Public Television (APT) is the leading syndicator of high-quality, top-rated programming to the nation's public television stations. Founded in 1961, APT distributes 250 new program titles per year and more than one-third of the top 100 highest-rated public television titles in the U.S. APT's diverse catalog



includes prominent documentaries, performance, dramas, how-to programs, classic movies, children's series and news and current affairs programs. *Doc Martin*, *Midsomer Murders*, *America's Test Kitchen From Cook's Illustrated*, *AfroPoP*, *Rick Steves' Europe*, *Pacific Heartbeat*, *Christopher Kimball's Milk Street Television*, *Legacy List with Matt Paxton*, *Lidia's Kitchen*, *Kevin Belton's New Orleans Kitchen*, *Simply Ming*, *The Best of the Joy of Painting with Bob Ross*, *Live From the Artists Den*, *James Patterson's Kid Stew* and *NHK Newsline* are a sampling of APT's programs, considered some of the most popular on public television. APT also licenses programs internationally through its APT Worldwide service and distributes Create®TV — featuring the best of public television's lifestyle programming — and WORLD™, public television's premier news, science and documentary channel. To find out more about APT's programs and services, visit [APTonline.org](http://APTonline.org).

**Media Contact**

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