

JULY 2014-JUNE 2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Using television, radio and the web, South Carolina ETV's mission is to enrich lives by educating children, informing and connecting citizens, ensuring the security of the state, celebrating our culture and environment, and instilling the joy of learning.



SCETV is an integral part of S.C.'s advancement.

SCETV strives to provide educational resources for our state's children, educators, and caregivers; support emergency preparedness throughout the state; provide government transparency through coverage of news and public affairs; and reach out to all members of our audience regardless of age, economy, race, or political beliefs.

We are a trusted steward and valued partner in South Carolina and take pride in our partnerships and projects that aim to improve the quality of life in our state.

In FY 2014-2015, SCETV provided these vital local services:

- Educational content and training to schools and agencies
- Support of the state's emergency communications system
- Legislative coverage of House and Senate sessions, the State of the State Address, and additional meetings on-air and online
- Outreach with our kids' mascot, whose mission is to keep children healthy and safe
- Public safety training for law enforcement and first responders

SCETV's local services had a deep impact in South Carolina:

- SCETV provided online educational content and local programming to all of SC and workshops to 8,400 teachers
- SCETV broadcast six **Carolina Classrooms** including new state assessments, summer learning programs, and incoming State Superintendent of Education Molly Spearman
- SCETV and ETV Radio continue to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students

# South Carolina ETV and SC Public Radio

## ETV Awarded American Graduate Community Service Grant

During 2014-2015, ETV was awarded a \$200,000 American Graduate: Let's Make It Happen community service grant from The Corporation for Public Broadcasting (CPB) to help South Carolina improve youth outcomes for all students from preschool through college and onto careers.

The initiative kicked off as students in South Carolina headed back to school. SCETV worked with strategic partners, community leaders and citizens to address local issues and share success stories. Over the course of two years, SCETV will highlight local leaders who are helping communities increase graduation rates and the everyday heroes in a child's life as "American Graduate Champions." The initiative features new locally produced content alongside national productions and classroom resources.



"The work we are doing with American Graduate will allow us the opportunity to bring together a number of community stakeholders to address those challenges and assure a better future for our young people," said Linda O'Bryon, President and CEO of SCETV.

"As a life-long educator, I believe it is vitally important work to apply every strategy, resources and time possible to curtail the devastating impact of losing nearly half of our school age children from the K-12 pipeline in South Carolina," said Dr. Roy Jones, Executive Director for the Eugene T. Moore School of Education's Call Me MISTER Program at Clemson University. "It is commendable that ETV is drawing attention and highlighting the need to actively engage in dropout prevention. I will continue to answer the call in support of ETV's efforts and I look forward to participating in the project once again as they create an opportunity for both dialogue and action in dropout prevention."

"Education is at the core of public media's mission. Through American Graduate stations' partnerships with over 1,000 local organizations, we are proud of public media's content and on the ground engagement that has raised awareness to achieve 80% graduation rates nationally and helped America see the potential in every student," said Pat Harrison, CPB President and CEO. "By strengthening our focus on solutions, starting with our youngest learners, and highlighting local leaders who are creating sustainable change, together, we can set kids – and our country – on a path for long-term success."



July 2014-June 2015

# A Tragedy in Charleston

## ETV PROVIDES COVERAGE AND REFLECTION



A racially-motivated shooting in a Charleston church became a moment of national tragedy and reflection. Nine African-American church members were fatally shot in a mass killing during evening Bible study on Wednesday, June 17, 2015, at Charleston's Emanuel A.M.E. Church.

South Carolina ETV and Public Radio provided coverage and support for news stories that spanned the globe, including live coverage of the funeral of South Carolina Senator Clementa Pinckney, pastor of the Emanuel AME Church in Charleston, SC. The eulogy was delivered by President Barack Obama.

Local and national stories on radio included legislative reaction during **State House Week**, as well as the sounds of church bells ringing across the city in unison, coverage of a renewed debate on the removal of the Confederate battle flag from the S.C. Capitol grounds, newscasts devoted solely to the tragedy, and stories on coping and healing.

Television, which covers the legislature live on its ETV World channel, provided coverage of Senator Pinckney lying in state, profiles of the victims, Gov. Nikki Haley's live press conference to propose removing the battle flag from the grounds, and digital coverage expanding to a separate online ETV news site: *Remembering Charleston: South Carolina Responds*.



REMEMBERING  
CHARLESTON  
South Carolina Responds



# South Carolina ETV and SC Public Radio



## An Award and a New Season of Song Travels with Michael Feinstein

A new season of **Song Travels with Michael Feinstein** offers one of the most diverse slates of guests to date with jazz masters, rockers, and emerging artists bringing new innovations to time-honored traditions.

Artists in the new season include Curtis Stigers, Sam Friend of the New Orleans Swamp Donkeys, vocalist and bassist Kate Davis, the band Grungor, and country vocalist Suzy Bogguss. Sitting

down with Michael, guests share their journey with song, uncovering their connections to the canon of American popular song. The conversations are intimate and revealing; live in-studio performances include both standards and original work.

**Song Travels** was also honored with a bronze award by the New York Festivals International Radio Program Awards in the entertainment competition. The

winning episode featured guest jazz and soul singer Gregory Porter, a Grammy winner for Best Vocal Jazz Album. The New York Festivals honor radio programming and promotions in all lengths and formats from radio stations, networks, and independent producers from around the globe. **Song Travels** is produced by South Carolina Public Radio's Shari Hutchinson and is in its sixth season. It is aired by 100 stations across the nation.



## O'Bryon Named a 2014 Influential Woman in Business

ETV's President and CEO Linda O'Bryon is one of 12 women recognized by the *Columbia Regional Business Report* as a 2014 Influential Woman in Business. Selected by a panel of judges, O'Bryon was among nominees submitted in response to a request for businesswomen who have demonstrated professional excellence and leadership in their careers and community service. She is being honored for her accomplishments as president of the state agency and is one of three honorees in the category for top leadership at an organization or company.

## A Chef's Life wins Emmy, enters second season on PBS



*Chef Vivian Howard with director Cynthia Hill*

Cynthia Hill, director of South Carolina ETV's national presentation **A Chef's Life**, won a daytime Emmy for Outstanding Directing in a Lifestyle/Culinary/Travel Program. Hill, a North Carolina native, worked in New York City before returning to North Carolina where she directs **A Chef's Life**. She has previously worked with MTV, Lifetime, and Nickelodeon. Her documentaries have also aired on ETV's independent film series "Southern Lens."

The popular **A Chef's Life** series returned to PBS stations with a highly-anticipated second season. More than a cooking show, **A Chef's Life** is a half-hour character-driven documentary series that takes viewers inside the life and kitchen of Chef Vivian

Howard. The Peabody-award-winning series returned to find Vivian with a new list of local ingredients, each one starring in its own episode. Vivian juggles a full plate, with the opening of a second restaurant with husband Ben Knight and a bustling young family to manage.

Vivian Howard originally made a name for herself in the competitive Manhattan restaurant world and with her own gourmet delivery service. As she and Ben considered job offers and contemplated their next step, her parents made an offer to help them build their own restaurant – with one catch. She had to open it back home in Eastern North Carolina, where she swore she would never return. With that, the famed restaurant Chef and the

Farmer was born, and Kinston, NC, has never been the same.

The premiere season of **A Chef's Life** followed Vivian and Ben as they recovered from a devastating fire in the restaurant, adjusted to life in a small-town, and juggled a busy and stressful career with raising a young family. The series' first season was recognized as a James Beard Award finalist and honored with a prestigious Peabody Award.

In the second season, **A Chef's Life** takes Vivian out of the Chef and the Farmer's kitchen and on the road with a new roster of Southern ingredients, as Vivian explores Southern cuisine with a chef's modern sensibilities.

**A Chef's Life** also produced a one-hour holiday special that aired on PBS stations in December.

**A Chef's Life** is produced by Markay Media in association with SCETV Presents. The series is directed and produced by Cynthia Hill with Rex Miller as co-producer and cinematographer. Derek Britt is the Executive Producer, and the series is edited by Tom Vickers. The opening title song, *Will You Return*, is written and performed by the Avett Brothers. Amy Shumaker is Executive-in-Charge for SCETV Presents.

# South Carolina ETV and SC Public Radio

## ETV's Carolina Stories Production Garneres Two Film Festival Awards



The ETV production **Finding Clovis** has won two awards in the Arkhaios Heritage and Archeology Film Festival.

The program received an honorable mention in the category “Best Archeology Film” and also received the Arkhaios Founder Award for Public Archeology. Produced by Steve Folks, **Finding Clovis** explores the Topper dig site in Allendale County, where scientists have uncovered artifacts related to the Clovis culture that disappeared 13,000 years ago. **Horse Creek Valley: A Tale Worth the Telling**, which aired on ETV as a part of the **Southern Lens** film series, joined **Finding Clovis** as runners-up for the Audience Favorite Film Award on day two of the festival.

The Arkhaios Film Festival showcases the discovery of past cultures as illustrated by documentary films, and seeks to trigger the interest S.C. filmmakers to apply their art to state history.



Vicki Payne's decorating series celebrates its thirtieth season. The series, presented nationally by ETV, is produced at our Rock Hill station.



South Carolina Public Radio debuted a new Monday night program. **Classics of the Cinema** highlights famous classical film scores in movie history. Each week listeners will hear music composed especially for a particular movie picture. **Classics of the Cinema** is produced by South Carolina Public Radio and hosted from our studios by Liz Olson.



## Walter Edgar's Journal continues to explore local history and culture

A production of South Carolina Public Radio, **Walter Edgar's Journal** delves into the arts, culture, history of South Carolina and the American South. Dr. Edgar, considered South Carolina's preeminent historian, has written or edited numerous books about South Carolina and is editor of the South Carolina Encyclopedia.

In the past year, his weekly program featured such guests as authors Dorothea Benton Frank and Roy Hoffman, Callie Belser of Christie's, NY on collecting Southern art, folklorist Dr. William Ferris, and fellow historians Dr. William Cooper, Dr. John Marszalek, Dr. Shelton Reed, and Dr. Craig Symonds.

## American Graduate and ETV Hold Youth and Health Media Institute

### 23 STUDENTS CREATE FILMS ON FOOD FOR FILM FESTIVAL

American Graduate and ETV put together a week-long camp for high school students to teach students how to work with technology, learn media skills, and create short films about organic food and farming.

Given a MacBook Air and a Samsung video camera for the week, the students were paired with the ETV crew members and shown how to work their new equipment, and how to interview, shoot, and edit.

Along the way, the students visited organic restaurants, practiced technique by interviewing each other, met with farmers and toured their farms, and felt firsthand the meaning of "deadline."

The week closed with a Friday night dinner and film festival, with the students, family, friends, and farmers on hand to see the student films.

American Graduate is funded by the Corporation for Public Broadcasting.



# South Carolina ETV and SC Public Radio



*Principal Tara King of West Hartsville*



*Rashon, a student, with teacher Pierre Brown*

SCETV Presents on PBS:

## **180 Days: Hartsville follows the school year inside**

Small stories and surprising victories bring the battle between small town poverty and education to light when camera crews spend an entire school year inside two South Carolina schools. **180 Days: Hartsville** premiered on PBS Tuesday, March 17 at 8:00 PM with two back-to-back episodes. It is presented nationally by South Carolina ETV, which also aired a local one-hour follow-up at 10:00 PM with education leaders and others from the film.

Hartsville, S.C., is fighting the odds—and winning—with an astonishing 92 percent graduation rate. The film follows two elementary schools struggling with national Common Core standards, funding, and the individual needs of its student body.

Viewers meet educators, families, and business leaders in daily battle with poverty and education. Principal King has gone from being a troubled student to working to save a troubled student. Thornwell Elementary School principal Julie Mahn, daughter of sharecroppers, is the first in her family to go to college. Monay Parran, herself a high school dropout, demonstrates the varied pressures on single mothers as she struggles to raise three children while juggling two jobs. Her son Rashon, a fifth grade student in West Hartsville Elementary, is a bright boy but his behavior is threatening his own educational future. Pierre Brown is not only one of the only male teachers that we see in the film, he's also one of the only male role models in his students' lives.

Harris DeLoach, retired chairman of the Hartsville-based Sonoco Products Company, realizes that if his company is going to have a qualified employee base, he's going to have to invest \$5 million of Sonoco's money in the city's public school system to raise test scores. Darlington County Schools Superintendent Dr. Eddie Ingram, a thirty-year veteran of public education, is the new kid on the block, mulling how his schools will fulfill the vision DeLoach describes.

The team behind the 2013 Peabody Award-winning documentary **180 Days: A Year Inside An American High School**, headed to the South to take a fresh look at the nation's educational crisis. Co-directors Jacquie Jones and Garland McLaurin traveled to





*Rashon with his principal and teacher*



*Principal Julie Mahn of Thornwell*

## two SC schools

Hartsville, South Carolina, part of the band of mostly southern and western states where more than half of students in 2013 qualified for free and reduced-price school lunch, a widely-used measure of poverty. Hartsville, with a median income of less than \$30,000, has the majority of its population hovering around the poverty line.

“With poor children now representing a new majority of public school students, it is more critical than ever that successful models in education be explored as part of the school reform movement to ensure the American dream is attainable for all of our children,” said Jones, who also serves as an executive producer of the film. “Hartsville has proven that if the right forces in a determined community come

together to put children first, that tangible results will follow.”

The series was funded by the Corporation for Public Broadcasting (CPB) under American Graduate: Let’s Make it Happen, public media’s campaign to stem the dropout crisis by supporting community-based solutions.

“The Hartsville story highlights the impact community leaders, educators, volunteers and parents working together can have in diminishing the influence of poverty in determining a child’s academic success and moving the needle on the educational outcomes of an entire school district,” said Patricia de Stacy Harrison, president and CEO of CPB. “They are true American

Graduate Champions for the path they have created to graduation and economic success for the children in their community.” American Graduate Champions are those parents and volunteers who play an active role in improving educational outcomes for students.

**180 Days: Hartsville** is produced by the National Black Programming Consortium (NBPC), the primary presenter of stories about the black experience on public television, and South Carolina ETV. Executive producers include Jacquie Jones, Amy Shumaker, South Carolina ETV executive producer of content, and Leslie Fields-Cruz, NBPC’s executive director.

# South Carolina ETV and SC Public Radio

## Live Legislative Coverage Continues Online and on ETV World

### RADIO OFFERS NEW WEEKLY RECAP

ETV continues to provide gavel-to-gavel coverage of State House coverage on its ETV World channel. Cameras installed in both chambers provide coverage for the proceedings.

Additionally, select committee rooms and the S.C. Supreme Court have been outfitted for web streaming, and ETV offers those online.

S.C. Public Radio's Russ McKinney provides a weekly summation each Friday, which is offered several times during the broadcast day and online as a podcast. McKinney won the South Carolina Broadcasters Association's State Television and Radio (STAR) Award in the Radio Convergence Coverage category.



## Bringing the Fallen Home Examines Those Left Behind

**Bringing the Fallen Home** is a stirring tribute to America's fallen heroes, their families, and those service members and civilians whose mission it is to honor and support the fallen and their families. More than 20 family members voluntarily opened their homes to the filmmakers because they wanted to be a voice for their fallen loved ones and remind Americans of the great sacrifices being made to keep our country safe.

"We believe these stories need to be told to honor our men and women in uniform," said co-producer Cliff Springs of West Columbia, S.C. "You'll definitely get a feel for how powerful the

stories are as you listen to the parents of two young Marines talk about their experiences at Dover and the way the Marine Corps carry team took care of their fallen sons. One father recalls how his son always had a Marine by his side, from the time he was fatally wounded on the battlefield until he was buried."

The film was co-produced by Springs and documentary filmmaker Les Carroll, a South Carolina National Guard officer who has served in Afghanistan and as public affairs officer at the Air Force Mortuary at Dover AFB, Delaware. The film is being presented nationally by South Carolina ETV.



Our **Black History Teleconference**, now in its 28th year, gives students a chance to talk with and ask questions of prominent African Americans. The program is offered nationally in partnership with Benedict College. This year's theme was "A Century of Black Life, History, and Culture." Shown: Benedict President David Holmes Swinton and Martha Scott Smith, Public Affairs Director of AT&T.



**Carolina Classrooms** produced six new programs, including the very popular live "Making College Affordable" where students and parents can ask financial aid advisors questions. Shown: S.C. State Superintendent of Education Molly Spearman at right.



## Beryl Dakers Given Masters Award by S.C. Broadcasters Association

Beryl Dakers was honored with a Masters Award from the S.C. Broadcasters Association. This annual Award of distinction honors professionals who have set the bar for excellence in broadcasting in the state. The recipients are selected by the SCBA Board of Governors.

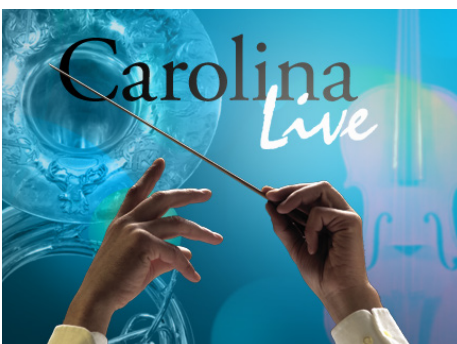
Dakers has been in broadcasting for more than 40 years, joining ETV in 1977 as Director of News and Public Affairs. She has produced and hosted several news series, served as a host on **NatureScene** with Rudy Mancke, and created, produced, and hosted a wide variety of arts specials and series including **Art's the Thing!**, *Spoletto USA* broadcasts, music specials, and local and national documentaries.

# South Carolina ETV and SC Public Radio

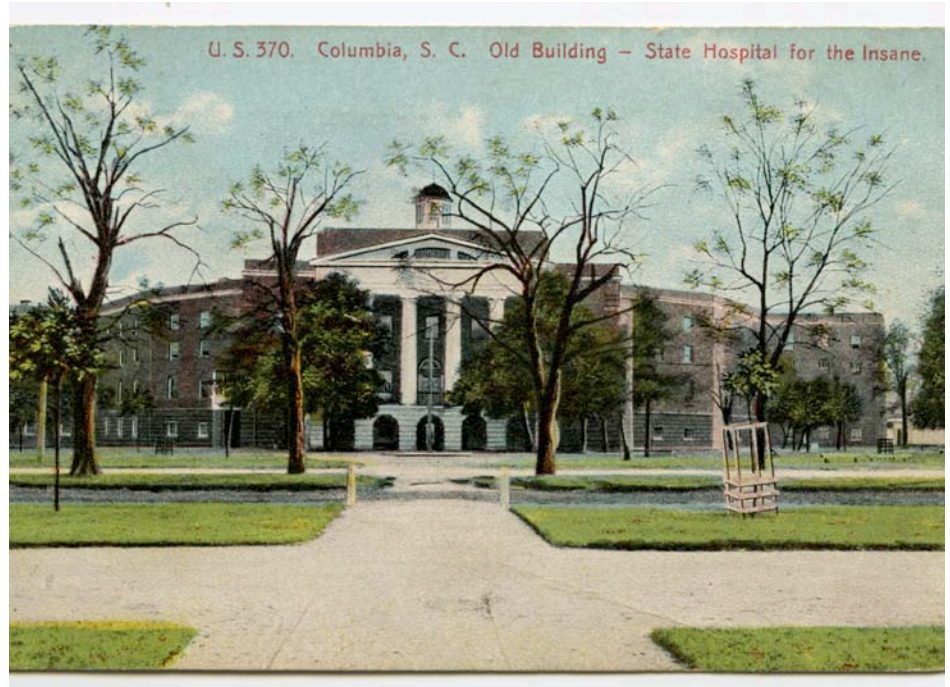


South Carolina Public Radio covered Charleston's renowned Spoleto Festival with **Spoleto Today**, two weeks of arts news and interviews hosted by Jeanette Guinn. The radio crews also broadcast weekday chamber music performances, which are later mastered into new programs for its international series **Chamber Music from Spoleto USA** and heard as excerpts on NPR's **Performance Today**.

**Carolina Live** presented the Westminster Choir in a multifaceted program ranging from the ancient to the contemporary in a concert entitled "Legends at the Cathedral Church of St. Luke and St. Paul." A second concert from the Cathedral of St. John the Baptist features the Charleston Symphony Chorus with the Westminster Choir and members of the Spoleto Festival USA Orchestra performing Handel's *Te Deum*.



## Down on Bull Street Examines History of S.C. State Hospital A new Carolina Stories documentary



At the mention of "Bull Street," many South Carolinians know that the term refers to the S.C. State Hospital, located in downtown Columbia. A new Carolina Stories production, **Down on Bull Street**, tells the rich and complex history of this mental health institution, which first opened its doors in 1827.

The South Carolina Lunatic Asylum was the original facility designated for statewide treatment of those suffering from mental illness. Renowned architect Robert Mills was commissioned by the legislature to design the building. Mills drew from Quaker theories of moral treatment for his plan – a new concept that promoted healing through consideration for a patient's emotions and environmental concerns. As the hospital grew, it became self-sustaining with a bakery, farm, dairy, and laundry, but was always self-contained, surrounded by a wall to keep the patients separated from the outside world.

**Down on Bull Street** is made possible in part by the Richland County Conservation Commission, the Humanities Council of S.C., and the Mental Health America of S.C. It was written, produced and directed by Lynn Cornfoot; and narrated by Beryl Dakers.



## ETV Sumter's **Making It Grow** wins Telly Award, Debuts New Set

ETV and Clemson University's **Making It Grow** won a Telly Award for its segment on ArtFields in Lake City, created by Sean Flynn, Tommy Burgess, Kevin Jordan, Amanda McNulty, and Ed Goodwin.

The program also debuted a logo and a new set, designed by the Brooks Center for the Performing Arts and with grants from the S.C. Department of Agriculture and the ETV Endowment. The live call-in continues to be a popular weekly resource for horticultural questions and stories.

## **Sonatas and Soundscapes** offers all-request classical music

**Sonatas and Soundscapes** is the daily classical music show from South Carolina Public Radio that airs from 11 am to 12 pm weekdays. In January 2015, Kate McKinney assumed host and producer responsibilities. She programs a variety of music that spans from the pre-Baroque eras to contemporary works, and each selection is accompanied by thoughtful commentary. Listeners can also connect with McKinney via email or Twitter to request pieces for daily broadcasts.



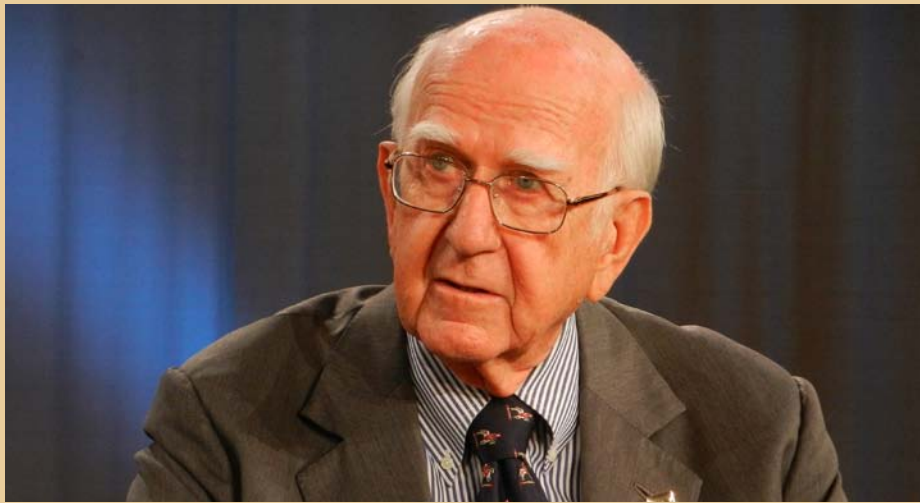
## **Carolina Money** website launches

A new ETV website connects people to business and technology innovations. Using constantly updated blog posts and video stories, the site explores a variety of topics, including community growth, workforce readiness, new technology, and start-ups.

In partnership with the University of South Carolina, ETV's web team is creating original content with a unique editorial voice to keep citizens informed and engaged in the growth and development efforts of their community.

Funding for Carolina money has been provided from the Central Carolina Community foundation via a Knight Foundation grant. Visit Carolina money at [carolina-money.com](http://carolina-money.com), or follow them on Twitter.

# South Carolina ETV and SC Public Radio



Sir Robert Worcester, Emeritus Chancellor of the University of Kent and Chair of the 800th Anniversary Celebration of the Magna Carta Committee, spoke about “The Magna Carta, ‘Foundation of Liberty’, and Its Relevance In The 21st Century” as part of the James Otis Lecture series.

His lecture, given in the State House to outstanding high school students, was broadcast live on ETV World and is housed online for educational use.

## PBS NewsHour and ETV Partner with High School Journalism Classes

York Comprehensive High School in York, S.C. and Legacy Charter School in Greenville, S.C. are being mentored by South Carolina ETV as a part of PBS NewsHour’s Student Reporting Labs. Students from both schools have had segments used on the national broadcast of the PBS NewsHour.

PBS NewsHour Student Reporting Labs are classrooms, after-school programs and clubs around the country producing original, inspiring reports about how national and global issues affect local communities.

Teachers participate in a special training course at PBS, and students learn the basics of news story-telling with assistance from local stations and the NewsHour staff.

The course has become so popular at York that two additional courses have been added. At Legacy, students who do not have a computer at home are learning the latest in video technology.

Teacher Carol Dawkins at York says “We went from one class during the fall only with an average of 10 students to having over 30 students sign up for next year’s class. We also have several students who have ‘found their way’ to their careers just because they are a part of this program.”

The program is administered by Yolian Ortiz and John Bullington from ETV’s Rock Hill station.

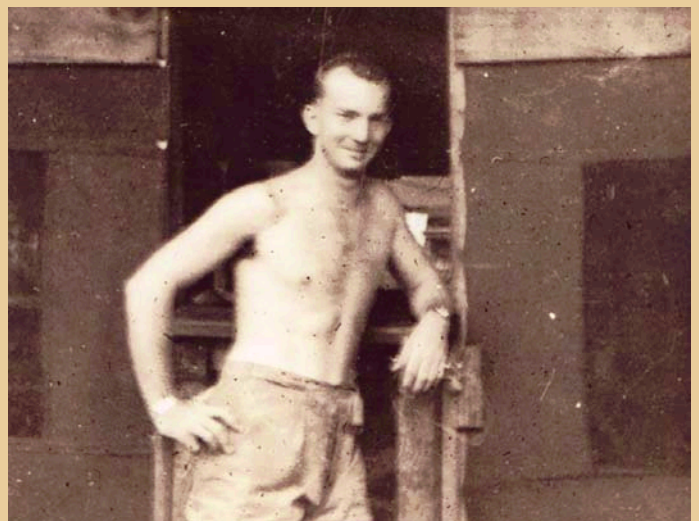
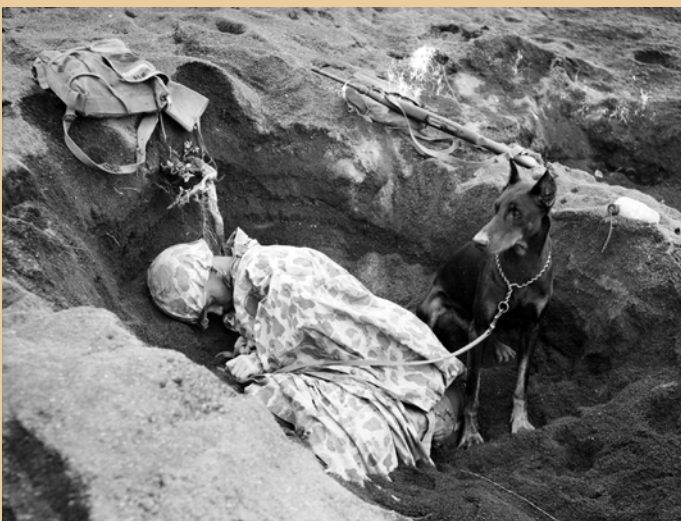


South Carolina Public Radio added new features to its weekday presence. Joining daily features such as **South Carolina A to Z**, **Nature Notes with Rudy Mancke**, and **EarthSense** were local news and weather updates. **South Carolina Focus**, a new weekly feature on local stories of interest, is hosted by Tut Underwood. **Health Focus**, produced in collaboration with the Medical University of South Carolina, is hosted by **Parent’s Journal** host Bobbi Connor.

July 2014-June 2015



South Carolina Public Radio produced coverage of The Riley Institute at Furman's conversations with **Women in Public Media**, including (left to right) Linda O'Bryon, president of ETV, Patricia S. Harrison, president of the Corporation for Public Broadcasting, Paula Kerger, president of PBS, and (speaking) Jennifer Lawson, senior vice president for television and digital video content at the Corporation for Public Broadcasting. Topics included **Public Media in a Post-Television Era**, hosted by O'Bryon, and **Women at the Top: Shaping the Future of Public Media**, moderated by Mark Quinn. The two day symposium was presented on public radio as a 55-minute special with highlights from conference.



In the final episodes of **South Carolinians in World War II**, S.C. veterans recount the battles on the Pacific islands, the atomic bomb, and the surrender of Japan. The eight episode series was co-produced with **The State** newspaper, with corporate support from Blue Cross Blue Shield of South Carolina.

# South Carolina ETV and SC Public Radio



## ETV Offers Annual Technology Conference and Local Training Seminars for Teachers

South Carolina ETV offers training opportunities during the year, both at its network headquarters in Columbia, and in schools around the state.

The summer ETV Technology Conference, held at the ETV studios, provides state educators the opportunity to participate for one, two, or three days in multiple break-out sessions. Teachers explore innovative technologies to engage K-12 students in the classroom.

Sessions included “Creating

Multimedia Projects with Mobile Devices,” “The Power of QR Codes,” “iMovie on iPads,” “Video Editing with Windows Live Movie Maker,” “Tools for Flipping Your Classroom,” “How to Communicate Digitally with Students and Parents,” “Basic ETV Streamline SC,” “ETV Does That?,” and “Web Tools for Teachers.”

ETV’s education trainers also travel around the state, offering customized workshops for local school districts. In the past year, they have trained over 8,400 teachers face-to-face.

## ETV Radio begins name change to South Carolina Public Radio

### BRANDING INITIATIVE EXPLORES ETV, RADIO, AND ENDOWMENT CONCEPTS

Beginning with a soft slogan, ETV Radio began a gentle name change that ended on Labor Day of 2015.

Listeners were introduced to the new name as a slogan: “ETV Radio, South Carolina Public Radio” that will slowly permeate promos and on-air mentions for a five month period. Also being changed out during this process will be social media and e-mail addresses.

By Labor Day week-end (a time when ETV has traditionally launched new stations) the service will stop referring to itself as “ETV Radio” and let the slogan become the name.

This change is part of several planned based on marketing studies and focus groups conducted by out-of-house firms. An outside ad agency has also been contracted to provide counsel and recommendations for nomenclature and logos for ETV, S.C. Public Radio, and the friends group, the ETV Endowment of South Carolina.