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## **South Carolina Public Radio deepens community engagement through America Amplified Election 2024 initiative**

**COLUMBIA, S.C.** – South Carolina Public Radio is partnering with other public radio stations across the country on an initiative called *America Amplified Election 2024*. Hosted by WFYI in Indianapolis and funded by a grant from the Corporation for Public Broadcasting, this initiative aims to enhance community engagement journalism in traditionally underserved areas. Approximately 54 other newsrooms were selected, representing almost every state in the country.

Building on the success of a similar project in 2022 focused on midterm elections, *America Amplified Election 2024* prioritizes meaningful in-person and online engagement to build trust, expand audiences and deepen the impact of public media journalism. SC Public Radio is dedicated to using community engagement journalism practices to combat the spread of misinformation and distrust in media while providing audience-focused resources on voting information.

The initiative aims to help citizens become more informed about the elections using community engagement journalism. The SC Public Radio team will solicit questions from South Carolinians about the 2024 elections through the SC Public Radio website, small listening sessions and other events. Then the team will work with America Amplified to respond directly or through news stories.

*America Amplified Election 2024* aims to create and share models of community engagement success to inform and strengthen future local, regional and national journalism.

For more information about SC Public Radio's participation in *America Amplified Election 2024* and to submit questions about the June primary elections, visit the [SC Public Radio website](#).

### **QUOTES**

“At SCETV, we believe in the power of public media to inform and empower communities. Through this initiative, we are committed to enhancing community engagement journalism in traditionally underserved areas, combating misinformation and providing our audience with the resources they need to make informed decisions during the 2024 general election. We are dedicated to providing our audience with the information they need to confidently participate in the democratic process.” **–SCETV President and CEO Adrienne Fairwell**

“This collaboration underscores our commitment to enhancing community engagement journalism in traditionally underserved areas. We aim to build trust, expand audiences and deepen the impact of public media journalism. Through this initiative, we will combat misinformation and provide audience-focused resources on voting information, ultimately empowering South Carolinians.” **–SCETV Chief Content Officer Tabitha Safdi**

“Our participation in *America Amplified Election 2024* reflects our commitment to serving the communities across South Carolina. Our goal is to provide transparent and factual coverage of the election on national, state and local levels, with a focus on how it impacts South Carolinians. We believe in putting people, not preconceived ideas, at the center of our reporting process.” **–SC Public Radio Director Sean Birch**



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## FAST FACTS

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- The initiative aims to enhance community engagement journalism in traditionally underserved areas. Approximately 54 other newsrooms were selected, representing almost every state in the country.
- The SC Public Radio team will solicit questions from South Carolinians about the 2024 elections through the SC Public Radio website, small listening sessions and other events. Then the team will work with America Amplified to respond directly or through news stories.
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## 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* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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