



etv | 2020
Local Content
& Service Report

SCETV provides 'At-Home Learning'



Datacasting seeks to reach students without broadband

According to the Federal Communications Commission (FCC), nearly half a million South Carolinians reside in areas that fall below the standard for broadband connectivity limiting the ability of students in those areas to keep up with their peers. That's why SCETV partnered with the S.C. Department of Education (SCDE) and SpectraRep to announce a new datacasting initiative in spring 2020.

Utilizing SCETV's existing tower infrastructure, datacasting allows for the transmission of files, videos and other computer data to computers and similar devices using an inexpensive tuner and TV antenna. It provides students without Internet connectivity the ability to access to instructional content and other resources.

Since the announcement last spring, datacasting has received an additional \$1.5 million investment from the state, and pilot programs have been launched in three South Carolina school districts. The initiative is aiming to serve between 3,000 - 5,000 students in its first year.

In March 2020, just days after Gov. Henry McMaster made the decision to close schools in response to the COVID-19 pandemic, South Carolina ETV (SCETV) announced a collaborative effort with the S.C. Department of Education (SCDE) called "At-Home Learning." Through this new initiative, SCETV has utilized the power of television to broadcast streamlined, curriculum-based programming for the state's pre-K through 12th grade students.

With an estimated 800,000 students enrolled in more than 1,250 schools in 81 public school districts across the state, this partnership recognized the importance of continuing the educational experience, despite limitations and challenges brought on by the pandemic.

Content broadcasted through "At-Home Learning" aligns with current state and federal standards, making the

programming flexible enough to serve as both supplemental and fundamental based on timing and need. Totalling more than 15 weeks of adjusted programming in 2020 alone, the initiative continues today.

'Storytime with SCETV'

To keep South Carolina students engaged throughout the summer, SCETV launched a new social media series called "Storytime with SCETV" on June 12.

Aiming to promote literacy and summer reading, the video series featured various South Carolinians reading a favorite children's book or piece of youth literature. It included stories about historical figures, South Carolina geography, coming-of-age narratives and classics, targeting viewers of all educational levels.

Videos were released weekly on social media throughout the summer. In total, "Storytime" featured two dozen episodes.

Virtual training offered to educators



SCETV's Education team ramped up its educator training and professional development efforts in 2020. An example of this is the webinar series the team hosted throughout the month of August, offering educators flexible content, tools, and strategies for the upcoming school year.

The series covered a wide range of topics, including teaching with hyperdocs, using "The Green Book" for social studies, coding, teaching math virtually and more.

In total, more than 3,200 educators participated in training sessions in 2020.

SCETV adapts to generate content for pandemic audience

In the wake of the COVID-19 pandemic, SCETV's programming and production teams were forced to adapt. A great example of this is the network's digital team, which adjusted plans for season two of "Backroad Bites" amid the limited operational status of many eateries across the state.

Titled "Backroad Bites: Take-Out Edition," the new season spotlights the delectable take-out options available across South Carolina, while underscoring the importance of community to these local restaurants as they transition to a new normal. The series looks at South Carolina culture through the context of food, from the passage of a family brownie recipe through generations to the reality of running a restaurant on an island.

Another example of the network's remarkable adaptability came shortly after Spoleto Festival USA made the difficult decision to cancel this year's festival – a first in the event's 44-year history. Throughout much of that storied history, the twice-daily chamber music concerts at Dock Street Theatre have been beloved cornerstones of each festival season.



Famous for their assemblage of leading musicians and eclectic programming, the series has also been a hit with SC Public Radio listeners and National Public Radio listeners across the country. As such, amid this year's cancellation, the festival partnered with SC Public Radio to produce "Spoleto at Home," weekday radio broadcasts of 11 past stand-out chamber music performances. The featured performances were selected by the series' artistic director, Geoff Nuttall, who also provided commentary regarding each selection.



Network supports, covers Holocaust remembrance event

SCETV partnered with the S.C. Department of Education, the South Carolina Council on the Holocaust and other organizations to present the statewide commemoration of "The 75th Anniversary of the Liberation of Auschwitz" on January 28, 2020. The network hosted a live stream of the event online, which was subsequently archived, so students and teachers throughout South Carolina could participate.

Elisha Wiesel, the only child of Holocaust survivor and Nobel Laureate Elie Wiesel, was the keynote speaker. The event also included remarks from Holocaust survivors, members of the armed services, elected officials and a special musical performance by the Clover High School Chorus.

Elisha Wiesel was interviewed by SC Public Radio's Tut Underwood for news stories and a Holocaust remembrance story, all of which were aired and posted online. Additionally, "Palmetto Scene" featured a Holocaust Remembrance discussion between SCETV's Beryl Dakers and Mr. Wiesel in an episode which aired in April.

Collaboration with USCB continues in new ‘By the River’ season

SCETV premiered season three of “By the River” on October 1, 2020 at 8:30 p.m. Achieved in partnership with the University of South Carolina Beaufort (USCB), the weekly, 30-minute literature-focused series is filmed at ETV Lowcountry in Beaufort, S.C.

Season three features an exciting, new lineup of in-depth interviews with authors, including Wanda Lloyd, Nathalie Dupree, Marcus Amaker, Wiley Cash, Susan Zurenda and more.

Throughout the season, authors are asked to discuss their books, writing processes and sources of inspiration.

In an effort to cultivate an intimate, local setting for these discussions, the series was filmed on a Bronze Telly Award-winning set, which was designed to look like a coastal home library overlooking the river.

The show’s crew consists entirely of Communication Studies students at

USCB. As such, the students play a vital role in the show’s success, performing critical tasks, including researching, pre-interviewing authors, production assisting, creating promotional assets, technical directing, floor directing and producing the Poet’s Corner segment.

“Following the COVID-19 health and safety guidelines, I was really impressed with the resilience of the USCB students,” said ETV Lowcountry Director of Operations Holly Jackson.



SCETV celebrates 11 women leaders in second year of initiative

“Women Vision SC” is an initiative that focuses on issues affecting women and serves as a platform to highlight trailblazing South Carolina women. In 2019, the initiative’s inaugural year, 11 women of vision were recognized.

SCETV kicked off the second year of “Women Vision SC” in summer 2019 by requesting nominations for women of vision. In all, 90 nominations were submitted, and a panel of community leaders narrowed the field to 11. The honorees, pictured to the right, included women from government, business, public service, health care and the law.

The initiative and the 11 honorees were celebrated with a one-hour television special on July 2. A multi-platform campaign, radio segments for broadcast on SC Public Radio and educational assets were also generated.



SCETV captures Gullah homecoming for film

On October 1, a new hour-long documentary film entitled “Gullah Roots” premiered on SCETV. The film followed leaders of the South Carolina and Georgia Gullah Geechee community as they experienced a homecoming in Sierra Leone.

Part of the “Carolina Stories” series, “Gullah Roots” dives deep into South Carolina’s ties with West Africa, educating viewers about Gullah heritage, including spiritual, musical and artistic traditions. The film aims to raise awareness about the Gullah Geechee community and its ties to West Africa. It also examines the challenges many in that community face today and the progress they have made since the first homecoming to Sierra Leone 30 years ago.

While touring the country, members of the group noted powerful connections between Sierra Leone and the Gullah Geechee people.

“I am extremely grateful for the opportunity to document this significant journey,” said the film’s producer and director Betsy Newman. “We hope the film will help to educate our viewers about the Gullah Geechee people and their ties to West Africa and the contributions of African Americans to our country’s history and culture.”

To celebrate the debut of this project, SCETV and the ETV Endowment of South Carolina hosted a film screening event on Tuesday, Oct. 6 at a drive-in theater in Beaufort, S.C.



Timely shows promote important community discussions

In light of the protests that followed the killings of George Floyd, Breonna Taylor and other unarmed black Americans, SCETV launched a new, community engagement-focused series with a one-hour discussion on racial injustice Wednesday, July 8, 2020. Airing on both SCETV and SC Public Radio, the new series, titled “Palmetto Perspectives,” aims to bring together a diverse group of voices to discuss the important issues facing the state of South Carolina and its communities.

The premiere episode featured a panel of leaders from South Carolina’s African American community who discussed these killings, the subsequent protests and how to overcome those tragedies. The series’ second episode – a one-hour discussion on voting – aired in October, ahead of the 2020 Presidential Election.

In addition to this new series, in August, in celebration of the 100th anniversary of women receiving the right to vote, SCETV aired “Sisterhood: SC Suffragists - - Moving Forward.” Featuring a panel discussion about the issues facing women today, the program also highlighted the role South Carolina women played in the national movement that eventually guaranteed more than 26 million women the right to vote.

Although all of these were planned as audience engagement programs, because of the pandemic, a live studio audience was replaced with an online, social media audience. Throughout the live telecasts, viewer comments and questions submitted through the network’s Facebook Live stream were read aloud and answered on air.

“As South Carolina’s only statewide educational television and multi-platform media network, we have a responsibility to promote kindness and empathy, especially in challenging times, such as these,” said SCETV President and CEO Anthony Padgett. “By introducing our audience to new opinions and different perspectives, we hope to be a part of the positive change that’s necessary for every South Carolinian to feel accepted and, most importantly, at home.”

News coverage ramps up in important election year

The SCETV news team hit the ground running in 2020 with Democratic Presidential Primary campaigning in full swing. On February 29, the network broadcasted a live election results program, featuring reports from the headquarters sites of both parties, in-studio analysis from several esteemed political scientists and live coverage of Vice President Biden’s victory speech.

Less than two weeks later, SCETV announced the restructuring of its

television news division as it named Aimee Crouch director of News.

“One of our primary objectives is to keep the citizens of this state informed,” said SCETV President and CEO Anthony Padgett. “This promotion and the continued growth of our television News division will allow us to do just that.”

As the year progressed and November’s election approached, the network resumed a partnership with The Post

and Courier to host and cover debates for two important races – the First Congressional District race and the U.S. Senate race. Candidates for the state’s remaining congressional races were invited to appear on SCETV’s weekly public policy program, “This Week in South Carolina.”

The year of election coverage culminated with a live results program and multiple national coverage cut-ins on Election Night.



SCETV keeps audience up to date with latest on COVID-19

In a year that seemed to be defined by the pandemic and social unrest in response to ongoing racial injustice, SCETV’s role as an information provider and news source was more critical than ever before.

On March 6, health officials confirmed South Carolina’s first two cases of COVID-19. In the weeks and months that followed, SCETV’s news team escalated activities in an effort to keep citizens better informed.

From March through August, more than 50 episodes of the network’s normally weekly “SC Lede” podcast were published. Additionally, per usual, SCETV and SC Public Radio provided multi-platform coverage of each of Gov. Henry McMaster’s press briefings.

In total, those briefings attracted nearly 3 million views across the network’s social media platforms.



New Smart Cat digital series, workbook an educational resource

Last fall, SCETV announced the launch of “Growing Up With Smart Cat” – an education initiative featuring a new workbook and short video series. Achieved with support from EdVenture Children’s Museum and SC First Steps, both resources align with specific curriculum standards.

The video series features 11, 45-second episodes, each focused on a different topic, such as roadway safety, money, choosing friends, germs, manners and diversity. New episodes were initially published Wednesdays at 1 p.m. on the @SouthCarolinaETV Facebook page.

“Smart Cat has been the face of SCETV Kids since 1984, so when discussions began about the creation of a new, educational short video series, utilizing Smart Cat made perfect sense,” said the agency’s Vice President of Education Dr. Stephanie Frazier.

“Growing Up with Smart Cat” content targets students Pre-K – 2nd grade and covers all subject areas.



New documentary films celebrate significant anniversaries

In 2020, SCETV premiered two documentary films, celebrating significant anniversaries. The first, an hour-long project, exploring the history of the South Carolina National Guard, debuted just ahead of Memorial Day weekend on Thursday, May 21.

Titled “We Have a Story to Tell: 350 Years of the South Carolina National Guard,” the film details the guard’s rich history and showcases its current activities in South Carolina and throughout the world. It features interviews with Major General R. Van McCarty, who currently serves as South Carolina Adjutant General; Major General Robert E. Livingston, Jr., who served as South Carolina Adjutant General from 2010-2019; and Brigadier General Jeff Jones, who currently serves as South Carolina Deputy Adjutant General.

A few months later, on December 17, SCETV premiered “Sisterhood: SC Suffragists – The Grimke Sisters Through the Civil War.” Part of the network’s effort to celebrate the 100th anniversary of the passage of the 19th amendment, this 30 minute-film focused on the lives of the Grimke sisters, who were influential leaders of the abolitionist and early suffragette movements in South Carolina and nationwide.

“At SCETV, it’s our privilege to tell the stories of the people, places and organizations that make South Carolina so special,” said Anthony Padgett, the network’s president and CEO.

SCETV partners with state tourism agency on digital travel series



Throughout last summer, SCETV collaborated with the S.C. Department of Parks, Recreation and Tourism (SCPRT) to film and produce a video series that, not only educates the public about each region of South Carolina, but also adds another dimension to tourism – trying something new for the first time.

Titled “Go For It” and hosted by SCPRT Digital Engagement Manager Devyn White, the series was designed to take viewers on a trip around South Carolina

to experience a myriad of what this diverse state has to offer.

The digital-first series premiered Thursday, October 1 on SCPRT’s Instagram TV account and SCETV’s Facebook page.

From whitewater rafting to making hop-n-john with S.C. Chef Ambassador Kevin Mitchell to climbing the Hunting Island Lighthouse, “Go For It” provides an escape for those missing life without COVID-19 restrictions on travel.

Awards & Accolades



7 First Place Awards

- Radio Breaking News
- Radio General News
- Radio Hard News Feature
- Radio Health/Medicine
- Radio Light Feature
- Radio Series
- Radio Sports

6 Second Place Awards

- Television Special Report
- Radio Breaking News
- Radio Consumer/Economic
- Radio Education
- Radio Entertainment
- Radio Hard News



2 Silver Awards

- “Backroad Bites”
- “Palmetto Scene”

10 Bronze Awards

- “Beyond Barbados: The Carolina Connection”
- “By the River”
- “S.C. Gubernatorial Debate”
- “Let’s GO!”
- “Making it Grow” 3x
- “Palmetto Scene”
- “This Week in South Carolina”



Regional Edward R. Murrow Award

Scott Morgan, SC Public Radio



Southeast Emmy for Best Directing

Renée Layson, SCETV

SCETV’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.

Local Value

SCETV is integral to South Carolina’s advancement.

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

As a trusted steward and valued partner in South Carolina, SCETV takes pride in its partnerships and projects that aim to improve quality of life in the state.

Key Services

SCETV provides these vital local services:

- Educational content and training to schools and agencies.
- Support of emergency communications.
- Legislative coverage of House and Senate sessions, the State of the State address and additional meetings on-air and online.
- Outreach with “Smart Cat,” SCETV’s kids’ mascot, who promotes child health, safety and learning.
- Public safety training for law enforcement and first responders, including online courses on interoperability.

Local Impact

SCETV’s local services had a deep impact on the state:

- SCETV aired more than 15 weeks of curriculum-based programming as part of “At-Home Learning.”
- Nearly 3,200 individuals participated in a new virtual learning series for educators and families.
- The network collaborated with three local school districts to launch its datacasting initiative, aimed at reaching students without access to Internet.
- Across multiple mediums, SCETV keeps citizens informed with news coverage and insightful programs.

Connect

South Carolina ETV and Public Radio
1041 George Rogers Blvd.
Columbia, S.C. 29201

www.scetv.org
www.southcarolinapublicradio.org
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www.knowitall.org



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