

July 2018 – June 2019



## Local Content and Service Report to the Community



## SCETV celebrates 60 years serving the state

The 60th anniversary of South Carolina ETV (SCETV) was a statewide celebration, encompassing four months and nine different events, culminating in a signature event – SCETV's Diamond Jubilee.

Throughout all nine events, the community was able to learn more about SCETV's history and impact on the state, while also sharing their stories in the SCETV storytelling booth and on social media.

### By The Numbers:

**60** years of impact.

**9** events across the state.

**1,000** attendees at Diamond Jubilee.

## SCETV and S.C. Public Radio launch new weather service

Residents in South Carolina can now use a new emergency information service launched by South Carolina ETV (SCETV) and South Carolina Public Radio. In partnership with Gainesville, Fla.'s WUFT, this new, storytelling-based service provides heightened hurricane, tropical storm and other weather related emergency content to South Carolina residents and visitors across the state.

Located online at [www.sctv.org/weather](http://www.sctv.org/weather), the new service gives people in South Carolina a unique information hub for everything weather-related. Visitors to the site will be able to access hourly weather data, as well as news stories informing them how they might be affected locally and what safety precautions they need to take. Featuring interactive weather maps, the service will pull data from eight remote weather stations across the state.

Updates can also be found on social media by following @SCETV and @SCPublicRadio on Twitter and Facebook and by using the hashtag #SCETVwx. During weather events, Facebook Live streams are utilized to provide a platform for citizens to connect with weather experts.



Weather in Context

## “The Southern Campaign of the American Revolution” spotlights southern battles for students

The south's role in winning the Revolutionary War is usually a footnote in content that is available for consumption or education. However, the battles that took place in South Carolina and in other southern states helped to turn the tide in the war.

That’s why SCETV collaborated with the National Park Service to bring [“The Southern Campaign of the American Revolution”](#) into classrooms across the state and nation.

An eight-part series with accompanying lesson plans for K-12 history students were a major part of the project. Video and promotional segments were also included on SCETV’s public affairs programs, “Palmetto Scene” and S.C. Public Radio’s “Walter Edgar's Journal.”



With the project website attracting more than 4,000 page views and the video series tallying approximately 38,000 views on YouTube, it’s clear that “The Southern Campaign of the American Revolution” has made an impact. It even received an accolade from the National Education Telecommunications Association earlier this year.



## “Reconstruction” events hosted in Beaufort

Beaufort, South Carolina played a significant role in one of the most important and consequential chapters in American history — Reconstruction. That’s why SCETV partnered with local organizations in Beaufort to host several events in conjunction with the debut of the documentary film “Reconstruction: America after the Civil War.”

In addition to a screener event and lively panel discussion featuring renowned historian Dr. Henry Louis Gates, Jr., SCETV’s Education team also hosted a Virtual Classroom event with Dr. Gates, allowing teachers across the state to submit questions live. The Virtual Classroom was attended by local students and helped promote [“Reconstruction 360”](#) – a new web and mobile application featuring videos and short films about the crucial era in American history.

“South Carolina was ground zero during Reconstruction. This was the land of opportunity. People were flocking here because they were going to build a new society.”

**-Dr. Henry Louis Gates, Jr.**

## Multi-platform project honors women of vision across S.C.

In an effort to shine a light on issues affecting women throughout the state and nation and recognize trailblazing women leaders that have made an impact in South Carolina, SCETV created "[Women Vision SC](#)"

More than just a television program, "Women Vision SC"

was a multi-platform project, which aired on various mediums a few weeks short of the 100th anniversary of the 19th Amendment being passed by Congress.

In fall 2018, viewers and listeners throughout the state were invited to nominate women of vision. In all, 75 women were nominated,

and a panel narrowed the field to 11.

Among the 11 honorees were South Carolina's first female Chief Justice Jean Toal and former Superintendent of Education Inez Tenenbaum. The "Women Vision SC" initiative is expected to continue next year with a new batch of honorees.



"I was honored to be a part of the panel that picked the 11 honorees. It was a wonderful and inspiring experience. I was mostly inspired, not only by the number of nominations, but also the caliber of all of them. There wasn't one single woman that wasn't deserving of the honor."  
**-BlueCross BlueShield Sr. Vice President Jill Davis**



## Longtime partnership brings performances to listeners nationwide

S.C. Public Radio has collaborated with Charleston's Spoleto Festival USA for more than 30 years to produce "[Chamber Music from the Spoleto Festival USA](#)." Recorded live at the historic Dock Street Theatre, these 11 concerts are broadcast weekdays from May 31-June 14, reaching a potential weekly audience of

151,600 on S.C. Public Radio stations in Charleston, Columbia and Greenville.

In addition, performances from "Chamber Music from Spoleto Festival USA" are also broadcast on American Public Media's "Performance Today," which is heard by more than 1.1 million listeners each week.





## Coverage of debates, legislature keeps public informed

SCETV has a tradition of covering events and people that impact public policy in South Carolina, including legislative sessions and important elections. This transparency in state government gives citizens an opportunity to learn how the process works and to stay informed.

Currently, SCETV airs live coverage of the House and Senate on its ETV World channel during the legislative session from January to May. This live broadcast can be seen on cable outlets, as well as over-the-air broadcast stations.

In addition to this coverage, SCETV played a major role in covering the 2018 gubernatorial election in South Carolina. Partnering with The Post and Courier newspaper, SCETV televised two gubernatorial debates in October, giving citizens of South Carolina an opportunity to see and hear a fair, unedited dialogue between candidates for the office. The partnership with The Post and Courier was beneficial in leveraging SCETV's statewide reach and bringing the debates to subscribers of the newspaper.



## Telehealth a Game-Changer

Bamberg County faces the same economic problems that many other rural counties in South Carolina confront. Much of Bamberg's struggle has to do with its hospital closing several years ago, which not only took away a major part of the job industry but also affected healthcare access.

That's why SCETV has served on the S.C. Telehealth Alliance since it began in 2015. Consisting of several organizations that work to develop and expand telehealth services, the initiative has been successful in cutting costs and increasing access for residents across the state.

At [Mary Bramlett Elementary School in Gaffney](#), telehealth has given the school access to the Medical University of South Carolina, bringing specialty care to students who can visit the school nurse's office and connect digitally to a provider.

The telehealth initiative has also been making an impact overseas [in places like Uganda](#).

"Thanks to telehealth, we have more resources to educate the whole child."

**-Mary Bramlett Elementary School  
Principal Johnette Nesbitt**

## SCETV’s Education team equips S.C. teachers with resources

The origins of SCETV can be traced back to 1957, when the South Carolina General Assembly passed a concurrent resolution calling for the study of the use of television in public schools. More than six decades later, education is still a critical component of SCETV’s mission.

During the 2018-19 school year, SCETV’s Education team made a significant impact, training nearly 5,000 individuals in pre-K-12 and higher education entities across the state. The team also managed 257 wireless

hotspots at afterschool and early learning sites.

In addition to these external activities, the team utilized its online platforms, such as [LearningWhy](#) and [Knowitall.org](#), to equip teachers with valuable resources.

Moving forward, the Education team plans to adjust its offerings to meet the needs of the state’s educators. This will be done with the help of the ETV Annual Educator Survey, which was completed this spring.

### KnowItAll.org

By The Numbers:

**4,657** video files

**1,333** audio files

**279** photo galleries

**129** interactivities

**196** series

**45** collections



## “Making it Grow” celebrates 25 years with live taping in Sumter

“Making It Grow,” which debuted in October 1993, is a live call-in program about gardening that’s produced by a partnership between SCETV and Clemson University.

In October, the show celebrated its 25th anniversary with a live taping at the Sumter Opera House in Sumter, S.C. Offering free admission, live music, a catered reception and answers to all of the audiences’ gardening questions, it was a show not to be missed.

“For more than 25 years, ‘Making it Grow’ has been a staple for SCETV and a tremendous resource for the people of this state,” said SCETV President and CEO Anthony Padgett.

In May, the show [received two Telly awards](#) – a bronze award in the education category for its prescribed burn segment and a bronze award in the information category for its holiday special.



### Gold AVA Digital Award

SCETV – “Let’s Go!”



### Best Talk/News Radio Station

S.C. Public Radio 89.9, WJWJ-FM



### Instructional Media – Teacher Resource

SCETV – “The Southern Campaign of the American Revolution”



### Reporter of the Year

Victoria Hansen – S.C. Public Radio



### President’s Award for the Transformation of Healthcare Delivery

S.C. Telehealth Alliance



### Television – Education

SCETV – “Making It Grow: Prescribed Burns”

### Television – History

SCETV – “Charlie’s Place”

### Television – Information

SCETV – “Making It Grow: Holiday Special”



Nominations\*

### Best Health/Science – Program Feature/Segment

SCETV – “S.C. Impacting Global Health”

### Best Historical/Cultural Program

SCETV – “Charlie’s Place”

***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 an integral part of South Carolina's advancement.

SCETV 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 reach out to 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 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 "Smart Cat," SCETV's kids' mascot, whose mission is to keep children healthy, smart and safe.
- Public safety training for law enforcement and first responders, including online courses on interoperability created by SCETV.

## Local Impact

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

- SCETV provided online educational content, including teacher training and recertification courses and face-to-face workshops to more than 5,000 teachers, staff and administrators.
- SCETV and Sprint worked collaboratively to provide free wireless broadband service to more than 250 eligible education sites across the state.
- SCETV and S.C. Public Radio continue to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.



[www.scetv.org](http://www.scetv.org)

[www.southcarolinapublicradio.org](http://www.southcarolinapublicradio.org)

[www.learningwhy.org](http://www.learningwhy.org)

[www.knowitall.org](http://www.knowitall.org)



[www.facebook.com/SouthCarolinaETV](http://www.facebook.com/SouthCarolinaETV)



[www.flickr.com/SouthCarolinaETV](http://www.flickr.com/SouthCarolinaETV)



[www.instagram.com/SouthCarolinaETV](http://www.instagram.com/SouthCarolinaETV)



[www.twitter.com/SCETV](http://www.twitter.com/SCETV)



[www.youtube.com/SouthCarolinaETV](http://www.youtube.com/SouthCarolinaETV)