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## **South Carolina Public Radio announces *Sound Shift* as name of new 24/7 music channel**

**COLUMBIA, S.C.** – South Carolina Public Radio (SC Public Radio) is proud to announce *Sound Shift* as the official name of its new 24/7 HD broadcast radio and streaming music channel. The name was selected through a statewide vote, with *Sound Shift* emerging as the top choice among four contenders.

The name *Sound Shift* reflects the channel's day-to-night musical flow, featuring classical compositions in the morning and transitioning into jazz, indie and alternative music in the evening. Designed to complement listeners' daily rhythms, *Sound Shift* will offer a seamless listening experience across broadcast and digital platforms.

The naming process invited public participation, highlighting SC Public Radio's emphasis on community engagement. Listeners voted from Oct. 29 through Dec. 1, 2025, ultimately choosing *Sound Shift* from several proposed options.

*Sound Shift* is part of SC Public Radio's continued expansion into [HD radio subchannels](#), which allow for specialized programming alongside traditional analog broadcasts. The network is upgrading transmitters, streaming infrastructure and licensing to support the new channel, providing improved audio quality, greater accessibility and a stronger statewide network.

The [new music service](#) will be available statewide on the HD2 subchannel for listeners with HD radio receivers. It will also be accessible via livestream at [southcarolinapublicradio.org](https://southcarolinapublicradio.org), through the [SCETV App](#) and on popular streaming platforms and smart speakers.

SC Public Radio currently offers two statewide formats, "News and Talk" and "News and Music," delivering trusted journalism, cultural programming and curated music to listeners across the state. *Sound Shift* expands that offering with a dedicated, continuous music experience.

Support from the ETV Endowment of South Carolina has played a key role in making the new channel possible, helping fund expanded program offerings through member support.

*Sound Shift* is scheduled to launch statewide later this year. Additional details about the channel, HD radio availability and listening options are available at [southcarolinapublicradio.org](https://southcarolinapublicradio.org).

### **QUOTES**

"We're proud to offer South Carolinians new ways to experience and enjoy the rich variety of programming from SC Public Radio. *Sound Shift* expands how we serve our communities, strengthening the statewide network and enriching the listening experience through a dedicated music service." –**SCETV President and CEO Adrienne Fairwell**

"*Sound Shift* is made possible through the generosity of ETV Endowment members, whose support continues to expand access to the programs South Carolinians value. We're delighted to help bring this new service to audiences across our state, ensuring that SC Public Radio remains a vibrant and evolving resource for everyone." –**ETV Endowment President and CEO Coby C. Latham**

"The name *Sound Shift* reflects the innovation and collaboration at the heart of this project. By expanding how listeners engage with music programming across broadcast and digital platforms, we're continuing to



strengthen the connection between South Carolina's people, places and culture." **–SCETV Assistant General Manager and Deputy Director Dr. Stephanie Cook**

"By offering *Sound Shift* on HD radio, SC Public Radio brings together audio programming and digital delivery in a way that meets listeners wherever they are. *Sound Shift* represents a seamless listening experience that reflects how audiences discover and enjoy public media today." **–SCETV Senior Director of Audio and Digital Operations Tabitha Safdi**

"*Sound Shift* gives us the opportunity to create a continuous music experience built around variety, flow and discovery. From classical in the morning to jazz, indie and alternative sounds later in the day, the channel is designed to move with listeners and reflect South Carolina's creative energy." **–South Carolina Public Radio Director Sean Birch**

#### **FAST FACTS:**

- SC Public Radio announces *Sound Shift* as the official name of its new 24/7 HD broadcast radio and streaming music channel.
- Listeners chose the name *Sound Shift* during a statewide vote Oct. 29 - Dec. 1, 2025.
- The channel will be broadcast on HD2 subchannels across South Carolina and livestreamed at [southcarolinapublicradio.org](http://southcarolinapublicradio.org), in the [SCETV App](#) and through popular streaming platforms and smart speakers.
- *Sound Shift* is scheduled to launch statewide later this year.

#### **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* and *Southern Songwriters with Patrick Davis*.

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