



FY22

LOCAL CONTENT AND SERVICE

REPORT TO THE COMMUNITY



South Carolina ETV and Public Radio (SCETV) is a state agency in South Carolina that operates a statewide network of 11 non-commercial and educational television and 8 radio broadcast licenses.



MISSION

AMPLIFY - EDUCATE - STRENGTHEN

SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities.

VISION

STRONG - CONNECTED - INFORMED

A stronger, more connected and informed South Carolina.

SCETV COMMISSION

Richard Cohn

Chairman At-Large | Columbia

Larry Fritz

1st Congressional District | McClellanville

VACANT

2nd Congressional District

Craig Kinley

3rd Congressional District | Anderson

Tammy Barber

4th Congressional District | Greenville

David Vipperman

5th Congressional District | Rock Hill

Marion F. Moore

6th Congressional District | Orangeburg

Franklin Daniels

7th Congressional District | Pawleys Island

Molly Spearman

Ex-officio

State Superintendent of Education | Columbia

SCETV EXECUTIVE TEAM

Anthony Padgett | President and CEO

Dr. Stephanie F. Cook | Assistant General Manager

Dr. Salandra Bowman | Chief Learning Officer

Mark Jahnke | Chief Technology Officer

Landon Masters | Chief Public Information Officer

Thom Mayer | Chief Human Resources Officer

Tabitha Safdi | Chief Content Officer



BROADCAST INFRASTRUCTURE

SCETV's infrastructure is key to the agency's ability to meet its mission, especially in the face of ever emerging technologies. Annually, SCETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. Upgrades allow SCETV to provide more reliable customer service in a secure, reliable manner.



SCETV annually collects the detailed information necessary to expand the use of 549 SCETV towers, all other state agencies' 100+ foot towers and all other state-owned assets determined to be eligible for antenna placement.



SCETV also manages existing communications site tower licenses and negotiates new licenses.

OUR CHANNELS

TELEVISION

ETV-HD

Our primary channel offers the best of PBS's national programs as well as local SCETV content. It also features a block of SCETV's daily children's shows.

SOUTH CAROLINA CHANNEL

The South Carolina Channel features SC-specific history, arts and nature programming, as well as the CreateTV block of crafts, cooking and home improvement programs.

ETV WORLD

This channel brings viewers public affairs programs on local and national issues, and is the home of SCETV's State House coverage.

SCETV PBS KIDS

SCETV PBS Kids features 24/7 children's programming from PBS Kids.

RADIO

NEWS/TALK

These five stations present national programs such as All Things Considered, Morning Edition and Fresh Air and local programs like Walter Edgar's Journal.

NEWS/MUSIC

These three stations focus on programs such as Performance Today and Echoes. Locally-produced content includes Carolina Live, Spoleto Chamber Music Series and Marian McPartland's Piano Jazz.

“ OUR SCETV TEAM SHOWCASES, PROTECTS, EDUCATES AND INSPIRES OUR PEOPLE. ”

—Governor Henry McMaster

IN FY21-22

SCETV reached approximately **550,000** weekly cumulative household viewings.

SCETV livestreamed **393** legislative committee meetings or hearings.

Over **1.1k** hours of local content was broadcast on television.

Workshops, trainings and renewal courses were provided to **3,415** South Carolina educators.

SCETV received **39** award nominations or wins.

SC Public Radio reached an average of **590,000** broadcast listeners each week.

Source: Nielsen



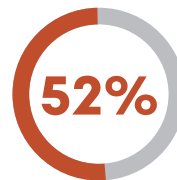
EDUCATION SERVICES FOR K-12

The origins of SCETV trace back to 1957 when the South Carolina General Assembly passed a concurrent resolution calling for a study of the use of television in public schools. During FY21-22, SCETV's education team supported efforts to make learning more accessible for South Carolina districts, schools, teachers, students, and parents, and continued to adapt existing programming to meet ongoing needs resulting from the pandemic.

DIGITAL AND ONLINE RESOURCES

KNOWITALL.ORG

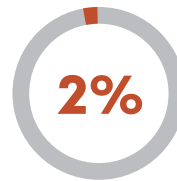
KnowItAll.org is SCETV's collection of learning resources designed specifically for South Carolina students. The collection includes lesson plans, handouts, videos, audio, photos and interactives, most of which are aligned with SC College and Career Ready Standards. In FY21-22, SCETV partnered with the SC Department of Education to make KnowItAll resources available to districts via the state's new learning object repository, SC Instruction Hub.



of users accessed KnowItAll.org resources using a computer



of users accessed KnowItAll.org resources using a smartphone



of users accessed KnowItAll.org resources using a tablet



124,000 pageviews
44,000 new users per month

Over **10,000** learning resources available

98% of KnowItAll.org users found it a valuable resource for teaching and learning.

Source: SCETV Annual Teacher Survey

PBS LEARNINGMEDIA

PBS LearningMedia provides educational content online that is perfect for remote learning. Resources are easily searchable by subject, school standard and grade. PBS LearningMedia offers educators access to the best of public media and delivers research-based, classroom-ready digital learning experiences to engage students in exploring curriculum concepts that align with National and Common Core State Standards. Training on PBS Learning Media was incorporated into customized workshops designed for educators across the state.

150,000 multimedia resources

179,000 new users

700,000 pages viewed

120,000 streams per month

250,000 users **1.3 million** videos streamed

WI-FI HOTSPOTS AND DATACASTING

To address interruptions in learning due to broadband access challenges, SCETV made Wi-Fi hotspots available to early learning and community education partners without charge. In areas where hotspots are limited in providing broadband access, SCETV makes datacasting available as a safe, secure and free instructional delivery system.

284

hotspots distributed to education partners

15

new datacasting households

ETV LEARNING+

ETV Learning+ is SCETV's at-home learning initiative, created to reduce cases of interrupted learning due to the pandemic. In FY21-22, SCETV produced *Super Sizzling Summer with SCETV*. This initiative supported accelerated summer learning outcomes via a modified broadcast schedule. SCETV made learning supplements for each program available on KnowItAll.org and on the agency's remote learning webpage.

Programming reached households in all 46 counties



EARLY LEARNING SERVICES AND RESOURCES

BRIGHT BY TEXT

The agency continued to use Bright by Text, a free subscription service for early learning parents and caregivers that provides tips about child development, links to blog articles and information about community/family events.



More than **370 subscribers** registered for the texting service



SCETV KID'S CLUB

SCETV continued to engage early learners via the SCETV Kid's Club. This is a free subscription program that promotes literacy and learning through play and healthy decision-making to children ages 0 – 12.

Over **2,900 SCETV** Kid's Club members

“ THE LESSON PLANS FREED UP TIME TO EXPLORE **DEEPER CONVERSATIONS** AND TAKE CARE OF OTHER ITEMS ON MY LIST OF RESPONSIBILITIES. ”

— 2021-2022 Annual Educator Survey Respondent



**“ THE SIMPLE.DIGITAL
RESOURCES
ON KNOWITALL
ARE AWESOME.
THEY ARE FULL
OF HELPFUL
INFORMATION,
QUICK TO READ
AND SHARE WITH
OTHER PARENTS. ”**

**—Ayanna McKellar, parent,
Dillon School District Four**



**97% found professional
development resources and
services valuable.**

Source: SCETV Annual Teacher Survey

PROFESSIONAL DEVELOPMENT FOR EDUCATORS

SCETV offered synchronous virtual training and professional development to educators on several instructional technology topics and emerging pedagogical trends. These trainings were supplemented with information about the network’s educational resources, including KnowItAll.org. All courses are approved by the SC Department of Education. Educators can search courses through a centralized website by curriculum interest, professional development and credit needed.

2,665

**active, retired and pre-service teachers
in Pre K–12 and higher education
participated in professional development**

750

**educators received recertification or
renewal credit using SCETV resources**



EDUCATIONAL PARTNERSHIPS AND CONTENT

CAROLINA CLASSROOMS

Carolina Classrooms is SCETV's series for teachers, parents and anyone interested in the education of South Carolina students. Topics of emphasis included experiential learning, financial literacy, special education, arts education and emerging educational technologies. These episodes were produced in collaboration with partners like the South Carolina Department of Education, South Carolina First Steps, Koger Center for the Arts, Roper Mountain Science Center and various colleges, universities, schools and districts in the state.

ABLESC

SCETV partnered with AbleSC that advocates for people with disabilities. SCETV partnered with AbleSC to support the streaming of their Advocacy Day.

SC ASSOCIATION OF SCHOOL ADMINISTRATORS

The agency helped produce the SC Association of School Administrators' annual professional development conference for school administrators by livestreaming and recording their legal forum and recording their gala.

STEM TEACHER OF THE YEAR

SCETV also supported livestreaming of the STEM Teacher of the Year press conference and produced promotional videos and introductions for several education partners.

HISTORY IN A NUTSHELL AND LET'S GO!

The SCETV Digital team collaborated with the Education team to support K-12 education projects. This included the series History in a Nutshell and Let's Go!, virtual reality tours of historical places. A quiz series was created supporting all digital content through engagement on SCETV.org.

COUNTDOWN TO KINDERGARTEN

SCETV is an active partner in the state's Early Childhood Advisory Council and worked to support meeting outcomes of the South Carolina Birth to Five Plan for kindergarten readiness. SCETV produced the multi-platform Countdown to Kindergarten series of short videos that provide an overview of developmental milestones and strategies preceding the first day of kindergarten.

SUPPORTING STATE GOVERNMENT

CRIMINAL JUSTICE ACADEMY TRAINING

SCETV hosted the Criminal Justice Academy's self-paced content and training for retired SLED agents and state constables who do not have access to the Criminal Justice Academy's training system.

SCETV's SLED Constable online training site



Site
use up
8%

1,904 user accounts

2,044 certificates
earned by public safety
officers

VIRTUAL COMMUNICATIONS COURSES FOR PUBLIC SAFETY

SCETV partnered with the SC Department of Administration's Division of Technology Operations to create and deliver free online interoperable communications courses to all public safety personnel in the state.

SC TELEHEALTH ALLIANCE

Consisting of several organizations that develop and expand telehealth services, the SC Telehealth Alliance has helped cut costs and increased access to healthcare for residents across the state. As a result of COVID-19, the partnership with the Telehealth Alliance became even stronger, telling stories of family struggles and socioeconomic issues that impede progress toward fair and equal access to healthcare, specifically in rural areas.



LEGISLATIVE COVERAGE

SCETV aired live coverage of the House and Senate on its ETV World channel during the legislative session from January to May, and the livestream of the session was delivered through the state's legislative website.

GOVERNOR'S PRESS CONFERENCES

SCETV continued to broadcast, stream and archive the Governor's emergency management press conferences and other important announcements.

DEMOCRATIC GUBERNATORIAL PRIMARY DEBATE

SCETV partnered with The Post and Courier to host a debate for candidates in the 2022 Democratic gubernatorial primary election. The debate was held at SCETV in Columbia and aired live on SCETV's statewide network and streamed live on the SCETV website, as well as on SCETV's social media platforms.



CRITICAL COMMUNICATIONS INFRASTRUCTURE

The network maintains 549 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. SCETV also houses critical communications infrastructure for SLED, DNR, EMD, the Forestry Commission, DOD, DHS, Civil Air Patrol and 14 NOAA Weather Radio Service transmitters.

EMERGENCY COMMUNICATIONS

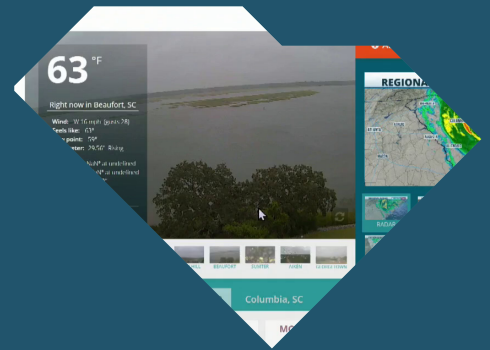
SCETV worked with the Governor's Office and the Emergency Management Division to communicate important information such as inclement weather alerts, state office closings and evacuations.

SCHEART

SCETV maintains and manages the SCHEART (South Carolina Healthcare Emergency Amateur Radio Team) infrastructure, which includes a network of over 50 radio repeaters. SCHEART reached participating hospitals in the state and allowed the flow of information on incoming patients, evacuations and coordination among facilities during emergencies and weekly communications exercises.

SOUTH CAROLINA EMERGENCY INFORMATION NETWORK

The agency continued to grow its South Carolina Emergency Information Network (SCEIN) weather service. In partnership with WUFT in Gainesville, Florida, this storytelling-based service provided live hurricane, tropical storm and other weather-related emergency content to South Carolina residents and visitors across the state, most often in real time. The service pulls data from eight remote weather stations across the state. During weather events, Facebook Livestreams allow citizens to connect with weather experts.



LOCAL TELEVISION CONTENT

For more than 60 years, SCETV has provided local programs and specials for our viewers. With the addition of new digital content, viewers can access more local content wherever they are.

“ #FROMTHESKY
WOW! GREAT
SHOWCASE OF
OUR HIDDEN
GEMS. ”

—Lisa M., Facebook user

MAKING IT GROW

Making It Grow is SCETV's gardening and nature-focused program, now in its twenty-ninth year. The weekly program, produced by ETV Sumter, is the network's most-viewed local show.

THIS WEEK IN SOUTH CAROLINA

This Week in South Carolina, the network's current events and public affairs program, continued to keep South Carolinians informed and engaged. New episodes of *This Week in South Carolina* aired first on Fridays. A one-minute daily news flash, *TWISC60*, aired at 5:59 p.m. on Tuesdays, Wednesdays and Thursdays during the session and was shared via SCETV's social media channels.

A BETTER STATE OF HEALTH: 100 YEARS OF SOUTH CAROLINA HOSPITAL ASSOCIATION

SCETV premiered *A Better State of Health: 100 Years of South Carolina Hospital Association*. The Carolina Stories documentary chronicles the history of the South Carolina Hospital Association. SCHA is a private, not-for-profit organization founded in 1921 to serve as the collective voice of the state's hospital community.





PALMETTO SCENE

Palmetto Scene is a weekly magazine program that highlights the events and people making headlines across South Carolina. The program has been sunset, but continues to be available online.



PALMETTO PERSPECTIVES

Palmetto Perspectives brings together a diverse group of voices to discuss the critical issues facing the state. Three new episodes premiered, continuing the conversation around important issues such as racial injustice, opioid abuse and school safety.

WOMEN OF CHARACTER

Women of Character premiered, featuring stories from South Carolina Hall of Fame inductees. The show features the biographies of four “leading ladies” in South Carolina history; Mary McLeod Bethune, Maude Callen, Septima Poinsette Clark and Elizabeth Wright.

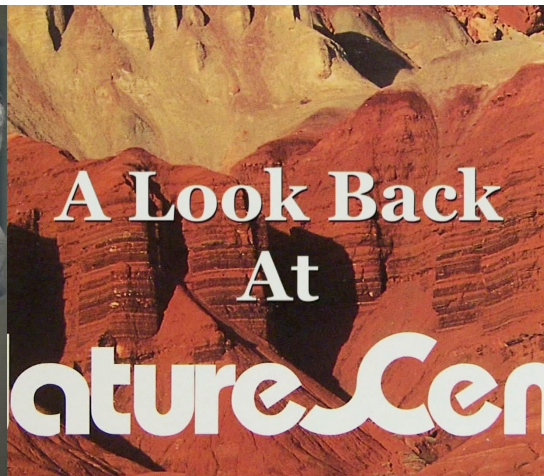
A LOOK BACK AT NATURESCENE

A Look Back at NatureScene took viewers on a field trip in nature with naturalist Rudy Mancke from 1978 to 2003. The program is a special look at the beloved show with all new interviews with Rudy, hosts Beryl Dakers and Jim Welch, and Director of Photography Allen Sharpe, reminiscing about the show and why it was so important to them personally.



Women of Character

South Carolina Hall of Fame Inductees



**A Look Back
At**

NatureScene





MEETING THE MOMENT WITH DIGITAL

Recognizing audience insight and viewing habits, SCETV maximized the number of “digital first” productions, giving viewers multiple online and broadcast options for watching.

CAROLINA SNAPS

A new series called *Carolina Snaps* premiered. From small towns to southern icons, the series explores South Carolina’s people, places, culture and everything in between in just 60 seconds.

BACKROAD BITES

Season 4 of the popular *Backroad Bites* series explored South Carolina’s culinary culture. In each episode, viewers learn about our regions through interviews with local restaurateurs, sharing how food can help us discover our history and communities.

GO FOR IT

Season 2 of *Go for It* was produced in collaboration with the S.C. Department of Parks, Recreation and Tourism. Host Devyn Whitmire takes viewers along for the ride as she experiences iconic and unique experiences across the Palmetto State for the first time.

FROM THE SKY

Season 3 of *From the Sky* took off, exploring the aerial perspective of some of South Carolina’s top landmarks and other interesting locations. Each episode offers viewers a glimpse into the cities and towns of South Carolina from above.

IN FY21-22:

1.9 million users in South Carolina streamed PBS Kids content on an SCETV or PBS digital platform.

1.6 million users streamed PBS content on one of SCETV’s digital platforms.

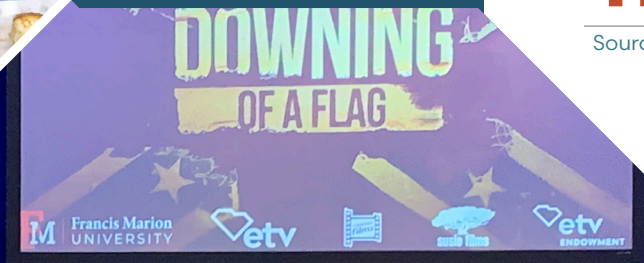
1.2 million total pageviews on [scetv.org](https://www.scetv.org).

LOCAL VOICES, NATIONAL REACH

More than just a source of comfort and inspiration for South Carolinians, SCETV content also reaches audiences outside of South Carolina. PBS or one of PBS' public media allies selected five projects that SCETV co-produced or presented for national distribution.

“GOOD DOCUMENTARY.
VERY EDUCATIONAL.
DEFINITELY THOUGHT
PROVOKING. PERTINENT
AND RELEVANT TO
THIS POINT IN TIME. I
HIGHLY RECOMMEND IT.”

—Rick G., Facebook user
Downing of a Flag



REEL SOUTH

Season 7 of the SCETV Presents series *Reel South* premiered, revealing the South's proud, yet complicated, heritage as told by diverse voices and perspectives. The series curates and distributes feature-length and short documentaries that air on stations across the U.S.

Aired in

171 markets (on all channels)

48 states (on all channels)

115k DMA households

Source: TRAC Media Services

DOWNING OF A FLAG

Downing of a Flag is a two-hour documentary focusing on the Confederate Battle flag and its impact on the people, politics and perceptions of South Carolina and beyond. The documentary features interviews with current and former political figures, activists and historians.

Aired in

158 markets (on all channels)

46 states (on all channels)

110k DMA households

Source: TRAC Media Services

Aired in

148 markets *(on all channels)*

44 states *(on all channels)*

108k DMA households

Source: TRAC Media Services

ALDWYTH FULLY ASSEMBLED

Aldwyth is a single-named South Carolina artist— a painter, a sculptor, a box constructionist and an intricate collagist. *Aldwyth: Fully Assembled* follows her remarkable creative journey, documenting her challenges and obstacles and telling the story of her inspiring “second act.”

HOW SHE ROLLS

Season 2 of *How She Rolls* continued to follow the life of Carrie Morey, an award-winning baker, entrepreneur and— most importantly— mother, wife and daughter, who transformed her biscuit company into one of the South’s top small business success stories.

Aired in

180 markets *(on all channels)*

48 states *(on all channels)*

118k DMA households

Source: TRAC Media Services

“ I AM WATCHING
YOUR SHOW
RIGHT NOW.



—Annette D., Facebook user
How She Rolls

BY THE RIVER

Season 4 of *By the River*, continued to present in-depth interviews with South Carolina authors and poets. Hosted by Holly Jackson, the show is a collaboration with University of South Carolina Beaufort (USCB). Its entire crew consists of students from USCB’s Communication Studies program.



PUBLIC RADIO CONTENT

SC Public Radio and its team of reporters ramped up coverage efforts to ensure that South Carolina citizens remained informed.



SOUTH CAROLINA LEDE PODCAST

South Carolina Lede, the network's public affairs podcast, produced 88 episodes of the normally weekly podcast. Host Gavin Jackson and reporters from across the state share in-depth discussions about the biggest public policy issues affecting South Carolinians.

SPOLETO FESTIVAL USA

Charleston's renowned Spoleto Festival USA returned with a full schedule after two years of the pandemic. *Sonatas & Soundscapes* featured performances from the festival's Chamber Music series, interviews with musicians and repeat appearances by the festival's director of chamber music.

SONATAS & SOUNDSCAPES

Sonatas & Soundscapes airs weekdays on the network's news and music stations. Hosted by Bradley Fuller, *Sonatas & Soundscapes* explores the diverse and colorful range of classical and not-so-classical music.

15,000 weekly listeners reached through broadcast

Source: Radio Resource Consortium

IN FY21-22

1.2 million listeners used an SC Public Radio livestream or downloaded an SC Public Radio podcast

COLAJAZZ PRESENTS

In partnership with The ColaJazz Foundation, SC Public Radio continued the new jazz-focused series *ColaJazz Presents*. Hosted by Mark Rapp, executive director of The ColaJazz Foundation, the series features performances and interviews from a diversity of South Carolina's top jazz musicians, offering an intimate glimpse into their lives, communities and passion for music.

SOUTHERN SOUND RADIO

SC Public Radio produced four episodes of *Southern Sound Radio* in partnership with the Culture and Heritage Museums of York County. *Southern Sound Radio* presents Americana and bluegrass concerts recorded live as part of the Museums' Southern Sound Series along with interviews with the musicians about the impact of the music of the Carolina Piedmont.

SC Public Radio website

344,000 total users



36%
increase in total users

62%
Increase in average time on page

34%
decrease in bounce rate





AWARDS AND RECOGNITION

In FY21-22, SCETV received many awards for excellence and innovation.

RADIO TELEVISION DIGITAL NEWS ASSOCIATION OF THE CAROLINAS

The SCETV and SC Public Radio news teams received three first-place awards and eight second-place awards from the Radio Television Digital News Association of the Carolinas, including “Outstanding News Operation.”

BEST OF CHARLESTON

SC Public Radio was named the “Best of Charleston” by the Charleston City Paper in the “Best Talk/News Radio Station” category.

STAR AWARDS

SC Public Radio reporter Victoria Hansen was awarded “Radio Reporter of the Year” by the South Carolina Broadcasters Association for the fourth consecutive year.

PEABODY AWARD NOMINATION

Downing of a Flag was nominated to receive a prestigious Peabody Award. The documentary was 1 of 60 chosen out of nearly 1,300 entries.

SOUTHEAST REGIONAL EMMY® AWARDS

Five SCETV programs were nominated by the Regional Southeast EMMY® Chapter of the National Academy of Television Arts and Sciences for 2022 Southeast Regional EMMY® Awards, with *Making It Grow* winning first place in the “Television Lighting” category.

COMMUNICATOR AWARDS

Season 4 of *By The River* received an Award of Distinction from the 28th Annual Communicator Awards in the “Film/Video-Talk Show/Interview” category.

TELLY AWARDS

SCETV received a record 19 Telly Awards—four gold, seven silver and eight bronze trophies.



COMMUNITY EVENTS

We brought the community together for numerous free events, both virtual and in person, to watch, learn, share and discuss culture, science, history, the arts and current events.



DOWNING OF A FLAG SCREENING AND DISCUSSION EVENTS

SCETV hosted four screening events in partnership with the ETV Endowment for *Downing of a Flag*, providing an opportunity for communities across the state to view the documentary, hear from local subject-matter experts and spark continued conversations around social justice issues.

INDIE LENS POP-UP EVENTS

Indie Lens Pop-Up events gave attendees a first-hand look at upcoming content airing from Independent Lens on PBS. Virtual and in-person screenings, coupled with discussions around documentary topics, allowed attendees to make connections between South Carolina and the message of the films.

Missing in Brooks County Virtual Screening

SCETV held a virtual screening of *Missing in Brooks County*, the portrait of a town in Brooks County, Texas that finds itself at the epicenter of a growing humanitarian crisis.

Writing With Fire Screening

An in-person screening of *Writing with Fire*, a documentary about India's only newspaper run by Dalit women, took place at the 2022 Southern Interscholastic Press Association (SIPA) Convention. Dr. Payal Shah of the University of South Carolina College of Education shared insight into international development and education policy with student attendees. A virtual event with a pre-recorded interview with Dr. Shah was also held.

Apart Virtual Screening

The virtual screening of *Apart*, a documentary focusing on the stories of women in prisons, featured an interview with Nena Staley, a former South Carolina female prison employee.

Try Harder! Screening

Following a South Carolina Commission on Higher Education (CHE) College and Career Decision Day Rally, SCETV hosted an in-person screening of *Try Harder!* for students to view the documentary about the college admission process and hear from CHE College Process Ambassadors.



CELEBRATING BAMBI DANIELS, A SOUTH CAROLINA CONTESTANT ON THE GREAT AMERICAN RECIPE

The ETV Endowment and SCETV hosted a sneak peek of *The Great American Recipe*, a new eight-part cooking competition from PBS that celebrates the multiculturalism that makes American food unique and iconic. One of the 10 talented home cooks who showcased their culinary expertise was Bambi Daniels, a native of Chester, South Carolina. Following the screening of the first episode, Bambi participated in an interview with host Holly Jackson.

AN EVENING WITH ELLE SIMONE SCOTT FROM AMERICA'S TEST KITCHEN

Chef Elle Simone Scott, an executive editor at *America's Test Kitchen*, returned to South Carolina for a fun and enlightening look at cooking and entertaining. The evening kicked off with a reception and refreshments inspired by Elle's presentation. Elle then sat down for an interview with SCETV's Jean Pinkston and provided a live demonstration of the secrets of creating beautiful, mouth-watering grazing boards from *America's Test Kitchen's* new cookbook.



COLLEGE AND CAREER DECISION DAY

SCETV partnered with the South Carolina Commission on Higher Education for the inaugural South Carolina College and Career Decision Day Rally. Mirrored after National Signing Day, this event recognizes and applauds students' post-graduation decisions. College and university representatives, representatives from the business community, representatives from the armed forces, state legislators—including Governor Henry McMaster and State Superintendent of Education Molly Spearman—and local celebrities were present to witness and support students as they celebrate their futures. SCETV livestreamed the rally on social media and had a table onsite to greet and congratulate students on taking their next steps.



“ OUR STUDENTS WERE OVERJOYED AND THE SCHOOL COUNSELORS, PRINCIPALS, AND TEACHERS WHO PARTICIPATED HAVE ONLY SUNG **WORDS OF PRAISE** FOR THE EVENT AND EACH ONE OF YOU. THIS WAS A **PHENOMENAL SUCCESS** AND WE ARE THANKFUL THAT YOU CAME OUT TO MAKE THIS HAPPEN. ”

—Antonia Adams, College Access Consultant with the SC Commission on Higher Education



CONTENT ANYWHERE, ANYTIME

STREAMING

Easily accessible on various platforms and devices, most of our content streams free on-demand on our websites for a limited time. And, the community can livestream our programs at the time of broadcast at scetv.org and southcarolinapublicradio.org.

SOCIAL MEDIA

Digital-first content, including news, coming attractions, past episodes, and SCETV updates and events, is available on Facebook, Twitter, Instagram and YouTube.

SCETV APP

The free app offers the convenience of connecting anytime with national PBS and NPR content as well as local SCETV content. Download the SCETV App from the iTunes App Store or the Android Play Store.

SCETV PASSPORT

Members of the ETV Endowment enjoy extended access to PBS programs after regular streaming rights have expired by activating SCETV Passport.

YOUTUBE TV

Content from SCETV can be found on this subscription-based service. Options include livestream or on-demand viewing.

PRIME VIDEO

This subscription-based service from Amazon offers award-winning programming from PBS, including Masterpiece, Nova, PBS KIDS, documentaries and more.

PODCASTS

The SC Lede is available on your favorite podcast network the day of broadcast, allowing you to stay up to date on the latest public policy trends each week.

IN FY21-22

5.8 million impressions on Facebook and Twitter

35,677 total Facebook fans

23,003 total Twitter followers

Sources: Facebook Insights, Twitter Analytics and Sprout Social



ARRIFLEX

SOUTH CAROLINA ETV

ARRIFLEX
16 BL



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South Carolina ETV and Public Radio

FY21-22 Local Content and Service Report

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KnowItAll.org

