



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Using television, radio and the web, South Carolina ETV'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.



SCETV is an integral part of S.C.'s advancement.

SCETV strives to provide educational resources for our 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.

We are a trusted steward and valued partner in South Carolina and take pride in our partnerships and projects that aim to improve the quality of life in our state.

In FY 2013-2014, SCETV provided 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 our kids' mascot, whose mission is to keep children healthy and safe
- Public safety training for law enforcement and first responders

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

- SCETV provided online educational content and local programming to all of SC and workshops to 5,800 teachers
- SCETV worked with first responders to create online training modules for interoperability, improving response time in emergencies
- SCETV and ETV Radio continue to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students

South Carolina ETV and ETV Radio



The SCETV Presents series, *A Chef's Life*, has won a Peabody Award. This 13-week series that premiered last fall has been recognized for its celebration of farm-to-table food and an exploration of Southern cuisine.

"We are honored by this award and thrilled to add Chef Vivian Howard to our list of Peabody Award winners *Marian McPartland's Piano Jazz*, *Children's Express Newsmagazine*, and *American Popular Song with Alec Wilder and Friends*. We and our partners at the ETV Endowment are committed to supporting quality programs such as *A Chef's Life* and sharing these shows not just with South Carolina but nationwide," said ETV President and CEO Linda O'Bryon.

Produced by Markay Media in association with SCETV Presents, the show takes viewers inside the life of Chef Vivian Howard, who, with her husband Ben Knight, left the big city to open a fine dining restaurant in Kinston, North Carolina. Each episode follows Vivian out of the kitchen and into cornfields, strawberry patches and hog farms as she hunts down the ingredients that inspire her seasonal menus. Using a chef's modern sensibilities, Vivian explores Southern cuisine, past and present—one ingredient at a time. A celebration of true farm-to-table food, the series combines the action and drama of a high-pressure business with the joys and stresses of family life.

South Carolina Teacher Named 2014 PBS Learning Media Digital Innovator

South Carolina ETV brought special recognition to Adam Babcock, technology integration specialist at Spartanburg High School, for being named a 2014 PBS LearningMedia Digital Innovator. After a nationwide search, Adam was selected as one of only 100 educators from across the country and the only one in South Carolina. He was chosen for his passion and commitment to innovative teaching practices that integrate digital media and technology in the classroom.





Host: Amanda McNulty

Making It Grow! Celebrates Milestone

ETV's Emmy-award-winning *Making It Grow!* celebrated 20 years on the air with on-location programs at Newberry Opera House and Sumter Opera House. The live call-in gardening program is co-produced with the Clemson University Extension Office.

This season, over 40 segments across the state featured private gardens and public businesses engaged in horticulture, as well as educational institutions including Ashley Ridge High School's GAP certified garden, the Roper Mountain Science Center, Clemson Extension's Floating Wetlands Program, and the University of South Carolina Herbarium.

ETV's Education team conducted a SC teacher online survey from Nov. 13 – Dec. 2, 2013, reaching out to members of the Palmetto State Teachers Association and StreamlineSC users.

ETV Education conducted a survey of over 2,000 teachers on classroom tools and services. Of those surveyed, **80.5%** said they found ETV services, content, or professional development helpful to facilitate learning or improve student performance or engagement. **77.5%** said they use StreamlineSC, with another **18.8%** saying they would try it.



Palmetto Scene Premieres on ETV

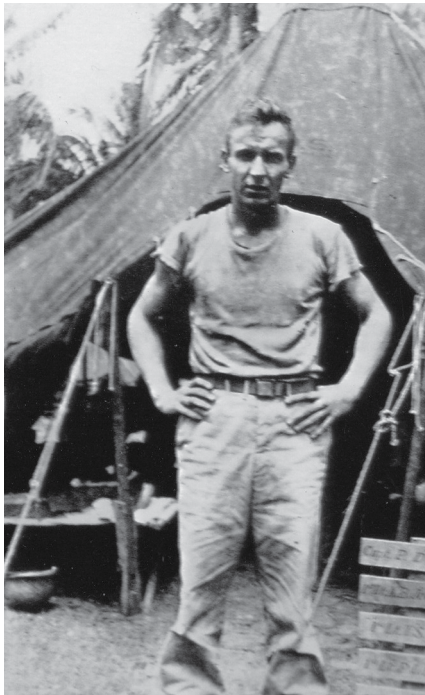
Palmetto Scene presents insight and intelligent discussion on a range of topics pertaining to our state.

P.A. Bennett, long-time host of ETV's African-American cultural program, *Connections*, hosts.

"South Carolina and South Carolinians are phenomenal. We have so many stories to share, and that's what we'll be doing on *Palmetto Scene*," said Bennett.

The program features profiles of South Carolinians, public affairs discussion, and location features of Carolina places of interest. Its feature stories also air separately during station breaks and are offered online as well.

South Carolina ETV and ETV Radio



Man and Moment: Ted Bell and the Ridge

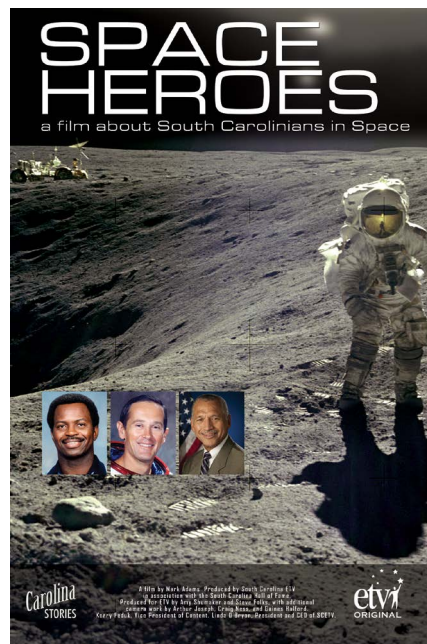
South Carolina World War II veteran Ted Bell's brutal three-day battle on Ishimi Ridge is the subject of a new ETV documentary. *Man and Moment: Ted Bell and the Ridge* tells the story of Colonel Ted Bell, the most decorated WWII veteran from The Citadel. During the war, Colonel Bell was assigned to lead his men in a near-suicidal attack on Ishimi Ridge. Of his 200 men, only 22 survived. *Man and Moment* is a production of the ETV Endowment, *The State* newspaper, and ETV.

Space Heroes Wins Telly Award

Carolina Stories: Space Heroes, a documentary about three South Carolina astronauts, was recognized with a Bronze Telly award.

This is the third Telly for the program's Producer/Director Mark Adams. Adams has also won Telly awards for *Over Here: World War I* in 2008 and *Carolina Caught* in 2010.

Space Heroes explored the lives and careers of S.C. astronauts Charles M. Duke, Jr., Dr. Ronald Erwin McNair, and Charles F. Bolden, Jr.



Zip Code: Your Neighborhood Your Health

In ETV's national documentary *Zip Code: Your Neighborhood Your Health*, the divide in the health of the American people is explored via the environment in which we work, live and play -- all of these and other so-called "social determinants" play a huge role in our health. John King of CNN hosts.

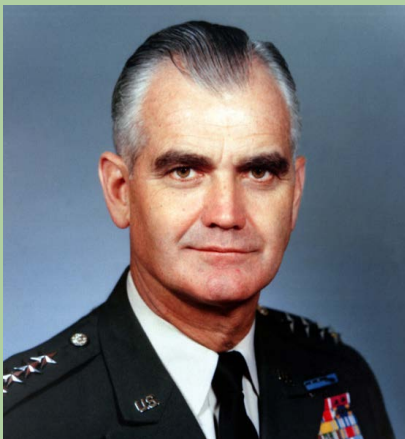
The program is funded in part by U.S. Department of Energy Southeastern VIEW, a cooperative agreement between the U.S. Department of Defense and the Medical University of South Carolina, and South Carolina State University.

Soldiers Celebrated in Two ETV Specials

Carolina Stories: General William C. Westmoreland: The Man Behind The Four Stars provides an in-depth look at this four-star general from Spartanburg County who became the Military Commander of Allied Forces in Vietnam from 1964 to 1968.

Carolina Stories: Fallen Heroes features two men from South Carolina who gave their lives during World War II. William Farrow from Darlington, S.C., was one of 80 airmen to volunteer with the famous Doolittle Raid in 1942. After the raid, Farrow had to bail out in Japanese-held territories, was captured and executed. Thomas Dry Howie from Abbeville, S.C., was given command of the 3rd Battalion after D-Day and sent to take the pivotal town of Saint-Lo, France. He was killed before reaching the town, but his men draped an American flag over his body and transported him the remaining distance.

Carolina Stories specials are part of a continuing South Carolina ETV series on South Carolina Hall of Fame inductees and are produced in part by a production grant from the S.C. Hall of Fame. Both documentaries were made by Emmy-award winner Mark Adams; executive producers are Steve Folks and Amy Shumaker.



ETV Radio Continues Spoleto Programming

Performances from this year's *Chamber Music from Spoleto Festival USA* were again recorded by ETV Radio for air locally, nationally, and internationally.

This year's concerts, under the leadership of violinist Geoff Nuttall, feature oboist James Austin Smith, the St. Lawrence String Quartet, and pianist Stephen Prutsman.

ETV Radio also brought listeners daily highlights on the 20th season of *Spoleto Today* each weekday during the arts festival.

Co-hosts Marcus Overton and Jeanette Guinn reported daily on the latest happenings, with guest interviews and previews of performances.

South Carolina ETV and ETV Radio



ETV and the ETV Endowment have received funding from the National Endowment for the Humanities (NEH) in support of an interactive website exploring the history and culture of Hobcaw Barony.

The website, entitled *Between the Waters*, has received \$294,154 from NEH. The project has also been funded by a grant from the Humanities Council^{SC} to document archaeology conducted at Hobcaw by the South Carolina Institute of Archaeology and Anthropology.

“Students and the public will be able to fully investigate the complex history of this exceptional property from their computers or mobile devices,” said project director Betsy Newman. “We’re excited by this latest curriculum resource from ETV.”

Between the Waters incorporates documentary video, interviews with key historians and Hobcaw residents and staff, historical photographs, panoramic virtual tours, and other interactive elements. The interface is based on a drawing, Chart of Hobcaw Barony, by artist Rockwell Kent, best known for his illustrations of the 1930 edition of *Moby Dick*. Kent was a guest at Hobcaw Barony in 1927.

Hobcaw Barony is a crossroads representing every era of human history in South Carolina and provides a lens through which many threads of the nation’s story may be examined. It was among the original land grants given by King Charles II to eight English noblemen, the Lords Proprietors, in 1663, with Sir George Carteret receiving the portion that included Hobcaw Barony. Over the centuries the land was divided up into more than a dozen plantations. In 1905 wealthy financier Bernard Baruch began buying the old rice plantations as a winter hunting retreat and by 1907 he had reassembled the original Hobcaw Barony. In the 1930s Belle Baruch, Bernard’s oldest daughter, bought the property from her father, and at her death she founded the Belle W. Baruch Foundation, securing Hobcaw for education and research and saving it from commercial development.

The prototype website can be explored at www.betweenthewaters.org.

The Rising Sun Premieres

ETV premiered the newest episode of *South Carolinians in WWII, The Rising Sun*, produced as a partnership between the ETV Endowment and *The State* newspaper. The *South Carolinians in WWII* series tells the story of the war through the eyes of more than 150 South Carolina veterans.

The Rising Sun, the sixth episode in the Emmy-nominated series, focuses on the early days of the war in the Pacific, from Pearl Harbor through the bloody battles of the Coral Sea, Midway and Guadalcanal.

"Capturing these personal stories and sharing them with the public has been more than an important project to catalogue our state's history, it's been an honor," said producer Jeff Wilkinson, military reporter for *The State* newspaper.



South Carolina ETV's program on Robert Smalls, the South Carolinian who was born into slavery and went on to become a member of the House of Representatives, has received a national Telly Award.

Robert Smalls, State Representative and Senator, U.S. Congressman was created in partnership with the South Carolina Hall of Fame and is one of 90 video profiles ETV and the Hall of Fame have collaborated on over the last five years.

"Watching these programs is the perfect way to get acquainted with South Carolina and learn about its history," said Executive Producer Steve Folks. "We're delighted to receive this Telly Award. With nearly 12,000 entries from all 50 states and numerous countries, this is truly an honor."

Robert Smalls was an African-American born into slavery in 1839 who went on to become a sea captain and renowned politician in the U.S. House of Representatives. Smalls liberated himself, his crew, and their families from slavery in 1862 when he commandeered a Confederate transport ship and sailed it to freedom. His story helped persuade President Abraham Lincoln to accept black soldiers into the Union Army.

South Carolina ETV and ETV Radio



ETV debuted a new, permanent exhibit in the lobby of the South Carolina State Museum. The exhibit traces the history of ETV from its beginnings in a high school library to the national producer and presenter it is today.

During South Carolina's February 2014 "snowpocalypse," ETV and ETV Radio made concentrated efforts to keep transmitters running and viewers/listeners informed on current, storm-related news.

Staff members in master control, web management, and radio worked around the clock to announce storm updates and answer incoming calls and e-mails.

Staff in the field spent countless hours to bring the Lake City microwave site back on line, and keep the Sumter and Barnwell generators running with the loss of commercial power. One staff member transported 500 gallons of fuel to Allendale/Barnwell, without which, the transmitter would have been off the air for three days.

DNR assisted with the ETV Sumter transmitter by bringing 200 gallons of diesel fuel for the generator. Heavy icing at Columbia, Rock Hill, Sumter, and Conway kept staff busy adjusting transmitter power in order to stay on the air.

The week following the storm, ETV and ETV Radio went into recovery mode, which included inspecting for ice damage to towers and buildings, making repairs, and removing fallen trees from guy wires and buildings.



Interoperability Training Developed by ETV

ETV and the South Carolina Division of State Information Technology have partnered to tackle interoperability.

Interoperability assures that during large-scale emergencies, first responders from different branches of service can communicate with one another quickly and efficiently.

"Responders that have a good understanding of interoperable communications have a more efficient and effective response," said Robert Steadman, Division of State Information Technology.

ETV developed free online training for South Carolina's public safety personnel for SC DSIT. These programs focus on training in basic radio communications for responders; understanding interoperable communications; utilization of additional communications resources such as emergency amateur radio services and organizations; and the role of emergency telecommunicators (E-911 dispatch) in interoperable communications.

"The partnership with ETV has really been helpful because with the staff and crew at ETV, it brings a degree of professionalism to all the state emergency responders," said Thom Ashton, State Emergency Operations Center.

"ETV has a proud history in this area and is very committed to emergency service and training. These projects bring together state, local and federal emergency training, and our agency is looking forward to producing more training videos in the months ahead," said Linda O'Bryon, President and CEO of ETV & ETV Radio.

ETV Radio added a live classical music program to its classical stations weekdays at 11:00 a.m. The show, *Classical Music from ETV Radio*, is broadcast from the Wells Fargo studio at ETV Radio. Host Kate McKinney brings listeners a sampling of the entire spectrum of classical music and takes requests for the program via e-mail and Twitter.

South Carolina ETV explored one of the largest private-school systems in the world with the national presentation of *The Blueprint: The Story of Adventist Education*.

Marian McPartland, 1918-2013

A casual hello became a regular program in April 1979, when McPartland and South Carolina ETV Radio launched Piano Jazz.

—Felix Contreras, NPR

Beloved ETV Radio program host Marian McPartland died on August 20, 2013. ETV and McPartland worked together for over three decades on *Marian McPartland's Piano Jazz*, which is presented nationally by ETV Radio and has become NPR Music's longest-running music program. The show featured a range of performers, from jazz greats Dave Brubeck and Tony Bennett to Willie Nelson and Elvis Costello. Piano Jazz is still heard today; its recent seasons were curated by McPartland from her archive of performances.



The odds against any woman finding success as a jazz musician in the late 1940s and early '50s were formidable but Ms. McPartland overcame them with grace. By 1958 she was well enough known to be included in Art Kane's famous Esquire magazine group photograph of jazz musicians. One of the few women in the picture, she stood next to her friend and fellow pianist Mary Lou Williams.

—Peter Keepnews, *The New York Times*



"Piano Jazz" was the most influential jazz program in the history of U.S. network radio, and Ms. McPartland came to fame at a time when you could still count the number of successful women jazz instrumentalists on the fingers of one hand.

—Terry Teachout, *The Wall Street Journal*

One of the jazz world's most visible female instrumentalists, McPartland's highly personal style was rich with colorful harmonies and briskly swinging rhythms, enhanced by a love of bebop, while adapting smoothly to the many stylistic changes taking place in jazz over the course of a career spanning more than half a century.

—Don Heckman, *Los Angeles Times*



Every once in a while, a person will come along and beat the odds. They'll combine their natural talent and passion with a lot of hard work and a boatload of perseverance to buck the stereotypes, stump the naysayers, and create something beautiful and new and uniquely theirs. The jazz world lost such a treasure on 20 August when jazz pianist and radio host Marian McPartland died at the age of 95.

—Cindi Carver-Futch, *Skirt Magazine*

Marian's passing was covered by every major news source, including the BBC, the CBC, and *The New York Times*. Her memorial concert, produced by ETV Radio and 92Y in New York City, included performances by Chris Brubeck, Barbara Carroll, Michael Feinstein, and Tony Bennett. Her astonishing legacy of material continues on NPR in archival episodes of her program.