



etv | public radio



FY23

(JULY 1, 2022 - JUNE 30, 2023)

**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

Ellen Weaver

Ex-officio

State Superintendent of Education | Columbia

SCETV EXECUTIVE TEAM

Adrienne Fairwell | President and CEO

(Aug. 2023 - present)

Anthony Padgett | President and CEO

(July 2022 - March 2023)

Dr. Stephanie F. Cook | Interim President and CEO

(March 2023 - Aug. 2023)

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

Breta Rheney | Chief Financial Officer

(vacant as of Aug. 2023)



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 South Carolina-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.

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 544 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.

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*, *Spoletto Chamber Music Series* and *Marian McPartland's Piano Jazz*.

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

—Governor Henry McMaster

IN FY22-23

SCETV reached approximately **540,000** weekly cumulative household viewings.

SCETV livestreamed **279** legislative committee meetings or hearings.

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

Workshops, trainings and renewal courses were provided to **3,100** South Carolina educators.

SCETV received **48** award nominations or wins.

SC Public Radio reached an average of **276,500** broadcast listeners each week.

Source: Nielsen/Radio Research Consortium



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 FY22-23, SCETV's Education team supported efforts to make learning more accessible for South Carolina districts, schools, teachers, students and parents.

11,500 students engaged

4,200 career fair engagements

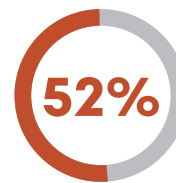
575 participants in tours and standard-aligned activities related to careers in public media

880 workshop attendees

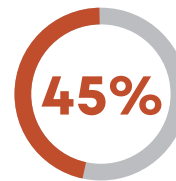
DIGITAL AND ONLINE RESOURCES

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. Through a partnership with the SC Department of Education, KnowItAll resources are made available to districts via the state's learning object repository, SC Instruction Hub.



52% of users accessed KnowItAll.org resources using a computer



45% of users accessed KnowItAll.org resources using a smartphone



2% of users accessed KnowItAll.org resources using a tablet



1.2M pageviews

449,000 new users

Over **9,000** learning resources available

80% 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

106,700 streams per month

250,000 users

1.2 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.

426

hotspots distributed to education partners

31

new datacasting households



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 **1,200 subscribers** receive messages from 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 **3,200** SCETV Kid's Club members

“ THANK YOU FOR THIS MEANINGFUL WORKSHOP WHICH CERTAINLY **EXPANDED** ENDLESS POSSIBILITIES FOR ALL. ”

— A. Browne
K-6 Special Education Teacher at Royal Live Oaks Academy,
Charter Institute at Erskine





CELEBRATING EDUCATORS

SCETV celebrated educators during Teacher Appreciation Week and, in partnership with the ETV Endowment of South Carolina, announced the Bobbi Kennedy Scholarship which provides funding for South Carolina teachers to incorporate health and well-being into basic curriculum.

“ WE CELEBRATE THE PEOPLE WHO INSPIRE DREAMS AND PUSH THE LIMITS OF HUMAN POTENTIAL BY FOSTERING CREATIVITY AND CURIOSITY IN SOUTH CAROLINA STUDENTS. ”

– Dr. Salandra Bowman
SCETV Chief Learning Officer

96% 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.

3,100 active, retired and pre-service teachers in Pre K–12 and higher education participated in professional development

435 educators received recertification or renewal credit using SCETV resources

60 workshops and sessions were held



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 such as the South Carolina Department of Education, State Museum, Educators of Color Collaborative, Department of Health and Environmental Control and National Alliance on Mental Illness, in addition to various colleges, universities, schools and districts in the state.

1,030 streams on PBS.org

776 views on YouTube

5,126 households reached

KIDSECON

In the pilot episode of the new series, *KidsECON*, viewers are introduced to characters Laila, Ella and Jayden, where they learn the difference between a need and a want. Shared online via KnowItAll.org, this educational series allows young learners to join the characters on adventures around the community as they learn how people spend and make money.

HISTORY IN A NUTSHELL

The SCETV Digital team collaborated with the Education team to support K-12 education projects. *History in a Nutshell* follows a cartoon host as he takes viewers on journeys through significant historical events in world history. A quiz series was created supporting all digital content through engagement on SCETV.org.

49,261 streams on PBS.org

ARTS IN BASIC CURRICULUM

SCETV worked in collaboration with the Arts Grow SC initiative to complete the Arts in Basic Curriculum Project, increasing student access to learning in the arts. Through this partnership, 26 high-quality instructional videos and accompanying learning supplements were produced and shared on KnowItAll.org.

ABLESC

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

“ BY SHOWCASING THE DIVERSE RANGE OF HEALTHCARE CAREERS, WE AIM TO INSPIRE INDIVIDUALS TO PURSUE REWARDING PROFESSIONS IN HEALTHCARE, AND BUILD A ROBUST AND SKILLED WORKFORCE THAT CAN MEET OUR EVOLVING NEEDS ON SOUTH CAROLINA’S JOURNEY TO A BETTER STATE OF HEALTH. ”

– Thornton Kirby, FACHE
SCHA President and CEO

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 DAY AT THE CAPITOL

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

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.

VETERAN TRAINING USING SCETV TOWERS

SCETV partnered with Aiken Technical College to provide free certified tower technician courses to military veterans through a partnership with Warriors 4 Wireless and Safety LMS. The certified tower technician course allows students to participate in classroom lectures and gain practical experience by climbing SCETV’s 787-foot-tall tower.

SOUTH CAROLINA HOSPITAL ASSOCIATION

SCETV announced a partnership aimed at revolutionizing healthcare communication and education in the state. This partnership establishes a strategic framework for the cooperation between the South Carolina Hospital Association and SCETV to support the creation of multi-platform content and instructional resources that highlight careers in healthcare.



“ THIS PROGRAM PROVIDES STUDENTS WITH THE OPPORTUNITY TO EARN SEVERAL INDUSTRY-RECOGNIZED CERTIFICATIONS AND EXPERIENCE CLIMBING CELL TOWERS. ”

–Dr. Steven F. Simmons
Aiken Technical College Dean Technical and Continuing Education

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

1,738 user accounts

1,703 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. The partnership with the Telehealth Alliance shares 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.

STATE OF THE STATE

The 2023 Gubernatorial State of the State address, along with the Democratic message and interviews with legislators, was broadcast live on SCETV and SC Public Radio's network and social media platforms. Governor Henry McMaster discussed his priorities and goals for the 2023 legislative session before a joint session of the General Assembly in the South Carolina House Chambers in Columbia.

GOVERNOR'S INAUGURATION

South Carolina's 98th Gubernatorial Inauguration was broadcast and streamed live on SCETV and SC Public Radio. Coverage included the swearing-in ceremony of Governor Henry McMaster and Lt. Governor Pamela Evette at the South Carolina State House, as well as the Prayer Service and Inaugural Ball. SCETV has covered decades of South Carolina Governor Inaugurations, from the inauguration of Governor Burnet Maybank in 1939.

DEBATE COVERAGE

SCETV partnered with *The Post and Courier* to host debates for candidates in the 2022 Gubernatorial, Lieutenant Governor and State Superintendent of Education elections. The debates were 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.

293 hours of legislative coverage broadcast

3 debates

4 Governor's press conferences



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.

CRITICAL COMMUNICATIONS INFRASTRUCTURE

The network maintains 544 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.

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.

“WE ARE THRILLED THAT A CEREMONY RECOGNIZING CONTRIBUTIONS TO THE ARTS CONTINUES TO BE ACCESSIBLE TO NEARLY ALL SOUTH CAROLINIANS.”

— David T. Platts
SC Arts Commission Executive Director

MAKING IT GROW

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

DRINK SMALL 90 PROOF

In partnership with ColaJazz and The Koger Center for the Arts, *Drink Small 90 Proof* celebrates Drink Small's 90th birthday with featured performances, including the Blues Doctor himself.

HOUSE-CALLS: HEALTHCARE IN THE DIGITAL AGE

House-calls: Healthcare in the Digital Age takes a deep dive into the evolution of telehealth in America where doctors are now able to visit a patient virtually.

2023 SOUTH CAROLINA ARTS AWARDS

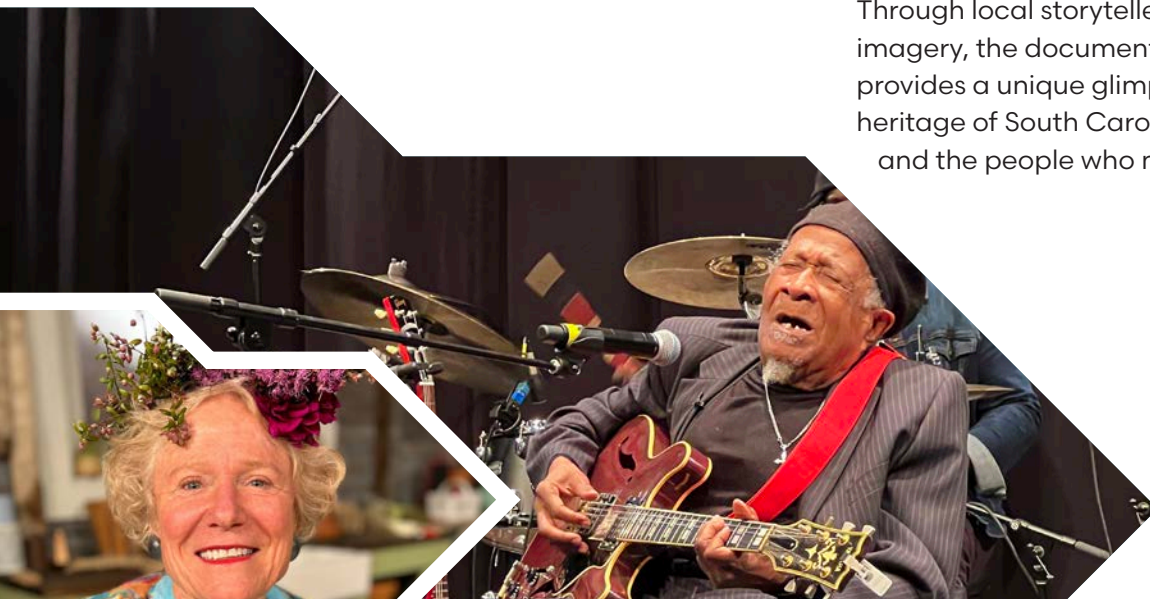
Through the continued partnership with the South Carolina Arts Commission and the University of South Carolina McKissick Museum, the *2023 South Carolina Arts Awards* recognizes recipients of the Jean Laney Harris Folk Heritage Award and South Carolina Governor's Award for the Arts.

50-YEAR COMMEMORATION OF THE SOUTH CAROLINA GOVERNOR'S AWARDS FOR THE ARTS

A film commemorating 50 years of the South Carolina Governor's Awards for the Arts features nine vignettes of artists who have received the award over the past 50 years.

A VISION OF BROOKGREEN

Through local storytellers and spectacular ariel imagery, the documentary, *A Vision of Brookgreen*, provides a unique glimpse into the rich cultural heritage of South Carolina's Brookgreen Gardens and the people who made it all possible.





ROADTRIP NATION “LEAP & GROW”

Produced by Roadtrip Nation and funded by the South Carolina Department of Commerce and the South Carolina Council on Competitiveness, Roadtrip Nation *Leap & Grow* follows three young South Carolinians eager to explore fulfilling career paths in the Palmetto State. In addition to broadcasting the documentary on its network, SCETV partnered to host a premiere screening of the new film.

SCETV SAFE SPACE

SCETV Safe Space highlighted mental health and suicide prevention strategies. The conversational style program brought together teens and professionals to discuss issues facing South Carolina’s youth.

PALMETTO PERSPECTIVES

Palmetto Perspectives brings together a diverse group of voices to discuss the critical issues facing the state. One new episode premiered, opening a dialogue around the topic of gun reform.

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.

PRESIDENTIAL ADDRESS ON ECONOMY

SCETV and SC Public Radio provided live broadcast and streaming coverage of President Biden’s address to the nation from the Oval Office on the bipartisan debt ceiling deal and the nation’s economy.

FORMER PRESIDENT TRUMP’S SOUTH CAROLINA CAMPAIGN EVENT

Gavin Jackson provided livestream coverage of former President Donald Trump’s first 2024 presidential campaign event from the Statehouse in Columbia. The livestream was available on SCETV’s website and social media platforms.





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

From small towns to southern icons, Season 2 of *Carolina Snaps* explored South Carolina’s people, places, culture and everything in between in just 60 seconds.

BACKROAD BITES

Season 5 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. This season spotlights the delectable take-out options available across South Carolina, while underscoring the importance of community to these local restaurants.

37,694 views on YouTube

9,268 streams on [scetv.org](https://www.scetv.org)

“NOW IN OUR THIRD SEASON, WE’RE HIGHLIGHTING EVEN MORE MEMORABLE FIRSTS THAT VISITORS AND LOCALS CAN EXPERIENCE FOR THEMSELVES.”

— Devyn Whitmire
SCPRT Digital Engagement Manager

IN FY22-23:

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

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

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

GO FOR IT

Season 3 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.



18,059 views on YouTube
2,845 streams on scetv.org



WHAT'S WILD

What's Wild returned for Season 2, encouraging viewers to explore the beauty of nature, and showcasing unique creatures of the Palmetto State. This season continued to uncover incredible wildlife and highlight the dedicated people who work to protect them.

9,575 views on YouTube
2,009 streams on scetv.org

OUR TOWN

Season 2 of *Our Town* took viewers to 13 new small towns in South Carolina, highlighting their history, culture and the people that live there.



23,493 views on YouTube
4,788 streams on 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. These projects SCETV co-produced or presented were distributed nationally by PBS or one of PBS' public media allies.

“ INCREDIBLE CONVERSATIONS WITH **HEROES**, THAT IS HOSTED BY AN **INCREDIBLE SOLDIER AND HUMAN BEING.** ”

—James Valentine, Viewer
After Action



RECONNECTING ROOTS

Continuing its journey into American history, *Reconnecting Roots* returned for Season 3. Hosted by Gabe McCauley the series continued reconnecting Americans to their roots with exciting new topics including the history of baseball, bourbon and Hollywood.

Aired in

147 markets (on all channels)

46 states (on all channels)

108M DMA households

Source: TRAC Media Services

AFTER ACTION

After Action documents the experiences of 21 diverse veterans from across the country. Hosted by Air Force combat veteran Stacy Pearsall, this powerful series reveals what life is like for these American heroes before, during and after action.

Aired in

164 markets (on all channels)

46 states (on all channels)

112M DMA households

Source: TRAC Media Services

Aired in

166 markets (on all channels)

48 states (on all channels)

113M DMA households

Source: TRAC Media Services

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.

REEL SOUTH

The documentary series, *Reel South*, executive produced by PBS North Carolina, SCETV and Louisiana Public Broadcasting, returned for Season 8, revealing the South’s proud, yet complicated, heritage as told by diverse voices and perspectives. Additionally, three films from previous seasons were shown during the 2022 PBS Short Film Festival.

Aired in

180 markets (on all channels)

48 states (on all channels)

118M DMA households

Source: TRAC Media Services



Aired in

68 markets (on all channels)

30 states (on all channels)

54M DMA households

Source: TRAC Media Services

BY THE RIVER

SCETV’s half-hour literature-focused series, *By The River*, returned for a nationally-distributed Season 2. Hosted by Holly Jackson, the series presents in-depth interviews with Southern authors, exploring unexpected Southern stories and writers in each episode. Achieved in partnership with the University of South Carolina Beaufort and filmed at ETV Lowcountry, the crew for *By The River* consists of students from USCB’s Communication Studies program.



“THE PASSION AND SPIRIT THAT THESE AUTHORS AND POETS EXPRESS THROUGH THEIR ART IS **INSPIRING** AND BEING ABLE TO FURTHER A STUDENT’S SKILL IN THEIR CHOSEN FIELD, WHILE STILL IN SCHOOL, IS THE **ULTIMATE LEARNING EXPERIENCE.**”

—By The River Host Holly Jackson

U.S. INPUT

Seven films from the U.S. were featured at the annual International Public Television Conference (INPUT) in Taipei, Taiwan. Since 1984, SCETV has served as the U.S. INPUT Secretariat, helping facilitate the selection and coordination of U.S. films in the international public media conference.



OUR VANISHING AMERICANA SOUTH CAROLINA

Our Vanishing Americana South Carolina is a one-hour documentary that follows Mike Lassiter on his journey across South Carolina capturing the stories of historic, often family-run businesses, that line main streets from the coast to the upstate.

Aired in

141 markets (on all channels)

44 states (on all channels)

104M DMA households

Source: TRAC Media Services

Aired in

160 markets (on all channels)

47 states (on all channels)

111M DMA households

Source: TRAC Media Services

YOGA IN PRACTICE

The half-hour yoga instructional series *Yoga in Practice* returned for Season 4. Hosted by master instructor Stacey Millner-Collins, the season features additional yoga poses and sequences, with themes such as courage and the art of slowing down.



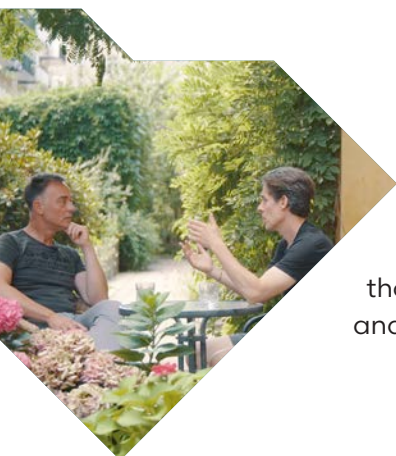
Aired in

76 markets (on all channels)

29 states (on all channels)

52M DMA households

Source: TRAC Media Services



THE FOOD PRINCIPLE

The Food Principle follows host Jim Kane as he explores the role food plays in the efforts of those fighting at the front lines of conservation and community.

PUBLIC RADIO CONTENT

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



CELEBRATING 50 YEARS

SC Public Radio held a year-long celebration for its 50th year of engaging programming in the state. In addition to various community engagement events, SC Public Radio featured program highlights from year's past, showcasing important milestones in South Carolina history and coverage provided by the network. Messages from on-air talent were also aired, sharing celebratory messages and memories with listeners.

Online, stories of the past 50 years were shared with users and 50th Anniversary branding was prominently featured across the SC Public Radio website. Listeners were engaged on social media platforms such as Twitter and Facebook, where stories, images and videos were shared.

276,500 weekly listeners reached through broadcast

Source: Radio Resource Consortium

Over 1.2k hours of local content produced

“IT’S BEEN A PRIVILEGE TO HAVE THE OPPORTUNITY TO TELL SO MANY STORIES THAT HAVE HAD A SUBSTANTIAL AND SIGNIFICANT IMPACT ON THE COMMUNITIES OF SOUTH CAROLINA OVER THE PAST 50 YEARS, AND WE LOOK FORWARD TO THE NEXT HALF-CENTURY OF SC PUBLIC RADIO.”

—Sean Birch
SC Public Radio Director





IN FY22-23

4.8 million streams
or downloads of SC
Public Radio content

COLAJAZZ PRESENTS

In partnership with The ColaJazz Foundation, SC Public Radio continued the 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 evolving nature of the genre of bluegrass and the historical crossovers of musical styles that encompass the roots music of the Carolina Piedmont.

WALTER EDGAR'S JOURNAL & SOUTH CAROLINA FROM A TO Z

After more than 20 years broadcasting on SC Public Radio, *Walter Edgar's Journal* expanded its journey through South Carolina history by transitioning to a podcast format. In the podcast, listeners join Edgar and co-host Alfred Turner twice a month for even more conversations about the history and culture of South Carolina and the American South. Edgar's *South Carolina from A to Z* segments continue to be heard on broadcast and available for listeners online.

SPOLETO FESTIVAL USA

With over four decades of collaboration, SC Public Radio began covering Charleston's renowned Spoleto Festival USA in 1981. This year, *Sonatas & Soundscapes* was broadcast live from Charleston and featured performances from the festival's Chamber Music series, interviews with musicians and tributes to Spoleto's late Director of Chamber Music Geoff Nuttall.

SONATAS & SOUNDSCAPES

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



“BEING ABLE TO WITNESS
THESE PHENOMENAL
CONCERTS, WHETHER
IN PERSON OR OVER
THE AIRWAVES, IS AN
EXPERIENCE LIKE NO
OTHER.”

—Bradley Fuller
Sonatas & Soundscapes Host

SOUTH CAROLINA LEDE

South Carolina Lede, the network's public affairs podcast, produced 96 episodes. Host Gavin Jackson and reporters from across the state share in-depth discussions about the biggest public policy issues affecting South Carolinians.



123,899 downloads
1,450 series pageviews

SOUTH OF SPOOKY

The new podcast, *South of Spooky*, presents a lighthearted exploration of history and culture through the lens of local legends and their impact on communities across the region. Hosts Gavin Jackson and A.T. Shire dig into the stories with paranormal experts, historians, authors and community members to see how these myths and ghost stories impact their community's history, values and way of life.



34,478 downloads
1,073 series pageviews

INDEBTED

Hosted by SC Public Radio's Upstate reporter, Scott Morgan, the new podcast, *InDebted*, takes a deep dive into the factors that make South Carolina one of the worst places for debt in the country. In addition to the online podcast episodes, companion news stories aired on SC Public Radio and were shared online. This podcast is part of the agency's multi-platform plan to make resources available around financial literacy, economic development and generational wealth.



121,955 downloads
3,682 series pageviews
1,553 related stories pageviews

SC Public Radio website

489,000 total users

1.1M pageviews



42%
increase in total users

3%
decrease in average time on page

3%
decrease in bounce rate

“TOO MANY OF US FEEL LIKE WE’RE ALONE. THIS SERIES EXISTS TO GET THE TOPIC OF DEBT **OUT OF THE DARK.**”

— Scott Morgan
Host of *InDebted*



AWARDS AND RECOGNITION

In FY22-23, 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 seven first-place 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.

PUBLIC MEDIA JOURNALIST ASSOCIATION

SC Public Radio reporter Victoria Hansen received second place recognition in the Special Feature Category: COVID-2021 at the Public Media Journalist Association (PMJA) 2022 Annual Conference in Seattle, WA.

SOUTHEAST REGIONAL EMMY® AWARDS

Three SCETV programs were nominated by the Regional Southeast EMMY® Chapter of the National Academy of Television Arts and Sciences for 2023 Southeast Regional EMMY® Awards.

COMMUNICATOR AWARDS

Three SCETV promotions were selected to receive the Award of Distinction from the Academy of Interactive and Visual Arts 29th Annual Communicator Awards.

TELLY AWARDS

SCETV received a record 21 Telly Awards— two gold, eight silver and eleven bronze trophies.

GRACIE AWARDS

SCETV’s Renee Layson was recognized at the 48th Annual Gracie Awards by the Alliance for Women in Media Foundation as winner of the Local Television Director category for *SCETV Safe Space*.

SOUTH CAROLINA NOTABLE STATE DOCUMENTS AWARDS

The South Carolina State Library selected the KnowItAll.org website as a 2022 Notable State Documents award winner.

NEWS & DOCUMENTARY EMMY® AWARDS

The SCETV documentary, *Downing of a Flag*, was nominated for a News & Documentary Emmy® Award by the National Academy of Television Arts & Sciences.



AMPLIFYING DIVERSE VOICES

PUBLIC MEDIA DIVERSITY LEADERS INITIATIVE

In FY22-23, SCETV partnered with the Riley Institute at Furman University to continue offering the Public Media Diversity Leaders Initiative (PMDLI). PMDLI is modeled after the Riley Institute’s lauded South Carolina Diversity Leaders Initiative. The curriculum is designed with the unique needs of public media in mind and introduces strategic DEI frameworks to guide development of actionable plans. Participants explore selected best DEI practices already in place within public media and content tailored to examine challenges, themes and topics identified by the participants.

7
cohorts

2,708
PMDLI graduates
(as of June 2023)



WOMEN'S HISTORY MONTH

During Women’s History Month, SCETV celebrates the cultural, economic, social and political achievements of women who have impacted local and national conversations. In addition to broadcasting topical programming on television and radio, SCETV released stories, quizzes, interviews and information on the SCETV website and KnowItAll.org.

BLACK HISTORY MONTH

From historical documentaries to digital series and more, SCETV shares the rich culture and history of Black Americans throughout the year, with special programming during Black History Month. In addition, SCETV promoted the PBS Block Party campaign in FY22-23. Additional insightful series celebrating Black History Month were also released with ETV Classics and *Carolina Snaps* from SCETV Digital.

“ I AM HONORED AND HUMBLD TO BE ABLE TO PROVIDE SOUTH CAROLINIANS WITH **TOP-TIER LOCAL NEWS COVERAGE** AS THEY START THEIR DAY. I HOPE MY PRESENCE SPARKS INTEREST FROM EVEN MORE VIEWERS AND **GETS PEOPLE INTERESTED** IN PROGRAMMING THAT THEY MAY NOT THINK WOULD RESONATE WITH THEM. ”

—Thelisha Eaddy
Host of SC Public Radio’s *Morning Edition*

FIRST FEMALE AFRICAN AMERICAN LOCAL HOST OF MORNING EDITION

Thelisha Eaddy became the new local host of SC Public Radio’s *Morning Edition*, making her the station’s first female African American host of the popular morning show in its 50-year history.

COMMUNITY EVENTS

We brought the community together for numerous free events to watch, learn, share and discuss culture, science, history, the arts and politics.



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. In-person screenings, coupled with discussions around documentary topics, allowed attendees to make connections between South Carolina and the message of the films.

Love in the Time of Fentanyl

SCETV hosted a screening of *Love in the Time of Fentanyl* at the Nickelodeon Theatre in Columbia. Attendees viewed the documentary and participated in a community discussion, including film participant Ronnie Grigg and representatives from Challenges Inc., the Lexington/Richland Alcohol and Drug Abuse Council, WakeUp Carolinas and the University of South Carolina. A training session on the use of Narcan, a treatment for known or suspected opioid overdose emergencies, was also offered following the discussion.

Storming Caesar's Palace

SCETV partnered with Children's Trust of South Carolina and The IMANI Group, Inc. for a screening of *Storming Caesars Palace* at the Aiken County Public Library. The evening's event consisted of an hour-long version of the film, followed by a panel discussion about topics from the film.

Free Chol Soo Lee

SCETV hosted a screening of *Free Chol Soo Lee* at Greer City Hall, followed by a discussion with event attendees. Organizations in attendance included the Korea Center of Greenville and Applesed Legal Justice Center.



“ WHILE IT MAY HAVE BEEN RAW AND DIFFICULT TO WATCH, WE GOT TO SEE THE **REALITY** OF THOSE WE OFTEN CHOOSE TO IGNORE. SOMETIMES IT'S NECESSARY TO **INCREASE** OUR SENSITIVITIES TO THE ENORMITY OF THIS UBIQUITOUS STRUGGLE BY SEEING IT THROUGH THIS VERY DIFFERENT LENS. ”

—Event attendee
Love in the Time of Fentanyl

NATIONAL CONTENT ENGAGEMENT

The U.S. and the Holocaust Screening

SCETV, in partnership with the ETV Endowment of South Carolina, SC Council on the Holocaust and Anne Frank Center, hosted a reception and screening featuring clips from *The U.S. and the Holocaust*. The screening was followed by a panel discussion moderated by SCETV's Beryl Dakers.

Southern Storytellers Event

SCETV joined the Stone Soup Storytelling Institute for its second annual Juneteenth in the 'Ruff celebration to share information on the upcoming *Southern Storytellers* series on PBS. The event consisted of food, music, sidewalk art, dancers, local speakers and storytellers.

Making Black America Screenings

In partnership with the 701 Center for Contemporary Art, SCETV hosted a screening of *Making Black America* in Columbia. Prior to the screening, attendees were able to view the Oppositional Free Gazing exhibit focusing on Black culture and hear from the artist and other panelists about their views on the series.

SCETV also partnered with the ETV Endowment of South Carolina to host a screening at ETV Upstate in Spartanburg.

Magpie Murders Screening

In partnership with the ETV Endowment of South Carolina, SCETV hosted a screening of the first episode of the exciting new Masterpiece mystery, *Magpie Murders*, at ETV Lowcountry in Beaufort.

Sanditon Screening

In partnership with the ETV Endowment of South Carolina, SCETV helped viewers bid farewell to Masterpiece's *Sanditon* in a Season 3 screening event held at SCETV's Columbia studio.

All Creatures Great and Small Screenings

Two screenings were held at libraries to celebrate the new season of *All Creatures Great and Small*. In partnership with the ETV Endowment of South Carolina, SCETV gave viewers in Charleston and Greenville a sneak peek of the highly anticipated third season based on the bestselling memoirs by veterinarian James Herriot.

An Act of Worship Screening

Inspired by the exhibition of *Reverent Ornament: Art from the Islamic World*, SCETV partnered with the Columbia Museum of Art to host a screening of *An Act of Worship*. A post-screening panel featured Khadega Muhammed, one of the women featured in the film, as well as local Muslim activists and artists who provide a South Carolina perspective on themes from the film.





LOCAL CONTENT ENGAGEMENT

How She Rolls Season 2 Premiere

SCETV and the ETV Endowment hosted an exclusive preview of *How She Rolls* Season 2 at the historic Queen Street Playhouse, where attendees watched a sneak peek of the new season and chatted with biscuit entrepreneur, Carrie Morey.

Roadtrip Nation Premiere

SCETV partnered with Roadtrip Nation and the South Carolina Department of Commerce to celebrate the premiere of Roadtrip Nation's documentary film *Leap & Grow*, filmed in South Carolina. The event was held at the South Carolina State Museum and a panel discussion with the roadtrippers and partner organizations was livestreamed on SCETV's social media platforms.

After Action Screenings

In addition to a premiere event held in Charleston, several community screenings and panel discussions were held across the state to showcase *After Action*. In partnership with the ETV Endowment of South Carolina, SCETV hosted a screening in Beaufort, Greenville and Sumter. Each screening was followed by a conversation with series host Stacy Pearsall and featured *After Action* veterans.

Our Vanishing Americana Screenings

To give viewers a sneak peek and the chance to learn more about the treasured landmarks featured in *Our Vanishing Americana South Carolina*, documentary host Mike Lassiter and SCETV hosted five screenings in various locations throughout the state at or near locations featured in the program.





CELEBRATING 50 YEARS OF SC PUBLIC RADIO

Over the past year, SC Public Radio had the opportunity to celebrate 50 years of engaging programming, responsiveness to the local community and service to all.

Press Conference and Tree Planting

The Golden Jubilee began with the planting of a commemorative tree at USC Upstate in Spartanburg, SC. The Amber Glow Dawn Redwood, developed and propagated in South Carolina, serves to honor those that helped impact SC Public Radio over the past 50 years and symbolize growth for the network in the future.

Farmer's Markets

The 50th Anniversary was celebrated at several events across the state, including Columbia's Soda City Farmer's Market and a stop at the Florence Farmer's Market, where afternoon host Vince Kolb-Lugo interacted with attendees and handed out branded merchandise. Staff also collected listener testimonials, sharing the importance of SC Public Radio in their lives.

CLEMSON SOUTH CAROLINA LEDE LIVE TAPING

In partnership with the ETV Endowment of South Carolina, SC Public Radio hosted a live taping of the *South Carolian Lede* podcast in Clemson, SC at Kite Hill Brewing. Host Gavin Jackson, along with other prominent journalists from around the state, looked ahead at the 2024 presidential race and reviewed the laws and action of the first half of the legislative session.

Luncheon

The 50th Anniversary Luncheon was hosted to commemorate the milestone and to reflect on the past 50 years with staff, supporters and special honored guests Rudy Mancke host of *NatureNotes*, Osei Chandler host of *Roots Musik Karamu* and Walter Edgar host of *Walter Edgar's Journal*.

Open House

During the 50th Anniversary Open House, the Columbia studio opened its doors to the public for a meet and greet with on-air talent including Victoria Hansen, Vince Kolb-Lugo, Thelisha Eaddy, Scott Morgan and more. The event culminated with a live taping of the *South Carolina Lede* with host Gavin Jackson where he and guests discussed the state legislative session and the 2024 presidential race.

CHRISTMAS WITH COLAJAZZ

SC Public Radio partnered with ColaJazz to host a special holiday performance at the Newberry Opera House. The medium-sized wind ensemble played holiday favorites for attendees immediately following the Newberry Christmas Tree Lighting.



COLLEGE AND CAREER DECISION DAY

SCETV partnered with the South Carolina Commission on Higher Education for the second 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 Ellen Weaver— 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.

DISCOVERY DAY

Discovery Day immersed youth attendees in the production process, starting with an audition in front of professional actors and producers, and then breaking into small groups to tour SCETV's studios. With more than 100 in attendance, the youth learned what it takes to bring productions to life.

CREATIVE BLACK GIRL COLLECTIVE WORKSHOP

The Creative Black Girl Collective Workshop chose 16 Black girls from a pool of applicants to attend a week-long, interactive workshop centered around creating more inclusive and representative content for youth audiences.

SC STATE FAIR

SCETV engaged with thousands of attendees at the South Carolina State Fair. An interactive scavenger hunt was provided for visitors to learn more about South Carolina, and SCETV's sponsorship of the Museum of the Moon exhibit wowed fairgoers.

SCETV SAFE SPACE TOWN HALLS

In support of the SCETV Safe Space Initiative, SCETV hosted two regional Town Halls, one with the City of Rock Hill and one with the City of Hardeeville, aimed at opening a dialogue around the topic of the rising number of suicides in today's youth. Each event was held in-person but was also livestreamed via social media to engage with communities across the state. Attendees were able to ask questions and interact with mental health experts to create an open dialogue of discussion.



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 FY22-23

7 million impressions on Facebook and Twitter

56,924 total Facebook fans

27,379 total Twitter followers

Sources: Facebook Insights, Twitter Analytics and Sprout Social





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South Carolina ETV and Public Radio

FY22-23 Local Content and Service Report

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