



SOUTH CAROLINA
public radio

JULY 2017-JUNE 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



SCETV launches new 24/7 channel for children

South Carolina ETV launched a new channel Tuesday, August 29, 2017. **SCETV PBS Kids** is a 24/7 channel for children that is available via antenna in the .4 position. After the broadcast premiere, it also launched online at scetv.org/kids. Featuring the #1 PBS Kids program **Daniel Tiger's Neighborhood**, the channel also features Smart Cat exercises and the fruit or vegetable of the day. The channel offers a different schedule from SCETV's main channel, and the streaming version will eventually offer interactive games and features. **SCETV PBS Kids** will also be available on select cable services as ETVK, and as part of various mobile-friendly apps and services, including the SCETV app, pbskids.org, the PBS KIDS video app, Roku, and Apple TV.

LearningWhy allows teachers to share projects

SCETV's new service **LearningWhy** is a unique pre-K-12 lesson plan educational content website designed for South Carolina educators. **LearningWhy** lessons, personalized for students with tablets, laptops and even phones, can be Project-Based Learning, 1:1, or traditional, and can contain all of the components a teacher needs to facilitate a classroom lesson aligned to state curriculum standards.

According to Nielsen, PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more children from low-income families than any other kids' TV network. PBS KIDS is the leader in desktop streaming video, with pbskids.org placing first in the kids' category for total video views and minutes spent. Nielsen also says live TV is by far the most popular way to view content for children ages 2-11.



South Carolina ETV and SC Public Radio

Anthony Padgett named new SCETV President and CEO



South Carolina ETV and Public Radio named Anthony Padgett as its new President and CEO in October.

Padgett, 43, served as Georgia Public Broadcasting's Chief Operating Officer since 2014. He formerly served as the Sr. Vice President of Content and Operations at WJCT in Jacksonville, Florida. He began his career in the United States Air Force as a broadcasting engineer. He is married with four children and active in Rotary.

"I am excited to be joining an established and very talented team who have continually proven their dedication to quality and service, and cannot wait to see what we will achieve together," Padgett said. "We've got a strong foundation to build on; I know we're going to do some great things for South Carolina and be an example to others in the Public Media system."

"We're pleased to have Anthony join the SCETV family," said Dr. Brent Nelsen, chairman of the ETV Commission. "His experience in content creation and day-to-day operations and his background in engineering complement our plans to modernize our statewide infrastructure."

Telehealth stories introduce a new option for medical guidance

Through the human stories of patients, families, clinicians and others, SCETV, in collaboration with the South Carolina Telehealth Alliance, explores the complexities of telehealth, which uses technology to bridge the physical gaps between caregivers and patients.

The goal of each story is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina. The stories are presented as blogs and video features.

The range of stories includes an app for a pediatric burn victim to share his progress with caregivers miles away using hi-resolution photos from his smartphone (pictured), a nursing home resident who visits her doctor via video conferencing, and "smart exams" available online from local hospitals.

In addition to presenting stories online, the stories are often shown around popular public television broadcasts and as feature stories inside local news programs.





S.C.'s solar eclipse center of national TV broadcast

South Carolina ETV's coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television's World channels carried the one-hour telecast live August 21st from 2:30-3:30 p.m. as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide. Aimee Crouch, Beryl Dakers, and Kevin Jordan headed the project, which was nominated for a regional Emmy.®

Using locations from around the state, including Charleston, the Columbia Fireflies stadium, the

South Carolina Botanical Garden at Clemson and live footage from the SC State Museum's telescope, the SCETV coverage was also used that evening in a national PBS program recapping the day's events. Astronaut and SC native Charles Duke also appeared on the program.

Locally, SC Public Radio's "narration" from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The TV program was rebroadcast that night prior to the national **NOVA** eclipse special at 9:00 p.m.

Reel South, the southeast documentary series presented nationally by South Carolina ETV and UNC-TV, premiered its third season. The 10-episode season featured independent films on diverse, personal stories, including the story of a legendary juke joint, local zoo keepers, a wheelchair-bound mayoral candidate/stand-up comedian, a Southern Belle who became the First Lady of Costa Rica, a blind drag racer, and families facing the right to die, deportation, and marriage equality. Darius Rucker is again series host.



South Carolina ETV and SC Public Radio

Making It Grow, Clemson University's and SCETV's weekly live TV call-in horticulture program, received four Telly Awards in four different categories. "How to Make Pine Cone Zinnias" won the Silver Award for DIY Television. "The Pawpaw Patch" segment reintroduced viewers to the fabled pawpaw and received a Bronze Award in the Education category. "The Jamestown Foundation" segment explored the legacy of 200 acres of land with ties back to a single slave in Jamestown and won a Bronze Award in the Cultural category. Finally, "The James Beard Dinner" took viewers to a farm-to-table event in Columbia featuring local chefs and dishes. It won a Bronze Award in the Documentary category. The segments were produced by Sumter station team members Tommy Burgess, Sean Flynn, and Craig Ness. Mark Adams of Columbia ETV joined them for the Pine Cone Zinnias segment.

SC Public Radio won First Place for its story on "Michael Slager's Sentencing" in the Nationally Edited Breaking News Division at the PRNDI (Public Radio News Directors Incorporated) Awards. Reporter Victoria Hansen reported on the results of a racially-charged police shooting in Charleston that made national headlines and sparked calls for reform.

SCETV and SC Public Radio fans got a chance for travel that tied in with their favorite programs.

In this past year, fans of *A Chef's Life* have had the chance to visit Chef Vivian Howard and her husband Ben Knight in Kinston, NC, to explore the world of *A Chef's Life*.

Listeners to *Walter Edgar's Journal* traveled S.C. Revolutionary War roads with the SC Public Radio historian exploring battle sites.

***Naturalist and Expeditions* host Patrick McMillan, Ph.D., guided members on an unforgettable tour of Maine, discovering all of its natural wonders.**



Conductor Mikhail Pletnov (l) with Gordon Getty at the rehearsal for "Joan and the Bells" in Moscow. Photo: Peter Rosen Productions.

An unexpected composer

Gordon Getty: *There Will Be Music*, a one-hour documentary produced and directed by award-winning filmmaker Peter Rosen, premiered on public television stations in the fall of 2017 as an SCETV national presentation. ***Gordon Getty: There Will Be Music*** introduced audiences to the iconoclastic composer — and the scion of America's fabled Getty family — who has defied expectations and earned acclaim and acceptance in the rarefied world of classical music.

SCETV's *A Chef's Life* wins Daytime Emmy

A Chef's Life has won the Daytime Emmy® for Outstanding Culinary Program. Hosted by Emmy nominee Vivian Howard, the series is in its fifth year on PBS and is presented nationally by South Carolina ETV. Director Cynthia Hill has previously won for her work on the series.

A Chef's Life is a half-hour character-driven documentary and cooking series that takes viewers inside the life of Chef Howard, who, with her husband Ben Knight, left the big city to open Chef and the Farmer, a fine dining restaurant in small-town Eastern North Carolina. In Season 5, Vivian finds plenty of reasons to celebrate, as Chef and the Farmer turns 10 years old and her first cookbook hits the *New York Times* bestseller list. So, she sets out on a book tour with her trusted team and a finicky food truck. In between greeting hordes of fans in multiple states, Vivian discovers small batch whiskey in Kentucky, fishes for trout in the North Carolina mountains, and breaks bread with fellow chefs in the Virginia hills where good food and good music meet.



Chandler inducted into Lowcountry Music Hall of Fame

Osei Chandler, host of SC Public Radio's *Roots Musik Karamu*, one of the longest running Caribbean music programs, was inducted into the Lowcountry Music Hall of Fame in an awards show held at the Hanahan Amphitheater. The Lowcountry Music Hall of Fame was launched two years ago to give recognition to those who have helped shape the local music scene. Chandler, above with Lorna Shelton-Beck of the Carolina Caribbean Association, has produced and hosted *Roots Musik Karamu* on SC Public Radio since 1979.



South Carolina ETV and SC Public Radio



***This Old House* featured two Charleston projects**

This Old House[®], the 18-time Emmy[®] Award-winning home improvement series, came to Charleston for the second half of its 39th season with two different projects.

The first Charleston project was a brick 1840s “single house” with a separate kitchen building. Located in the historic Ansonborough neighborhood, it is home to Scott and Kathleen, and their two teenage kids. It required extensive renovations to capture its original beauty and to make it functional for a modern family. Work included renovation of wood floors, plaster and medallions; connecting the kitchen house to the main house; adding a dining room and living suite; and landscaping.

The second project, which would not see completion during this series, follows the transformation of a neglected vacation home into a full-time residence. Situated in the Cannonborough/Elliottborough neighborhood, the house is a two-story 1890s “shotgun-style” home that has belonged to the same family for

generations, but has not been lived in for 10 years. Homeowner Judith hopes to make it her year-round home, together with her wife Julia. The couple plans to bring the 2,000-square-foot property back to its former glory by restoring such historic details as pocket doors, fireplaces, two front porches, and more.

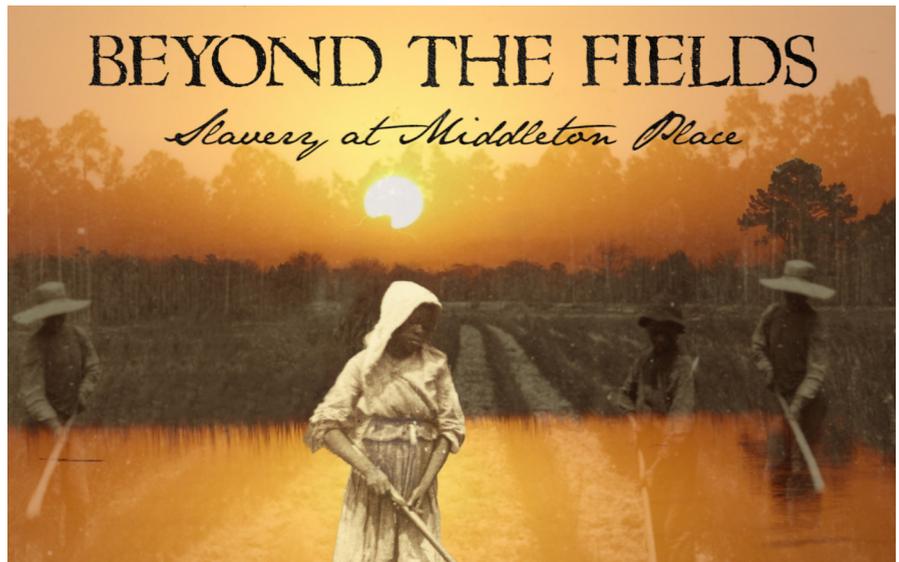
“Our team came back from Charleston just wowed by the amount of activity going on. The vitality, the care, the investment—those things are all evident,” says senior producer John Tomlin. “A lot of fine properties have received a great deal of attention, but like any city of such historical prominence, there’s a great deal more to do.”

In Charleston, the ***This Old House*** crew was assisted by apprentices from Charleston’s American College of Building Arts (the only school in the U.S. that offers a bachelor’s degree in traditional building trades) as part of the show’s Generation NEXT initiative to encourage people to join the skilled trades.

SCETV wins AVA Digital Award for KnowItAll series *Let's Go!*

South Carolina ETV has won a Gold AVA Award for its web-based, interactive production *Let's Go!*, a part of SCETV's KnowItAll classroom site. *Let's Go!* allows students to take virtual tours of some of South Carolina's most interesting historical sites, including the SC State House, Historic Brattonsville, and The Old Exchange and Provost Dungeon.

AVA Digital Awards is an international competition that recognizes outstanding work by creative professionals involved in digital communication. It is judged by the Association of Marketing and Communication Professionals (AMCP), an international organization consisting of several thousand production, marketing, communication, advertising, public relations, and free-lance professionals.



In the complex ***Beyond the Fields: Slavery at Middleton Place***, a historic site attempts to document the lives of slaves who were left out of historical records. Middleton Place, a National Historic Landmark, located on the Ashley River outside of Charleston, South Carolina, has been engaged for decades in telling the story not just of its white owners, but also of its African-American population. This American story is told through discussions with historians, authors, researchers, preservationists, historic site interpreters and descendants of the Middletons. The film is produced by Sunhead Projects and presented nationally by SCETV.



Bridget Lancaster and Julia Collin Davison from ***America's Test Kitchen*** recorded spots in the SCETV studio before a sold-out member event in Columbia in June of 2018. The popular co-hosts also appeared at a member luncheon event at the Le Creuset demonstration kitchen in Charleston.

South Carolina ETV and SC Public Radio

Yoga in Practice, a new SCETV national series, encourages a daily yoga practice for the at-home student. Each episode focuses on a universal theme, such as “Courage” or “The Art of Slowing Down,” to allow the practitioner a more comprehensive practice than simply physical exercise.

Led by master instructor Stacey Millner-Collins of Columbia, each episode also includes basic beginner techniques of meditation and breathing exercises to help reduce the stress and anxiety associated with modern life.



South Carolina ETV broadcasts live coverage of the S.C. legislature each day of the session on the ETV World channel. Committee meetings and select Supreme Court hearings are streamed live on the station's website. In addition, a Facebook video recaps each day's events; a weekly podcast, SC LEDE, features reporters discussing the legislature; and S.C. Public Radio broadcasts a five-minute wrap-up of the week's deliberations each Friday.

South Carolina Public Radio has added an HD Radio™ broadcast signal in the Charleston area. The HD radio service transmits a digital signal with CD quality sound, free of hiss or static. It also displays information, such as the name of the program. It allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).



Sea Change

Over the last 100 years, the Atlantic Ocean sea level has increased by 12-18 inches—a rate scientists believe will accelerate, threatening many of our nation’s most valuable historic and culturally significant coastal assets. This SCETV special presents diverse perspectives on the impact of sea level rise on the Eastern Seaboard, as experienced in coastal South Carolina and Georgia. Narrator Patrick McMillan takes viewers from the sands of Hunting Island State Park to other communities along the coast, looking at immediate and long-term impacts and the efforts made to withstand nature’s onslaught.

In December 2017, SCETV received a \$93,416 grant from the National Endowment for the Humanities’ (NEH) Digital Projects for the Public grant program to prototype an interactive mobile application. The application, called “Reconstruction 360,” will use 360-degree video and virtual reality technology to explore multiple perspectives of the legacy of Reconstruction in South Carolina. The finished project will be intended for general audiences and those curious about Reconstruction, but also for secondary and higher education classrooms.

The Orangeburg Massacre: Remembrances and Reckoning

This SCETV special commemorated the 50th anniversary of this tragic event, when police officers opened fire on the campus of S.C. State University, leaving three African-American students dead. Survivors, participants and officials share their remembrances and struggle to provide some sense of reckoning and hopes for closure. Host Beryl Dakers is joined by Congressman James Clyburn, Cleveland Sellers, Jr., and others who discuss the legacy of this painful event, its impact on the families and citizens of South Carolina, and its lessons for the future of race relations in the state.

South Carolina ETV and SC Public Radio



Between the Waters is an SCETV immersive transmedia project that highlights historic Hobcaw Barony. Located near Georgetown, Hobcaw was the location of a Native American settlement and later the hunting retreat of financier Bernard Baruch. The special tells the story of Hobcaw, now preserved for education and research, in the words of those who lived there. The broadcast special is complemented by the ***Between the Waters*** website, where visitors can take a virtual tour, moving down rice canals and listening to the stories of former residents, making this a truly cross-platform undertaking. www.scetv.org/betweenthewaters



CAROLINA STORIES

Charlie's Place

This new SCETV documentary tells the story of an African-American nightclub in Myrtle Beach, S.C., that was a significant stop on the Chitlin' Circuit in the segregated South. From the 1930s to the 1960s, owner Charlie Fitzgerald welcomed blacks and whites to his club to hear musicians including Billie Holiday, Ray Charles, Ruth Brown, and Little Richard. In 1950 Charlie's Place was attacked by the Ku Klux Klan and Charlie Fitzgerald was beaten and left for dead by the side of the road. It closed in 1965, but today efforts are being made to revitalize the neighborhood, an important example of racial diversity and black entrepreneurship.

Man and Moment: Steve Flaherty— A Voice Returned is the story of South Carolinian Steve Flaherty, who was killed in Vietnam carrying four letters he intended to mail to his family back home. Forty-three years later, his letters became part of the first diplomatic exchange between Vietnam and the United States since the war ended.

This touching story is told through archival documents and footage, interviews with family members and artistic recreations. **Steve Flaherty - A Voice Returned** reveals the courage and commitment of just one of the thousands of U.S. soldiers who gave the ultimate sacrifice in battle.

Produced by Wade Sellers and Coal Powered Filmworks, the film is presented nationally by South Carolina ETV.



South Carolina State University, Benedict College, Claflin University, Firelight Films and South Carolina ETV presented four screenings of **Tell Them We Are Rising: The Story of Black Colleges and Universities**. Screenings were followed by a panel discussion with representatives from the schools and the film's creative team.

The ETV Endowment, the separate, not-for profit group that supports SCETV and SC Public Radio programming, celebrated its 40th anniversary in October of 2017.

In 1977, Henry Cauthen, President of SCETV, alongside Nella Gray Barkley, the first manager of the Spoleto Festival USA, set out to found an organization to manage the production costs of SCETV that the state budget didn't cover. Annual ETV Endowment memberships were available in two categories: Associate at \$10 and Patron at \$25. The Endowment finished the first year with a membership total of \$10,342.

For fiscal year 2017, the ETV Endowment received 120,481 contributions, with an average gift of \$145. There are 450 donors who give at least \$1,000 a year, and 8,828 Sustaining Stars who contribute using automatic renewal. The ETV Endowment has received the four-out-of-four star rating from Charity Navigator for a sixth year in a row.

South Carolina ETV and SC Public Radio

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.

LOCAL VALUE

SCETV is an integral part of South Carolina'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.

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

KEY SERVICES

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

LOCAL IMPACT

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

- SCETV provided online educational content to our state, including online teacher training and re-certification courses and face-to-face workshops to over 6,500 teachers, staff, and administrators.
- Courtesy of Sprint and SCETV, 250 PreK and after-school providers received free mobile broadband routers and 30GB of free cellular data per month.
- SCETV and SC Public Radio continued to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.