

A TRUSTED SOURCE FOR OPINION LEADERS

The Erdos & Morgan national study of opinion leaders verifies that PBS News and Public Affairs programming continues to be a trusted source.

2015 Erdos & Morgan Opinion Leaders Study

All schedules subject to change without notice.



ETV PRIMETIME

WEEKDAYS 8pm-11pm
Fri: Washington Week with Gwen Ifill
Fri: Charlie Rose: The Week
Tue: Frontline (1hr)



ETV FRINGE

WEEKDAYS 6pm-8pm
Mon-Fri: PBS Newshour (1hr)

WEEKDAYS 11pm-1am
Mon-Fri: Tavis Smiley
Mon-Fri: BBC World News

WEEKDAYS 12am-1am
Tue-Sat: Charlie Rose (1hr)



ETV DAYTIME

WEEKENDS 10:30am-2pm
Sun: American Forum
Sun: To The Contrary with Bonnie Erbe
Sun: This Week in South Carolina
Sun: Carolina Business Review
Sun: Consuelo Mack Wealthtrack
Sun: Palmetto Scene



SC CHANNEL PRIMETIME

WEEKDAYS 8pm-11pm
Thu: Palmetto Scene
Thu: This Week in South Carolina
Thu: Americas Now
Thu: Carolina Business Review
Thu: Between The Lines with Barry Kibric



ETV WORLD PRIMETIME

WEEKDAYS 8pm-11pm
Mon-Thu: NHK Newsline
Fri: Asia Insight



Mon: Assignment Asia
Tue: Consuelo Mack Wealthtrack
Wed: New Environmentalists
Thu: To The Contrary with Bonnie Erbe
Fri: Focus on Europe

Mon: Charlie Rose: The Week
Mon: Washington Week with Gwen Ifill
Tue-Fri: Charlie Rose (1hr)
Mon-Fri: PBS Newshour (1hr)

WEEKENDS 9pm-10pm
Sat: Charlie Rose: The Week
Sat: PBS Newshour Weekend
Sun: PBS Newshour Weekend
Sun: Washington Week with Gwen Ifill



ETV WORLD FRINGE

WEEKDAYS 6pm-8pm
Mon: Overheard with Evan Smith
Tue: This Week in South Carolina
Wed: American Forum
Thu: Focus on Europe (DWTv)
Fri: Carolina Business Review
Mon-Fri: Nightly Business Report
Mon-Fri: PBS Newshour

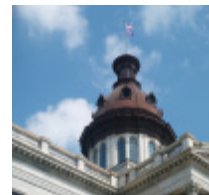


WEEKENDS 11pm-12am
Fri: Washington Week with Gwen Ifill
Fri: Charlie Rose: The Week

ETV WORLD

STATE HOUSE TODAY - LIVE

January - June
Tues: 12pm - 3pm
Wed: 10am - 3pm
Thu: 10am - 12pm



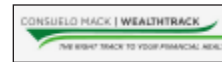
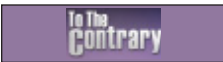
ETVW has provided weekly coverage of the SC General Assembly for nearly two decades. State House Today covers the House of Representatives and Senate live when they're in session, and features coverage of key House and Senate committee meetings, public hearings and press conferences.

ETV WORLD DAYTIME

WEEKDAYS 10am-5pm
Mon: America's Heartland
Mon: Iq: Smartparent
Mon: American Forum
Mon: Charlie Rose: The Week
Tue: Healthy Body Healthy Mind
Tue: Second Opinion
Tue: Healthy Minds with Dr. Jeffrey
Tue: Living Well with Carmel
Fri: Asia Insight/Asia Biz Forecast
Fri: Journeys in Japan
Mon-Fri: Duetche Welle (DWTv varies)



WEEKDAYS 5pm-6pm
Mon: To The Contrary with Bonnie Erbe
Tue: Palmetto Scene
Wed: Carolina Business Review
Thu: Between the Lines with Barry Kibric
Fri: This Week in South Carolina
Mon-Fri: BBC World News America
WEEKENDS 4pm-6pm
Sun: Palmetto Scene
Sun: Washington Week with Gwen Ifill
Sun: Charlie Rose



FOR INFORMATION ON BECOMING A SPONSOR:
 UPSTATE: Lisa Bily | 864.380.0720 | lbily@scetv.org
 MIDLANDS: Angela Wingard | 803.737.3404 | awingard@scetv.org
 LOWCOUNTRY: Heather Parker Pound | 843.729.5297 | hpound@scetv.org



PBS SPONSORS BENEFIT FROM HIGH EXPECTATIONS

When compared to other networks, 76% agree that sponsors are committed to quality and excellence and 62% agree that sponsors are industry leaders.

PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015

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ETV PRIMETIME
WEEKDAYS 8pm-11pm Wed: Nature
ETV FRINGE
WEEKDAYS 7pm-8pm Tue: Making It Grow! Wed: NatureScene
WEEKENDS 11pm-12am Sun: Natural Heroes Sun: Growing A Greener World

SCC PRIMETIME
WEEKDAYS 8pm-11pm Tue: Making It Grow! Tue: Expeditions: Patrick McMillan Tue: Travels with Darley Tue: Coastal Kingdom
SCC FRINGE
WEEKENDS 6pm-7pm: (Varies) Sat: NatureScene
SCC DAYTIME
WEEKENDS 11am-6pm: (Varies) Sat: Making It Grow! Sat: Fishing Behind The Lines Sat: Expeditions with Patrick McMillan Sun: Growing A Greener World

ETVW FRINGE
WEEKENDS 8pm-10pm Sun: Nature
WEEKDAYS 11pm-1am: Wed: Nature (ETV primetime repeat)
ETVW DAYTIME
WEEKDAYS 9am-6pm Mon: America's Heartland



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