

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: In Principle (Ends 6/1)
Fri: Breaking Big (New on 6/15)
Tue: Frontline (1hr)

ETV FRINGE

WEEKDAYS 6pm-8pm
Mon-Fri: PBS Newshour (1hr)
Mon-Fri: This Week In South Carolina

WEEKDAYS 11pm-1am
Mon-Fri: Amanpour On PBS
Mon-Fri: BBC World News
Tue-Sat: Amanpour On PBS

ETV DAYTIME

WEEKENDS 11am-2pm
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: Start Up
Thu: Carolina Business Review
Thu: Between The Lines with Barry Kibric

ETV WORLD PRIMETIME

WEEKDAYS 8pm-9pm
Mon-Thu: NHK Newslines
Fri: Asia Insight

Mon: Start Up
Tue: Consuelo Mack Wealthtrack
Wed: Assignment Asia
Thu: To The Contrary with Bonnie Erbe
Fri: Overhead with Evan Smith

WEEKDAYS 9pm-11pm
Mon-Fri: PBS Newshour (1hr)
Mon-Fri: NHK Newslines

WEEKENDS 9pm-10pm
Sat: In Principle (Ends 5/26)
Sat: Breaking Big (New on 6/16)
Sat: PBS Newshour Weekend
Sun: PBS Newshour Weekend
Sun: Washington Week with Gwen Ifill

ETV WORLD FRINGE

WEEKDAYS 6pm-8pm
Mon-Fri: Nightly Business Report
Mon-Fri: PBS Newshour
Mon: Whole Truth with David Eisenhower
Tue: This Week in South Carolina
Wed: Americas Heartland
Thu: Focus on Europe (DWTv)
Fri: Carolina Business Review

WEEKENDS 11pm-12am
Fri: Washington Week with Gwen Ifill
Fri: In Principle (ends June 1)
Fri: Breaking Big (begins June 15)

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: Roadtrip Nation
Mon: America from the Ground Up
Mon: Great Decisions in Foreign Policy
Tue: Healthy Minds with Dr. Jeffrey
Tue: Second Opinion
Wed: Between the Lines with Barry Kibric
Fri: Asia Insight/Asia Biz Forecast
Fri: Journeys in Japan

WEEKDAYS 12pm-3pm & M-SA 4pm-5pm
Mon-Fri: Duetche Welle (DWTv varies)

WEEKDAYS 5pm-6pm
Mon: To The Contrary with Bonnie Erbe
Tue: Palmetto Scene
Wed: Carolina Business Review
Thu: Visionaries
Fri: This Week in South Carolina
Mon-Fri: BBC World News America

WEEKENDS 4pm-6pm
Sun: Palmetto Scene
Sun: Washington Week with Gwen Ifill



FOR INFORMATION ON BECOMING A SPONSOR:
 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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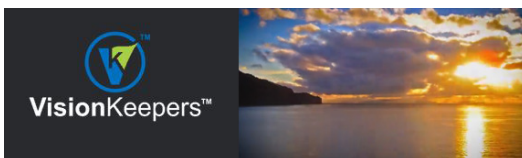


ETV PRIMETIME

WEEKDAYS 8pm-11pm
Wed: Nature

ETV FRINGE

WEEKDAYS 7pm-8pm
Tue: Making It Grow!
Wed: Expeditions with Patrick McMillan



SCC PRIMETIME

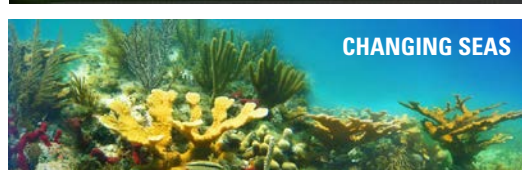
WEEKDAYS 8pm-11pm
Tue: Making It Grow!
Tue: Expeditions: Patrick McMillan
Tue: Travels with Darley

SCC FRINGE

WEEKENDS 6pm-7pm: (Varies)
Sat: Fishing Behind the Lines
Sat: Expeditions with Patrick McMillan

SCC DAYTIME

WEEKENDS 5pm-6pm: (Varies)
Sat: Making It Grow!



ETV WORLD DAYTIME

WEEKDAYS 10am-6pm
Mon: America's Heartland
Thu: Ecosense for Living
Thu: Natural Heroes
Thu: Changing Seas
Thu: Vision Keepers

WEEKDAYS 10am-6pm
Sat: Nature

