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**Beaufort-based *By The River* series to be distributed  
nationally by American Public Television**  
*Partnership will give students experience working on a national stage*

**COLUMBIA, S.C.** – South Carolina ETV's (SCETV) *By The River*, a weekly, half-hour literature-focused series filmed at ETV Lowcountry in Beaufort, S.C., is now being distributed nationally by American Public Television (APT) to viewers across the U.S.

To celebrate this new chapter of the local program, SCETV and the ETV Endowment of South Carolina hosted an open house at ETV Lowcountry on April 21, where attendees gathered to tour the *By The River* set, meet the show's talent, and share stories about the path to this successful milestone.

Each week, *By The River* presents in-depth interviews with Southern authors, ending with a Poet's Corner that features Southern poets reading their poetry set to illustrations by Southern artists. *By The River* is filmed on a Bronze Telly Award-winning set at ETV Lowcountry in Beaufort, S.C.

Achieved in partnership with the University of South Carolina Beaufort (USCB), the entire crew for the show consists of USCB Communication Studies students. Thirty-four USCB students have worked on *By The River* over the past five years, majoring in Communication Studies, English, Media Arts and Interdisciplinary Studies. The show is hosted by Holly Jackson, Director of Operations and Content at ETV Lowcountry and is produced by Dr. Caroline E. Sawyer, Associate Professor of Communication Studies at USCB.

In addition to receiving multiple Telly Awards in previous years, *By The River* received two accolades from The Communicator Awards in 2021– the Communicator Award of Excellence in the Television Cultural category and the Communicator Award of Distinction in the Television Interview category. Most recently, *By The River* received an inaugural Anthem Award in the Education, Art, & Culture Awareness – Special Projects and a Southeast Emmy Nomination in the Interview/Discussion – Long Form Category.

As an APT-distributed series, *By The River* will also be available for streaming on the PBS app and on PBS.org. Learn more about *By The River* on the [SCETV website](#).

**QUOTES:**

"*By The River* perfectly depicts the value that public media can bring to a community. As a collaboration with USCB, this project offers students an experience they can't get anywhere else in South Carolina, and I'm proud to see all their great work now being elevated to new audiences." - **Anthony Padgett, President and CEO, South Carolina ETV and Public Radio**

"Starting from humble beginnings, I always knew *By The River* would be able to connect with audiences in South Carolina and beyond. I'm excited to be just one member of the team that has helped to grow this program to a national stage." – **Don Godish, SCETV Director of National Content and Regional Operations**

"*By The River* is our love letter to Southern stories and the authors and poets who write them, while also providing the ultimate experiential learning opportunity for USCB communication studies students.



These students will now have the experience working on a national program to add to their resumes in preparation for post-graduation.”— **Holly Bounds Jackson, Host of *By The River***

#### **Fast Facts:**

- SCETV’s ***By The River***, a weekly, half-hour literature-focused series filmed at ETV Lowcountry in Beaufort, S.C., will be distributed nationally by APT
- To celebrate this new chapter of the local program, SCETV and the ETV Endowment of South Carolina hosted an open house at ETV Lowcountry on April 21
- ***By The River*** is filmed on a Bronze Telly Award-winning set at ETV Lowcountry in Beaufort, S.C.
- Achieved in partnership with USCB, the crew for the show consists primarily of USCB Communication Studies students
- As an APT-distributed series, ***By The River*** will also be available for streaming on the PBS app and on PBS.org. Learn more about ***By The River*** on the [SCETV website](#).

#### **About University of South Carolina Beaufort**

*The University of South Carolina Beaufort (USCB) responds to regional needs, draws upon regional strengths, and prepares graduates to contribute locally, national and internationally with its mission of teaching, research, and service. USCB is a senior baccalaureate campus (1,400 to 3,000 students) of the state’s largest public university. It offers degree programs in the arts, humanities, professions, and social and natural sciences delivered through on-site instruction and distance education, along with an active program of co-curricular activities and athletics. It serves a racially and culturally diverse student body, including military personnel, veterans and their dependents, and draws from the South Carolina Lowcountry, from around the country, and from around the world. USCB enriches the quality of life for area residents of all ages through its academic programs, continuing education, artistic and cultural offering, community outreach, collaborations with regional initiatives, and life-long learning opportunities. [www.uscb.edu](http://www.uscb.edu)*

#### **About South Carolina ETV and Public Radio**

*South Carolina ETV (SCETV) is the state’s public educational broadcasting network. Using television, radio and diverse digital properties, SCETV’s mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment and instilling the joy of learning. In addition to airing local programs, such as “Carolina Classrooms,” “Making it Grow,” “Palmetto Scene” and “This Week in South Carolina,” SCETV also presents multiple programs to regional and national audiences, including “Expeditions,” “Reconnecting Roots,” “Reel South,” “Somewhere South,” “Yoga in Practice” and “Live from Charleston Music Hall.” In addition, SC Public Radio produces the national radio production, “Chamber Music from Spoleto Festival USA.”*

#### **About American Public Television**

*American Public Television (APT) is the leading syndicator of high-quality, top-rated programming to the nation’s public television stations. Founded in 1961, APT distributes 250 new program titles per year and more than one-third of the top 100 highest-rated public television titles in the U.S. APT’s diverse catalog includes prominent documentaries, performance, dramas, how-to programs, classic movies, children’s series and news and current affairs programs. Doc Martin, Midsomer Murders, America’s Test Kitchen From Cook’s Illustrated, AfroPoP, Rick Steves’ Europe, Pacific Heartbeat, Christopher Kimball’s Milk Street Television, Legacy List with Matt Paxton, Lidia’s Kitchen, Kevin Belton’s New Orleans Kitchen, Simply Ming, The Best of the Joy of Painting with Bob Ross, Live From the Artists Den, James Patterson’s Kid Stew and NHK Newslines are a sampling of APT’s programs, considered some of the most popular on public television. APT also licenses programs internationally through its APT Worldwide service and distributes Create@TV — featuring the best of public television’s lifestyle programming — and WORLD™, public television’s*



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