



For immediate release:
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South Carolina ETV and Public Radio announces changes to staff leadership *Staff promoted to Director of Digital and Director of South Carolina Public Radio positions*

COLUMBIA, S.C. – South Carolina ETV (SCETV) today announced that Ty Moody has been promoted to Director of Digital, overseeing the agency’s Digital Department. In addition, Sean Birch has been promoted to Director of South Carolina Public Radio (SC Public Radio), overseeing all of SC Public Radio’s content and programming services.

Before entering her new role as Director of Digital, Tyora “Ty” Moody spent over 20 years at SCETV as a web developer and/or web producer for digital education projects such as *Career Aisle*, *GullahNet*, *Kids Work!*, *Artopia* and the 2021 Telly Award winner *Let’s Go! Careers*. Most recently, Moody served as the Digital Services Manager, managing the scetv.org and KnowItAll.org websites. Moody holds a bachelor’s degree in Industrial Engineering from Clemson University.

To the Director of SC Public Radio role, Sean Birch brings his passion for engaging with listeners and delivering high-quality radio and podcasts. Working with the [SC Public Radio](http://SCPublicRadio.org) team, Birch will help to produce news and programming which informs, entertains and reflects the diverse population of the Palmetto State. A Florida native, Sean received his bachelor’s degree from the University of Central Florida and began his career at WJCT in Jacksonville, FL. He has held many roles throughout his 11 years in public media, providing him with an invaluable understanding of every step from concept to completion.

Both key leadership positions will continue SCETV’s goal to serve South Carolina citizens through the creation and distribution of award-winning content, engaging with and growing diverse audiences.

For more information on SCETV and SC Public Radio, visit www.scetv.org.

QUOTES:

“Understanding audience trends around the relevance of public media today, it gives me great pride to see our network elevating these talented individuals to key leadership roles.” –**SCETV President and CEO Anthony Padgett**

“My entire twenty plus career at SCETV has been about the web. It’s been a privilege to be behind the scenes as SCETV has grown and embraced its online audience over the years. I’m looking forward to the Digital team continuing to bring engaging, educational and innovative content to audiences of all ages.” –**Director of Digital Ty Moody**

“I’m thrilled to be leading the SC Public Radio team as we continue to build our local content and better engage with our audience. Our goal is to become the state’s top resource for local new reporting, arts and culture programming and enriching entertainment on-air, through podcasts and online.” – **Director of SC Public Radio Sean Birch**

FAST FACTS:

- **SCETV and SC Public Radio announced** today announced staff leadership changes
- **Ty Moody is now Director of Digital**, overseeing the agency’s Digital Department
- **Sean Birch is now Director of SC Public Radio**, overseeing content and programming
- Both key leadership positions will continue to with the mission of serving South Carolina citizens through the **creation and distribution of award-winning content**



- The goal for these promotions were to continue the initiative of **engaging with and growing diverse audiences**

About South Carolina ETV and Public Radio

South Carolina ETV 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. SCETV currently presents "By The River," "Carolina Classrooms," "How She Rolls," "Expeditions," "Making it Grow," "Palmetto Scene," "Reel South," "This Week in South Carolina," "Yoga in Practice" and "Live from Charleston Music Hall" on public television in addition to the national radio production, Chamber Music from Spoleto Festival USA.

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