



For immediate release:
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SCETV announces new Chief Public Information Officer
Landon Masters joins SCETV team to lead communications efforts

COLUMBIA, S.C. – South Carolina ETV (SCETV) today announced Landon Masters as the new Chief Public Information Officer. This position will lead communications, branding and outreach efforts for the agency.

In this new position, Masters will serve as the primary contact for agency media inquiries and coordinate communications around SCETV and SC Public Radio events, programming and social media channels.

Prior to joining the SCETV team, Masters served as Community Outreach and Communications Manager for the South Carolina Office of Regulatory Staff, coordinating communications efforts and managing agency websites. Masters holds a bachelor's degree in advertising from the University of South Carolina.

Originally from the small Upstate town of Inman, SC, Masters has always had an affinity for local storytelling and showcasing the diverse cultures found across the state.

Established to streamline agency communications and maintain the SCETV brand, the creation of the Chief Public Information Officer position speaks to the network's commitment to align all communications efforts and activities to assure the maximum possible effectiveness and efficiency.

For media inquiries, please email media@scetv.org or visit the [press section of the SCETV website](#).

QUOTES:

"As we continue to adjust our organizational structure to ensure SCETV remains a vital public media network, I'm proud to bring Landon here to SCETV to fill such a critical leadership position. Coordinated communications around what we are doing as an agency helps to make sure we are consistent in message and brand. I look forward to all that the team will achieve under Landon's leadership."**–SCETV President and CEO Anthony Padgett**

"I'm looking forward to bringing a new perspective to the SCETV team. Communications is at the heart of SCETV's mission, and I plan to continue providing effective communications to our viewers, listeners and the media about the important content SCETV develops."**–SCETV Chief Public Information Officer Landon Masters**

FAST FACTS:

- SCETV today announced a new role of Chief Public Information Officer
- Landon Masters has been joined the SCETV team in this new role
- The new position serves as the primary contact for agency media inquiries and coordinate communications around SCETV and SC Public Radio events, programming and social media channels
- Prior to joining the SCETV team, Masters served as Community Outreach and Communications Manager for the South Carolina Office of Regulatory Staff
- The creation of this position speaks to the network's commitment to align all communications efforts and activities to assure the maximum possible effectiveness and efficiency

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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