



For immediate release:
June 1, 2022

“By The River” receives Communicator Award *Season 4 recognized with Award of Distinction*

COLUMBIA, S.C. – South Carolina ETV (SCETV) today announced that Season 4 of its weekly, 30-minute, literature-focused series, [By The River](#), received an Award of Distinction from the 28th Annual Communicator Awards in the Film/Video-Talk Show/Interview category.

Founded nearly three decades ago, the Communicator Awards is dedicated to recognizing excellence, effectiveness and innovation across all areas of communication. The organization received over 4,000 entries from companies, agencies and studios, making it one of the largest and most diverse awards shows of its kind.

The Award of Distinction is presented for projects that exceed industry standards in quality and achievement. The Communicator Awards is sanctioned and judged by the [Academy of Interactive & Visual Arts](#), an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms.

In 2022, **By The River** began being distributed nationally by [American Public Television \(APT\)](#) to viewers across the U.S. 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.

For more information and to view details on all 2022 winners, visit [the Communicator Awards 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 recognized in this way.” –**SCETV President and CEO Anthony Padgett**

“It’s exciting that others are recognizing the success of this unique partnership between SCETV and USCB. It’s a win for both of us and honors like this motivate us to get more creative as we grow.” – **Host of By The River Holly Bounds Jackson**

FAST FACTS:

- SCETV’s weekly, 30-minute literature-focused series, **By The River** received an Award of Distinction from the 28th Annual Communicator Awards.
- Season 4 was recognized with the Communicator Award of Distinction in the Film/Video-Talk Show/Interview category.

- ***By The River*** is filmed on a Bronze Telly Award-winning set at ETV Lowcountry in Beaufort, S.C. and achieved in partnership with USCB.
- Founded nearly three decades ago, the Communicator Awards is dedicated to recognizing excellence, effectiveness and innovation across all areas of communication.
- For more information and to view details on all 2022 winners, visit [the Communicator Awards 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

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 *By The River*, *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*.

Media Contact:

Landon Masters
media@scetv.org
803-737-3337