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SCETV unveils back-to-school line-up, featuring the premiere of "The Cool and the Strong" and education Town Hall discussion

Programming begins on Aug. 6 at 4 p.m. on ETV-HD

COLUMBIA, S.C. –South Carolina ETV (SCETV) is proud to announce a line-up of back-to-school programming, featuring three new programs designed to give insight into the current status and future of education in the state. The educational, scripted series, [**The Cool and the Strong**](#) debuts Aug. 6 at 4 p.m., followed by a documentary on the story behind the series titled **Lights, Camera, Education: Behind the Scenes of The Cool and the Strong** at 4:30 p.m. **You Can: A South Carolina Education Town Hall** will air immediately following the documentary at 5 p.m.

Inspired by the children's books titled *Magic Strong* by Stephanie Perry Moore, **The Cool and the Strong** is a captivating, scripted series following the journey of Magic Strong, a bright but struggling student, who embarks on an extraordinary adventure of self-discovery. Together with his friends Rex and Reva, the group navigates the ups and downs of academic challenges, learning valuable lessons that extend beyond the classroom, and fostering personal growth and resilience.

Episode 1 is titled *You Can* and focuses on the theme of empowering young learners, encouraging them to believe in their abilities and embrace their full potential. Currently, the series is limited to the release of the 30-minute pilot episode, with plans for additional episodes later this Fall. In the pilot episode, viewers will join Magic, as he navigates his first day of school and makes friends with classmates, Rex and Reva. Their enchanting teacher, Mr. Gray encourages them to dream big and uses his magic powers to affirm them.

With a goal of providing meaningful, optimistic, and relatable educational content for children and youth audiences, **The Cool and the Strong** was produced in coordination with Perry Moore Entertainment and the Beamer Family Foundation. Episode 1 was filmed in Columbia, SC, and includes a visit to the University of South Carolina's Williams Brice Stadium with a special appearance from Head Football Coach Shane Beamer.

In addition to broadcasting on SCETV's television network, the series will be available to watch on the SCETV website, social media platforms and knowitall.org, SCETV's award-winning educational website of resources for teachers and students.

Produced by [South Carolina ETV](#), production funding for **The Cool and the Strong** is provided by the U.S. Department of Education Rethink K-12 Education Models Grant, Perry More Entertainment and the Beamer Family Foundation.

Following the premiere of the pilot episode, viewers can learn more about the making of the show in the documentary titled **Lights, Camera, Education: Behind the Scenes of The Cool and the Strong**. Through interviews with the cast, crew and series creator, viewers will gain insight into the inspiration behind the show and the importance of fostering self-confidence and resilience in today's educational landscape. **Lights, Camera, Education: Behind the Scenes of The Cool and the Strong** will air on ETV-HD at 4:30 p.m.

Inspired by the new series, SCETV will also premiere **You Can: A South Carolina Education Town Hall**, bringing together an esteemed panel of South Carolina education representatives to share valuable

insights, practical strategies and personal experiences aimed at empowering students to reach their full potential. Hosted by Miss South Carolina Jada Samuel, this enlightening and dynamic discussion will inspire educators, parents and community members to work together to create an environment where every student can thrive. Panelists include President of the South Carolina Technical College System Dr. Tim Hardee, President of the South Carolina Commission on Higher Education Dr. Rusty Monhollon and South Carolina Superintendent of Education Ellen Weaver, among many others. The Town Hall delves into the crucial role of literacy, the significance of parent and community involvement and effective methods for improving academic performance. ***You Can: A South Carolina Education Town Hall*** airs on Aug. 6 at 5 p.m. on ETV-HD.

For more information on ***The Cool and the Strong*** visit or to learn more about SCETV's educational programming, visit scetv.org.

QUOTES

"I am extremely proud of the back-to-school programming the team has produced to support students and their families. The town hall is packed with information for educators, parents, and caregivers. *The Cool and the Strong* promises to captivate audiences with its engaging storytelling, relatable characters and empowering messages. With its focus on personal growth, academic triumphs and the unwavering belief in one's abilities, the series is poised to become a beacon of inspiration for students and educators alike."
–**SCETV Interim President and CEO Dr. Stephanie Cook**

"Embracing our role as South Carolina's public media agency, we wholeheartedly embrace the noble mission of empowering students, caregivers, and educators with the knowledge and tools they need to excel in their educational pursuits. As we start the 2023-2024 academic year, our unwavering vision propels us to curate an unforgettable tapestry of enriching experiences that will leave an indelible mark. From captivating live-action scripted youth programs that stir the imagination to providing an exclusive backstage pass to witness fruitful collaborations in education, and even hosting a prestigious education town-hall adorned with esteemed luminaries as panelists - our mission knows no bounds." –**SCETV Chief Learning Officer Dr. Salandra Bowman**

"In a world hungry for meaningful and optimistic content, age-appropriate and developmentally suitable media holds the key to unlocking young minds. As a lifelong public media enthusiast, my heart swells with pride as I join hands with South Carolina ETV to bring forth *The Cool and the Strong*. This captivating production aims to touch the hearts of our viewers, offering relatable stories that resonate deeply. With a sense of profound purpose, we aspire for this show to be a beacon of encouragement, inspiration, and empowerment." –***The Cool and the Strong* Executive Producer and Author of the *Magic Strong* Series Stephanie Perry Moore**

"I am the product of South Carolina K-12 public education and the state's largest public university. As a representative of our Palmetto state, I love to remind others that great things come from South Carolina and no matter our dreams, education is the foundation to pursuing our passions. I hope that this special inspires students and their support systems to dream big this school year!" –**Miss South Carolina 2023 Jada Samuel**

FAST FACTS:

- The educational, scripted series ***The Cool and the Strong*** premieres on Aug. 6 at 4 p.m.
- In the pilot episode, viewers will join Magic, a bright, but struggling new student, as he navigates his first day of school and makes friends with classmates, Rex and Reva.
- A documentary on the story behind the show titled ***Lights, Camera, Education: Behind the Scenes of The Cool and the Strong*** premieres on Aug. 6 at 4:30 p.m.
- ***You Can: A South Carolina Education Town Hall*** premieres on Aug. 6 at 5 p.m.



- Hosted by Miss South Carolina Jada Samuel, the Town Hall discussion will inspire educators, parents and community members to work together to create an environment where every student can thrive.

About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

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