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## **South Carolina ETV celebrates 20 years of the South Carolina Channel**

**COLUMBIA, S.C.** – The South Carolina Channel celebrates its 20<sup>th</sup> anniversary on Oct. 1. As one of South Carolina ETV and Public Radio's (SCETV) four broadcast television channels, the South Carolina Channel has showcased South Carolina programming to viewers for the past two decades.

Launched on October 1, 2003, with a debut at the South Carolina State Fair, the South Carolina Channel has evolved significantly over the years. What began as a platform to feature South Carolina-centric content has grown into a diverse and dynamic channel catering to a wide range of interests.

Today, the heart of the South Carolina Channel lies in its **Create** programming, a trove of how-to shows that captivate and educate viewers. From midnight to 8 p.m. on weekdays and midnight to 5 p.m. on weekends, **Create** offers an array of content that empowers audiences to explore their creativity and passion.

The South Carolina Channel lineup also includes SCETV programming and other viewer favorites, making it a well-rounded source of entertainment and education.

Throughout the week, the South Carolina Channel has crafted a thematic evening schedule to cater to a variety of interests:

**Monday:** Local documentaries and specials  
**Tuesday:** Gardening and outdoor programming  
**Wednesday:** Culinary delights and music  
**Thursday:** Local public affairs and discussions  
**Friday:** Drama and Masterpiece classics

On weekends, the South Carolina Channel explores the outdoors, celebrates the world of music and provides additional drama programming. Sundays are dedicated to the arts, highlighting the creative spirit in South Carolina.

As the South Carolina Channel celebrates two decades of excellence, viewers are invited to explore the diverse array of programming that has made the South Carolina Channel a cherished part of South Carolina's media landscape.

### **QUOTES:**

"As the South Carolina Channel celebrates two decades as SCETV's window to creative Carolina living, we invite viewers to explore the diverse array of programming that has made this channel a cherished part of the Palmetto state. We are immensely proud to have served our viewers for 20 years, and we look forward to continuing to inform, educate and inspire." –**SCETV President and CEO Adrienne Fairwell**

### **FAST FACTS:**

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#### **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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