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## **New South Carolina ETV digital literacy initiative empowers senior citizens**

**COLUMBIA, S.C.** – South Carolina ETV and Public Radio (SCETV) has announced the launch of [Wise and Wired](#), a digital literacy initiative designed for senior citizens. **Wise and Wired** was created to engage and empower lifelong learners by providing them with comprehensive and accessible learning experiences tailored to their unique needs. This initiative aims to boost the confidence of senior citizens using technology and ignite or rekindle their enthusiasm for the digital world.

Key highlights of the **Wise and Wired** community include:

**Comprehensive Learning Experiences:** **Wise and Wired** offers a diverse range of learning opportunities, including hands-on activities, discussions, practical demonstrations and printable resources. These activities are specifically curated to cater to the needs and interests of senior citizens.

**Building Digital Confidence:** The initiative focuses on enhancing seniors' confidence in using technology, empowering them to connect with loved ones, access information and engage with the world through digital means.

**Creating a Supportive Environment:** **Wise and Wired** fosters a supportive community where senior citizens can connect, share experiences and learn from one another. It is a place where lifelong learning is encouraged and celebrated.

**Renewed Enthusiasm:** By participating in **Wise and Wired** activities, senior citizens are encouraged to expand or renew their enthusiasm for engaging with the digital realm. The initiative aims to make technology an enjoyable and approachable aspect of their lives.

The first **Wise and Wired** digital literacy workshop was held on Sept. 22 in partnership with the SC Department on Aging, the Carolina Family Engagement Center and Talking Book Services at the SC State Library. Workshop attendees were engaged in learning practical information about device attributes and settings, internet safety, email, social media and more. Future engagement opportunities will be shared via the **Wise and Wired** email listserv and social media.

**Wise and Wired** was developed to provide a supportive atmosphere for lifelong learning and empowerment for senior citizens ages 55 and older; however, all adults interested in learning more about today's technology are welcome to [join the Wise and Wired digital community](#).

### **QUOTES:**

“SCETV is committed to serving and promoting lifelong learning to all members of our community, including our cherished senior citizens. **Wise and Wired** is a testament to that commitment, offering older learners the tools and support they need to navigate the digital landscape with confidence and enthusiasm. We believe that digital literacy is a gateway to enhanced communication, learning, overall well-being for our senior community and a stronger South Carolina.” –**SCETV Chief Learning Officer Dr. Salandra Bowman**

### **FAST FACTS:**

- SCETV has announced the launch of [Wise and Wired](#), a digital literacy initiative designed for senior citizens.



- **Wise and Wired** is designed to engage and empower lifelong learners by providing them with comprehensive and accessible learning experiences tailored to their unique needs.
- The first **Wise and Wired** digital literacy workshop was held on Sept. 22 in partnership with the SC Department on Aging, the Carolina Family Engagement Center and Talking Book Services at the SC State Library.
- Those interested are also invited to sign up to [join the Wise and Wired digital community](#).

#### **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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