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South Carolina ETV and Public Radio shares resources during Financial Literacy Month

COLUMBIA, S.C. – In recognition of Financial Literacy Month this April, South Carolina ETV and Public Radio (SCETV) is proud to highlight a wide range of [resources designed to empower](#) individuals, families and educators with essential financial knowledge. At the heart of this effort is “One for the Money,” SCETV’s comprehensive initiative and digital hub dedicated to lifelong learning in economics and financial well-being.

“One for the Money” serves as a central source for curated programs, practical tools and educational resources aimed at building a financially informed community. This initiative supports learners of all ages— from young children and K-12 students to adults seeking financial guidance and long-term planning resources.

SCETV’s original podcast series *InDebted*, hosted by Scott Morgan and produced by SC Public Radio, adds a local lens to financial issues. Released in 2023, this eight-part series explores the landscape of debt in South Carolina— covering topics such as medical debt, student loans, payday lending and financial literacy— backed by data from the Urban Institute and the lived experiences of South Carolinians.

For those interested in ongoing financial education, SCETV features *Opportunity Knock\$*, a compelling series that transforms complex financial challenges into real-world success stories, offering viewers practical strategies and hope for financial improvement. Also featured is *Consuelo Mack WealthTrack*, a weekly half-hour series that provides trustworthy and accessible advice on how to build and safeguard personal wealth for the long term.

Listeners can also tune in to *Marketplace*, airing weekdays at 6:30 p.m. on SC Public Radio, for an in-depth look at the latest business and economic news with global context. For a quick start to the day, the *Marketplace Morning Report* airs weekdays at 6:50 and 8:50 a.m., offering a concise roundup of financial headlines. *Planet Money* also breaks down the complexities of the economy in an engaging and accessible way through podcasts and radio segments.

SCETV supports families and educators through a variety of pre-K through grade 12 resources. These include *KidsECON*, an engaging series for early learners exploring financial basics like saving and banking through the adventures of young characters guided by their mentor Peggy. [KnowItAll.org](#) also offers a robust collection of interactive financial literacy content tailored to students and educators across grade levels.

To [test and reinforce financial knowledge](#), visitors to the “One for the Money” webpage can also take an interactive financial literacy quiz, providing a fun and informative way to measure their understanding of key economic concepts.

During Financial Literacy Month— and all year long— SCETV remains dedicated to equipping South Carolinians with the tools and information needed to make confident, informed financial decisions.

QUOTES

“At SCETV, we believe financial literacy is a foundational skill that empowers individuals, strengthens families and supports thriving communities. Through our One for the Money initiative, we’re proud to offer accessible, engaging and trustworthy resources that meet South Carolinians wherever they are on their financial journey— whether that’s in the classroom, at home or planning for the future.” -**SCETV Assistant General Manager Dr. Stephanie Cook**

FAST FACTS

- During April, SCETV highlights a wide range of resources designed to empower individuals, families and educators with essential financial knowledge.
- SCETV has created a hub for [financial literacy resources](#) with its One for the Money initiative.
- To test and reinforce financial knowledge, visitors to the One for the Money webpage can also take an interactive financial literacy quiz.

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 *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Yoga in Practice*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

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