

For immediate release:
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SCETV premieres *SC On Display: The Murals of Rock Hill*, a documentary celebrating community through public art

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) announces the premiere of [SC On Display: The Murals of Rock Hill](#), a 30-minute documentary celebrating the power of public art in transforming communities and preserving cultural identity. The program premieres on May 8 at 8 p.m. on ETV, with an encore presentation on May 11 at 3:30 p.m.

SC On Display: The Murals of Rock Hill showcases several large-scale murals that adorn downtown Rock Hill, turning the city into a vibrant canvas of history, resilience and imagination. Through visuals partly captured by a drone, the documentary takes viewers on a guided tour of Rock Hill's artistic landmarks while offering insight into the stories behind the paint. The film features interviews with mural artists, a representative from the Rock Hill Arts Council, local business owners whose buildings are part of the mural trail and proud residents who reflect on the significance of these artworks in their daily lives.

The documentary highlights a range of impactful murals across the city. Among them is the *Shepard Fairey Mural*, which honors Rock Hill's textile heritage with visual references to the city's industrial past and the inspiring phrase "Rise Above" to represent unity and hope. The *Dreamer Mural* encourages children to embrace creativity and imagination, serving as a whimsical and empowering message for younger generations. Near Main Street, the *Alleyway Murals* speak to resilience and perseverance. The *Vernon Grant Mural* pays tribute to Rock Hill's beloved illustrator, featuring some of his most iconic characters, including Snap, Crackle and Pop. Meanwhile, the *Freedom Walkway Murals* commemorate local civil rights heroes with vibrant color and stirring imagery.

Through these murals and the voices behind them, *SC On Display: The Murals of Rock Hill* captures the heart of a community where art tells the story of the past, reflects the present and inspires the future. As Rock Hill continues to evolve as a cultural destination for both residents and visitors, the film offers a compelling look at how public art beautifies shared spaces, fosters civic pride and strengthens community identity.

SC On Display: The Murals of Rock Hill was produced by Robert Pascucci, Director of Content and Operations at ETV Carolinas. Located in Rock Hill, ETV Carolinas is one of SCETV's four regional studios across the state. Production funding for *SC On Display: The Murals of Rock Hill* was provided by the ETV Endowment of South Carolina as well as Dick and Jan McCoy.

In addition to its broadcast, *SC On Display: The Murals of Rock Hill* will be available for streaming in the [PBS app](#), the [SCETV app](#) and on [scetv.org](#).

QUOTES

"*SC On Display: The Murals of Rock Hill* captures the heart of a community through its vibrant public art. More than just a showcase of murals, this documentary explores how creativity on city walls reflects Rock Hill's history, values and aspirations. SCETV is proud to highlight stories like this— celebrating local voices, preserving culture and shining a light on the people and places that shape South Carolina" –SCETV President and CEO Adrienne Fairwell

"Each mural in Rock Hill is a window into the soul of the community— its struggles, its triumphs and its vision for the future. We wanted this documentary to amplify the voices of the artists and the proud residents

who helped turn Rock Hill into a living gallery.” –***SC On Display: The Murals of Rock Hill*** Executive Producer Robert Pascucci

FAST FACTS

- [*SC On Display: The Murals of Rock Hill*](#) is a 30-minute documentary celebrating the power of public art in transforming communities and preserving cultural identity.
- The documentary showcases several large-scale murals that adorn downtown Rock Hill.
- The program premieres on May 8 on ETV, with an encore presentation on May 11 at 3:30 p.m.
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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 *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* and *Southern Songwriters with Patrick Davis*.

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