



For immediate release:
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South Carolina Public Radio to launch new 24/7 HD broadcast radio and streaming music channel

COLUMBIA, S.C. – South Carolina Public Radio today announced plans to launch a new 24/7 high-definition (HD) broadcast radio and streaming music channel, marking an important step in the network's continued investment in local content, innovative technology and increased audience engagement. The announcement coincides with Public Radio Music Day, a national celebration of the role public radio plays in connecting communities through music.

Designed to flow with the listener's day, the new channel will offer classical compositions in the morning and transition into a blend of jazz, indie and alternative genres in the evening, offering a seamless listening experience across platforms.

South Carolina ETV and Public Radio is enhancing its broadcast capabilities with the addition of HD radio subchannels, expanding the range of content available to listeners. These digital subchannels provide opportunities to deliver specialized programming alongside the traditional analog signal for those with HD radio receivers. To bring these new HD offerings to its audience, the network is currently working to install new transmitters, upgrade its streaming infrastructure and acquire licenses for HD subchannels. Listeners can expect improved audio quality, greater accessibility and a stronger statewide network.

The announcement of this new channel coincides with the observance of the sixth annual [Public Radio Music Day](#). This year's theme of "Live. Local. Essential." highlights the vital role public radio music stations play in communities across America. Local stations like South Carolina Public Radio connect communities, bolster musicians and music economies as well as play an essential role in preserving regional history and culture.

South Carolina Public Radio currently offers two distinct statewide formats— "News and Talk" and "News and Music"— providing listeners with a blend of trusted journalism, local storytelling and cultural programming.

The "News and Talk" format delivers in-depth news, interviews and public affairs coverage from local, national and international newsrooms. The "News and Music" format combines timely news updates with an engaging mix of local and national classical, jazz and other curated music programming.

South Carolina Public Radio can be listened to through a network of broadcast stations reaching every region of the state as well as through livestreaming at southcarolinapublicradio.org and in the [SCETV App](#). Listeners can also access programming through popular streaming platforms and smart speakers. For a full list of stations and coverage areas, visit southcarolinapublicradio.org.

The new music channel will be accessible through broadcast on the HD2 subchannel across the state for those with [HD radio](#) capabilities. The music channel will also be available to livestream along with South Carolina Public Radio's two other formats.

South Carolina ETV and Public Radio's partnership with the ETV Endowment of South Carolina has played a vital role in making this advancement possible, supporting the expanded program offerings through member support.

As part of the new music channel's development, South Carolina Public Radio invites listeners to help select its official name. The public can visit the [South Carolina Public Radio website](#) to vote on name options and shape the identity of this exciting new addition to the network. This collaborative process underscores South



Carolina Public Radio's commitment to community engagement and shared ownership in the future of the service to the state. The public voting period will open on Oct. 29, 2025, and remain active through Dec. 1, 2025.

The new music channel is scheduled to launch statewide in Spring 2026. For more information on the new music channel, HD radio or to cast your vote for the channel name, visit the [South Carolina Public Radio website](#).

QUOTES

"We're proud to offer South Carolinians new ways to experience and enjoy the rich variety of programming from South Carolina Public Radio. This new music channel expands how we serve our communities, strengthening South Carolina Public Radio's statewide network and enriching the listening experience for audiences across the state." **–SCETV President and CEO Adrienne Fairwell**

"This project reflects the innovation and collaboration at the heart of our mission. By enhancing how listeners engage with our content, we're continuing to strengthen the connection between South Carolina's people, places and stories." **–SCETV Assistant General Manager and Deputy Director Dr. Stephanie Cook**

"This announcement represents a major technical milestone for South Carolina Public Radio. Through new HD radio and streaming capabilities, we're expanding access to high-quality audio and ensuring listeners across the state can stay connected in more ways than ever before." **–SCETV Vice President of Engineering and Technology Mark Jahnke**

"This initiative brings together the best of audio storytelling and digital innovation. Our goal is to meet listeners wherever they are—on the air, online or on-demand—while creating a seamless experience that reflects the future of public media." **–SCETV Senior Director of Audio and Digital Operations Tabitha Safdi**

"This new music service gives us the opportunity to bring even more of what listeners love—variety, creativity and community. By blending classical, jazz and contemporary sounds, we're creating a space that reflects South Carolina's energy and invites audiences to discover something new every day." **–South Carolina Public Radio Director Sean Birch**

FAST FACTS:

- South Carolina Public Radio is launching a new high-definition (HD) broadcast and streaming music channel that will feature classical music in the morning and a mix of jazz, indie and alternative genres in the evening.
- The channel will be broadcast on HD2 subchannels across South Carolina and livestreamed at southcarolinapublicradio.org, in the [SCETV App](#), and through popular streaming platforms and smart speakers.
- Listeners can help choose the channel's official name. Voting opens Oct. 29, 2025, and runs through Dec. 1, 2025 on the [South Carolina Public Radio website](#).
- The new channel is scheduled to launch statewide in Spring 2026, expanding the ways South Carolinians can connect through music and local programming.

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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