



For immediate release:
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South Carolina ETV and Public Radio to provide comprehensive coverage of winter storm

COLUMBIA, S.C. – Gov. Henry McMaster has declared a [State of Emergency](#) as a winter storm system is expected to impact South Carolina beginning Saturday. South Carolina ETV and Public Radio (SCETV) will provide comprehensive, statewide coverage to keep South Carolinians informed, prepared and safe.

The governor's executive order activates the South Carolina Emergency Operations Plan, allowing state agencies to mobilize resources, coordinate response efforts and prepare personnel and equipment for deployment. Forecasters predict a mix of sleet, ice and snow, along with freezing temperatures, which could create hazardous travel conditions and impact utilities across portions of the state.

SCETV is closely monitoring evolving conditions and will deliver timely updates across its broadcast television and radio networks, digital platforms and social media channels. Leveraging the South Carolina Emergency Information Network (SCEIN), a partnership with WUFT in Gainesville, Florida, SCETV will share critical weather information, emergency announcements and official updates from state and local agencies.

In coordination with the [South Carolina Emergency Management Division \(SCEMD\)](#) and the Governor's Office, SCETV will broadcast and livestream official briefings as they occur and provide the latest information on state government office closures and any response efforts.

SCETV will also direct viewers and listeners to trusted preparedness and safety resources, including winter weather guidance from SCEMD and the National Weather Service. Residents are encouraged to monitor forecasts, limit travel during hazardous conditions, prepare emergency supply kits and check on neighbors who may need assistance.

Ongoing coverage, weather updates and preparedness resources are available at scetv.org/weather. Updates will also be shared on SCETV's [Facebook](#) page, [X](#) and the [SCETV News YouTube channel](#), as well as through SC Public Radio. The official [South Carolina Winter Weather Guide](#) contains checklists and preparedness tips. Also, the SC Emergency Manager mobile app is designed for users to build their own emergency plans, to keep track of supplies and to stay connected. The app is free on the [Apple App Store](#) and [Google Play](#).

SCETV remains focused on supporting the safety and well-being of South Carolina communities by delivering reliable information and connecting residents with essential emergency resources throughout this winter weather event.

Find the latest updates at scetv.org/weather.

QUOTES

"During weather events, South Carolinians rely on clear, timely and accurate information. SCETV is committed to delivering trusted, impactful and locally relevant content to the people of the Palmetto State, ensuring communities have access to critical updates and official resources as this winter storm unfolds."
–**SCETV President and CEO Adrienne Fairwell**



FAST FACTS

- SCETV will provide statewide winter storm and emergency coverage across television, radio, digital and social media platforms.
- SCETV will broadcast and livestream press briefings from the Governor's Office and the South Carolina Emergency Management Division.
- Trusted preparedness resources and safety information are available at [scetv.org/weather](https://www.scetv.org/weather), with real-time updates on SCETV's [Facebook](#) page, [X](#) and the [SCETV News YouTube channel](#).

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*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

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