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## **SCETV's *Towns in Tune* returns with season 2, connecting cultures through music, history, food and community**

**COLUMBIA, S.C.** – South Carolina ETV and Public Radio (SCETV) announces season 2 of [Towns in Tune](#), the international series that brings together small communities from different countries through shared experiences in music, history, culture and cuisine. The new season premieres locally on April 2 at 8 p.m. and is distributed nationally through the National Educational Telecommunications Association (NETA) to public television stations nationwide. Viewers outside of South Carolina are encouraged to check local listings for airdates.

*Towns in Tune* connects two small communities, one from Canada and one from the United States, by blending their unique histories and cultures. Live performances from Newfoundland natives and South Carolinians unite audiences at Willingham and Sons Building Supply, while local chefs craft visually stunning dishes that reflect the flavors and traditions of each region. The series highlights how creativity and community can transcend geography.

Hosted by acclaimed performer and arts advocate Amy House, the series reflects her decades-long career in theatre and storytelling, bringing warmth, humor and insight to each community she visits.

In the three-episode season, the opening episode follows House as she visits Newberry, South Carolina, where revitalization and artistic energy shape the town's identity. House then travels to Bay Bulls, a coastal community rooted in fishing heritage and local pride, located in the Canadian province of Newfoundland and Labrador. The following episode further explores Bay Bulls, showcasing its transformation through innovation and industry, while drawing connections to Newberry's own sense of community through music. The final episode focuses on the music itself, featuring songwriter circles and performances from local favorites Tokyo Joe and Bay Bulls' Celtic Connection.

*Towns in Tune* is produced through a collaboration between F. James Consulting Co. Ltd., St. Johns Newfoundland and SCETV, with production funding provided by Picture NL, the ETV Endowment of South Carolina, the Government of Newfoundland and Labrador provincial tax credit, the Government of Canada film or video production federal tax credit, Celebrate NL, the Newberry Opera House, the Town of Bay Bulls, the Newberry County Chamber of Commerce and Newfoundland and Labrador News (NTV).

More information on *Towns in Tune* can be found on the [SCETV website](#). In addition to broadcast, episodes can be streamed on [SCETV.org](#) and [PBS.org](#) as well as in the [SCETV](#) and [PBS](#) apps.

### **QUOTES**

*"Towns in Tune* captures the spirit of connection by bringing communities together through music, culture and shared experiences. This series reflects how local storytelling can build bridges and highlight what we have in common, even across great distances." **–SCETV President and CEO Adrienne Fairwell**

*"This series is a true collaboration, and season two showcases the dedication of everyone involved both on screen and behind the scenes. It's been incredibly rewarding to help bring these stories to life."* **–SCETV Director of National Content and Regional Operations Don Godish**

*"From the beginning, the vision for *Towns in Tune* was to create meaningful cultural exchanges through storytelling, music and food. Season two expands on that vision by deepening those connections and highlighting the shared spirit of these communities."* **–Towns in Tune Executive Producer and Developer Fabian James**



“Directing this series meant finding the connections between two communities that tell the same story in completely different ways. Some things were almost identical, others were worlds apart, but together they complemented each other in genuinely inspiring ways. Stories like these matter and deserve to be told and preserved.” –***Towns in Tune* Director Wes Holmes**

#### **FAST FACTS**

- SCETV announces season 2 of *Towns in Tune*, a three-episode series connecting Newberry, South Carolina, and Bay Bulls, Newfoundland and Labrador through music, history, food and storytelling.
- *Towns in Tune* connects two small communities, one from Canada and one from the United States, by blending their unique histories and cultures.
- The new season premieres locally on April 2 at 8 p.m. and is distributed nationally through the National Educational Telecommunications Association (NETA) to public television stations nationwide.
- Hosted by acclaimed performer and arts advocate Amy House, the series reflects her decades-long career in theatre and storytelling, bringing warmth, humor and insight to each community she visits.
- Episodes are available to stream on [SCETV.org](http://SCETV.org), [PBS.org](http://PBS.org), the [SCETV app](#) and the [PBS app](#).

#### **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*, *Kitchen Curious with Vivian Howard*, *Reel South* and *Southern Songwriters with Patrick Davis*.

#### **About NETA**

The [National Educational Telecommunications Association](#) (NETA) is one of the nation's leading service organizations strengthening and amplifying public media's education mission. NETA is a 501(c)(3) membership organization providing leadership, support and services to individual public media licensees, their affinity groups and the public media system as a whole.

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