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SCETV announces partnership with Local Public to develop new streaming experience, SCETV+

COLUMBIA, S.C. – South Carolina ETV and Public Radio (SCETV) today announced a new partnership with Local Public, a collaborative streaming initiative developed by public media organizations, to create a new locally curated streaming platform for audiences across South Carolina.

The platform, branded as SCETV+, will bring together PBS programming, SCETV original productions, livestreamed channels and curated South Carolina-focused content into one streaming experience designed specifically for viewers in the state and beyond.

The partnership marks a significant step in SCETV's long-term digital transformation strategy as audiences increasingly shift toward on-demand and streaming viewing habits. The platform is expected to enhance SCETV's ability to connect with younger and streaming-first audiences while expanding opportunities for audience engagement and membership growth.

SCETV+ will be powered by Local Public, a public media-led initiative originally launched by Cascade PBS in collaboration with stations across the country. The platform is designed to help public media organizations create customizable, member-supported streaming experiences while leveraging existing national infrastructure and content systems.

The Local Public initiative has grown steadily in recent years, with stations across the United States adopting locally branded streaming platforms that combine national programming with locally curated content and community storytelling.

Existing digital services, including the PBS App and the SCETV Passport member benefit, will remain an important part of the public media experience for viewers and supporters. In addition to continued access to the extensive library of programming already available through the PBS App, SCETV Passport members will also have the option to stream through SCETV+.

Support from members and the ETV Endowment of South Carolina will continue to play a critical role in sustaining both SCETV's existing services and the future growth of SCETV+ as public media evolves to meet audiences across new platforms and devices.

SCETV+ is expected to serve as a centralized streaming destination for viewers seeking:

- PBS and SCETV Passport programming
- SCETV original series and documentaries
- Public affairs programming and State House coverage
- Educational and cultural content
- Livestream access to SCETV broadcast channels
- Curated collections focused on South Carolina people, places and history

SCETV+ will emphasize local curation and storytelling, allowing SCETV to highlight programming and collections tailored specifically to South Carolina audiences.

Additional details about SCETV+, including its official launch, supported devices, features and expanded content offerings, will be announced later in Fall 2026.

QUOTES

"SCETV+ represents a major step forward in how we serve audiences across South Carolina. For more than six decades, SCETV has provided trusted storytelling, education and public service to communities across our state, and this investment ensures that our mission continues to thrive as audience habits and media consumption continue to evolve. We remain committed to making high-quality local programming and services accessible wherever and whenever people choose to engage with them." **–SCETV President and CEO Adrienne Fairwell**

"The launch of SCETV+ represents a significant investment in the future of public media in South Carolina. We're proud to support efforts that create new opportunities for our members to connect with the local content they value, while helping ensure public media in South Carolina continues to grow, evolve and remain accessible for future generations." **–ETV Endowment of South Carolina President and CEO Coby Latham**

"Public media organizations across the country are recognizing that strong local streaming experiences are essential to the future of audience engagement, and this partnership gives SCETV the opportunity to shape how our content and services are experienced digitally. SCETV+ will strengthen our connection to communities across South Carolina while ensuring audiences continue to have access to the trusted programs and resources they value most." **–SCETV Assistant General Manager/Deputy Director Dr. Stephanie Cook**

"SCETV has a longstanding legacy of serving audiences through trusted storytelling, education and public service, and we're excited to welcome them to the growing community of stations shaping the future of local public media streaming. SCETV+ will create new opportunities to connect South Carolinians with the local and national content that matters most to them in a streaming environment designed specifically for their communities." **–Cascade PBS Vice President of Media and Innovation Kevin Colligan**

FAST FACTS

- SCETV is partnering with Local Public to develop SCETV+, a new locally curated streaming platform for South Carolina audiences.
- SCETV+ will combine national programming, SCETV originals, livestream channels and South Carolina-focused collections into one streaming experience.
- The platform is part of SCETV's long-term digital transformation strategy aimed at expanding engagement with streaming-first and younger audiences.
- Existing services, including the PBS App and SCETV Passport, will continue unchanged, with SCETV+ serving as a localized and curated viewing experience.
- Additional details about SCETV+, including launch timing, supported devices and platform features, will be announced in Fall 2026.

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 Local Public

Local Public is a service which empowers local PBS and dual-licensee stations to launch member-supported streaming services. Our apps generate station revenue primarily via Passport member conversion and retention, and sponsorship opportunities. They are designed to replace declining broadcast-driven revenue and become a core revenue engine for local stations. Local Public is built around a

collaborative Content Management System paired with human-powered metadata, AI-powered recommendations, and advanced curation and messaging tools.

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