



**SOUTH CAROLINA
public radio**

JULY 2017-JUNE 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



LearningWhy allows teachers to share projects

SCETV's new service LearningWhy is a unique pre-K-12 lesson plan educational content website designed for South Carolina educators. LearningWhy lessons, personalized for students with tablets, laptops and even phones, can be Project-Based Learning (PBL), 1:1, or traditional, and can contain all of the components a teacher needs to facilitate a classroom lesson aligned to state curriculum standards.

SCETV launches new 24/7 channel for children

South Carolina ETV launched a new channel Tuesday, August 29. SCETV PBS KIDS is a 24/7 channel for children that is available via antenna in the .4 position. After the broadcast premiere, it also launched online at scetv.org/kids. Featuring the #1 PBS Kids program **Daniel Tiger's Neighborhood**, the channel also features **Smart Cat**, **Wild Kratts**, **Sesame Street** and brings back favorites such as **Clifford the Big Red Dog**, **Calliou**, **WordGirl**, and **Word World**. The channel offers a different schedule from SCETV's main channel, and the streaming version will eventually offer interactive games and features. SCETV PBS KIDS will also be available on select cable services as ETVK, and as part of various mobile-friendly apps and services, including the SCETV app, PBSkids.org, the PBS KIDS video app, Roku, and Apple TV.

According to Nielsen, PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more children from low-income families than any other kids TV network. PBS KIDS is the leader in desktop streaming video, with pbskids.org placing first in the kids' category for total video views and minutes spent. Nielsen also says live TV is by far the most popular way to view content for children ages 2-11.



South Carolina ETV and SC Public Radio



Telehealth blogs and videos introduce a new option for seeking medical guidance

Through the human stories of patients, families, clinicians and others, SCETV, in collaboration with the South Carolina Telehealth Alliance, will carefully dissect the complexities of telehealth, which uses technology to bridge the physical gaps between caregivers and patients.

The goal of each story is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina. The stories are presented as blogs and video features.

The clinical opportunities within telehealth provide many positive impacts that include better health

outcomes, more immediate treatments, economic benefits, and access to specialized care and consultation.

The range of stories include an app for a pediatric burn victim to share his progress to caregivers miles away using hi-resolution photos from his smartphone (pictured), a nursing home resident who visits her doctor via video conferencing, and “smart exams” available online from local hospitals.

In addition to presenting stories online, the video telehealth stories are often shown around popular public television broadcasts and feature stories inside local news programs.

The ETV Endowment, the separate, not-for profit group that supports SCETV and SC Public Radio programming, celebrated its 40th anniversary in October of 2017.

In 1977, Henry Cauthen, President of SCETV, alongside Nella Gray Barkley, the first manager of the Spoleto Festival USA, set out to found an organization to manage the production costs of SCETV that the state budget didn't cover. Annual ETV Endowment memberships were available in two categories: Associate at \$10 and Patron at \$25. The Endowment finished the 1st year with a membership total of \$10,342.

For fiscal year 2017, the ETV Endowment received 120,481 contribution, with an average gift of \$145. There are 450 donors who give at least \$1,000 a year, and 8,828 Sustaining Stars who contribute using automatic renewal. The Endowment has received the four-out-of-four star rating from Charity Navigator for a sixth year in a row.



S.C.'s Solar Eclipse Center of National TV Broadcast

South Carolina ETV's coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television's World channels carried the one-hour telecast live August 21st from 2:30-3:30 p.m. as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide.

Using locations from around the state, including live footage from the SC State Museum's telescope, Charleston, the Columbia Fireflies' stadium, and the South Carolina Botanical

Garden at Clemson University, the SCETV coverage was also used that evening in a national PBS program recapping the day's events. Astronaut and SC native Charles Duke also appeared on the program.

Locally, SC Public Radio's "narration" from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The TV broadcast, in addition to its live 2:30 p.m. slot, was rebroadcast that night prior to the national NOVA eclipse special at 9:00 p.m.

Reel South, the southeast documentary series presented nationally by South Carolina ETV and UNC-TV, premiered its third season. The 10-episode season featured independent films on diverse, personal stories, including the story of a legendary juke joint, local zoo keepers, a wheelchair-bound mayoral candidate/stand-up comedian, a Southern Belle who became the First Lady of Costa Rica, a blind drag racer, and families facing the right to die, deportation, and marriage equality. Darius Rucker is again series host.





Conductor Mikhail Pletnov (l) with Gordon Getty at the rehearsal for “Joan and the Bells” in Moscow. Photo: Peter Rosen Productions.

A Brilliant Composer; An Extraordinary Life

Gordon Getty: *There Will Be Music*, a new one-hour documentary produced and directed by award-winning filmmaker Peter Rosen, premiered on public television stations in fall 2017 as a SCETV national presentation. **Gordon Getty: *There Will Be Music***, introduces audiences to the iconoclastic composer — and the scion of one of America’s most fabled families — who has defied expectations and earned acclaim and acceptance in the rarefied world of classical music.

The son of oil billionaire J. Paul Getty, once the richest man in America, Gordon Getty’s upbringing was anything but usual. As Gordon freely admits, the senior Getty was probably the inspiration for Scrooge McDuck; he was so frugal that he installed a pay phone in his mansion for the use of visitors. Tough and driven, he also feared that his children would “gag on the silver spoon,” understanding that great wealth is no protection from failure and tragedy. Through interviews with friends and family members as well as archival footage, **Gordon Getty: *There Will Be Music***, reveals the history of the Getty family, which has often been beset by scandal and misfortune including the notorious 1973 kidnapping of Gordon’s nephew Paul.

SCETV and SC Public Radio fans get a chance for travel that ties in with their favorite programs.

In this past year, fans of *A Chef’s Life* have had the chance to visit Chef Vivian Howard and her husband Ben Knight in Kinston, NC, to explore the world of *A Chef’s Life*. Located in eastern North Carolina, Kinston is the home of Vivian and Ben’s award-winning restaurant, *Chef & the Farmer*, and its sister restaurant, *The Boiler Room Oyster Bar*.

Listeners to *Walter Edgar’s Journal* traveled S.C. Revolutionary War roads with SC Public Radio host and historian Dr. Walter Edgar, exploring battle sites including Historic Brattonsville, Cowpens National Battlefield, Kings Mountain National Military Park, and more.

Expeditions watchers had *Naturalist and Expeditions* host Patrick McMillan, Ph.D., as their guide on an unforgettable tour of Maine, discovering all of its natural wonders.

SCETV's 2017 Emmy Winners

SCETV is proud to offer congratulations to our 2017 Emmy winners. **Remembering Charleston** (Renée Layson, Beryl Dakers, Aimee Crouch, Allen Ott, Historical/Cultural), **Expeditions** host Patrick McMillan (for On-Camera Talent, a co-production with Clemson University), and our SCETV Presents winners Tim Fennell, Mark Bryan, and Ashley Flowers of Chucktown Music Group for **Live at the Charleston Music Hall** (Arts/Entertainment).

Remembering Charleston was taped in the sanctuary of the historic Mother Emanuel AME Church, almost one year after our state and country were shocked by the nine tragic murders. In this special **Palmetto Scene**, host Beryl Dakers talks with members of the church and community about healing and forgiveness.

Expeditions, a co-production with Clemson University, is hosted by naturalist, author, educator, and Emmy-winning host Dr. Patrick McMillan. Now in its fifth national season, the program embarks on exotic and fascinating adventures throughout North and South America to explore how and why nature exists as it does in each locale.

Live at the Charleston Music Hall is presented nationally by SCETV. Produced by the Chucktown Music Group, the program features artists in performance as well as interviews on the art and craft of their work. The national series adds 11 new episodes in 2018.



Chandler Inducted into Lowcountry Music Hall of Fame

Osei Chandler, host of SC Public Radio's **Roots Musik Karamu**, one of the longest running Caribbean music programs, was inducted into the Lowcountry Music Hall of Fame in an awards show held at the Hanahan Amphitheater. The Lowcountry Music Hall of Fame was launched two years ago to give recognition to those who have helped shape the local music scene. Chandler, above with Lorna Shelton-Beck of the Carolina Caribbean Association, has produced and hosted **Roots Musik Karamu** on SC Public Radio since 1979.



South Carolina ETV and SC Public Radio



***This Old House* Features Two Charleston Projects**

This Old House[®], the 18-time Emmy[®] Award-winning home improvement series, comes to Charleston for the second half of its 39th season with two different projects.

The first Charleston project is a brick 1840s “single house” with a separate kitchen building. Located in the historic Ansonborough neighborhood, it will be home to Scott and Kathleen, and their two teenage kids. It will require extensive renovations to capture its original beauty and to make it functional for a modern family. Work will include renovation of wood floors, plaster and medallions; connecting the kitchen house to the main house; adding a dining room and living suite; and landscaping.

The second project follows the transformation of a neglected vacation home into a full-time residence. Situated in the Cannonborough/Elliotborough neighborhood, the house is a two-story 1890s “shotgun-style” home that has belonged to the same family for generations, but has not been lived in for 10 years. Homeowner

Judith hopes to make it her year-round home, together with her wife Julia. The couple plans to bring the 2,000-square-foot property back to its former glory by restoring such historic details as pocket doors, fireplaces, two front porches, and more.

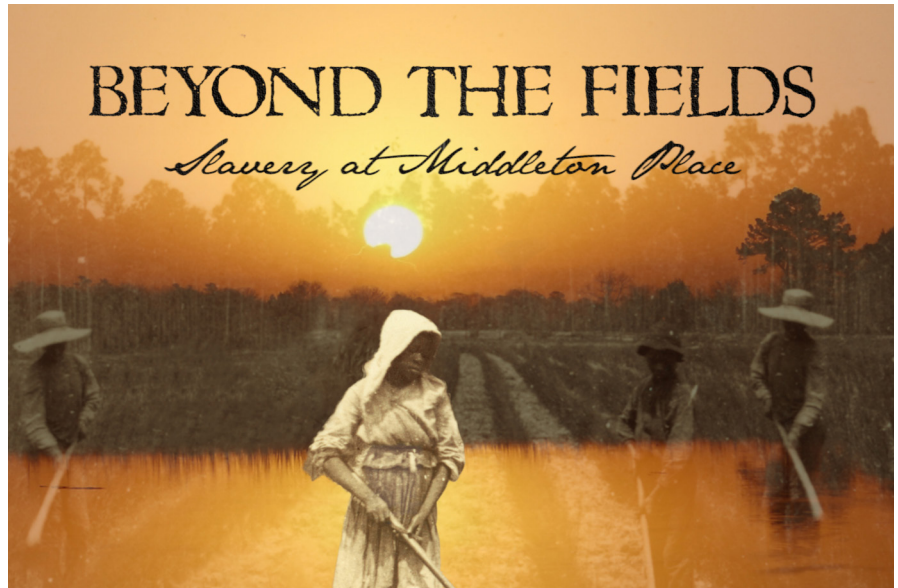
“Our team came back from Charleston just wowed by the amount of activity going on. The vitality, the care, the investment—those things are all evident,” says senior producer John Tomlin. “A lot of fine properties have received a great deal of attention, but like any city of such historical prominence, there’s a great deal more to do.”

In Charleston, the ***This Old House*** crew will be assisted by apprentices from Charleston’s American College of Building Arts (the only school in the U.S. that offers a bachelor’s degree in traditional building trades) as part of the show’s Generation NEXT initiative to encourage people to join the skilled trades.

SCETV wins AVA Digital Award for KnowItAll series *Let's Go!*

South Carolina ETV has won a Gold AVA Award for its web-based, interactive production *Let's Go!*, a part of SCETV's KnowItAll classroom site. *Let's Go!* allows students to take virtual tours of some of South Carolina's most interesting historical sites, including the SC State House, Historic Brattonsville, and The Old Exchange and Provost Dungeon.

AVA Digital Awards is an international competition that recognizes outstanding work by creative professionals involved in digital communication. It is judged by the Association of Marketing and Communication Professionals (AMCP), an international organization consisting of several thousand production, marketing, communication, advertising, public relations, and free-lance professionals.



In the complex ***Beyond the Fields: Slavery at Middleton Place***, a historic site attempts to document the lives of slaves who were left out of historical records. Middleton Place, a National Historic Landmark, located on the Ashley River outside of Charleston, South Carolina, has been engaged for decades in telling the story not just of its white owners, but also of its African American population. For many years, images of slavery by white artists have shown legions of African Americans toiling in fields of tobacco, sugar, cotton and rice. Looking beyond the fields, the Middleton Place Foundation documents and commemorates, as far as possible, the lives, families and contributions of some seven generations of people owned by

the Middleton family. The enslaved left few artifacts, personal papers or documents. In the Charleston area, even recorded oral histories are rare. Middleton family letters, plantation records, probate records, and other public documents provide only brief glimpses into the lives of the enslaved at Middleton Place. The Foundation was confronted with making visible those who had been invisible and extrapolating tangible evidence from the intangibles of their lives. This American story is told through discussions with historians, authors, researchers, preservationists, historic site interpreters and descendants of the Middletons. It's produced by Sunhead Projects and presented nationally by SCETV.

South Carolina ETV and SC Public Radio

Yoga in Practice, a new SCETV national series, encourages a daily yoga practice for the at-home student. Each episode focuses on a universal theme, such as “Courage” or “The Art of Slowing Down,” to allow the practitioner a more comprehensive practice than simply physical exercise.

Led by master instructor Stacey Millner-Collins of Columbia, each episode also includes basic beginner techniques of meditation and breathing exercises to help reduce the stress and anxiety associated with modern life.



South Carolina ETV broadcasts live daily coverage of the S.C. legislature each day of the session on the ETV World channel. Committee meetings and select Supreme Court hearings are streamed live on the station's website. A daily video blog is published recounting each day's events, and radio provides a five-minute wrap up of the entire week each Friday.

South Carolina Public Radio has added an HD Radio™ broadcast signal in the Charleston area. The HD radio service transmits a digital signal with CD quality sound, free of hiss or static. It will also display information, such as the name of the program. It allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).



Sea Change

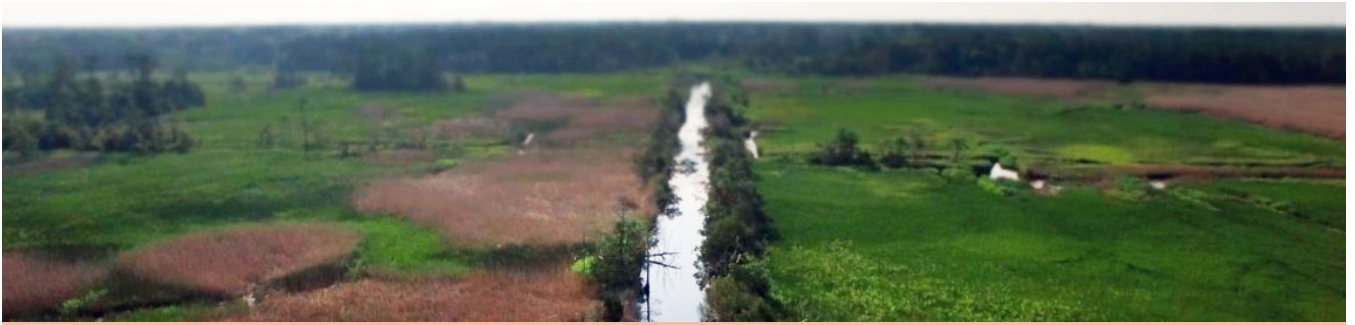
Over the last 100 years, the Atlantic Ocean sea level has increased by 12-18 inches—a rate scientists believe will accelerate, threatening many of our nation’s most valuable historic and culturally significant coastal assets. This SCETV special presents diverse perspectives on the impact of sea level rise on the Eastern Seaboard, as experienced in coastal South Carolina and Georgia. Narrator Patrick McMillan takes viewers from the sands of Hunting Island State Park to other communities along the coast, looking at immediate and long-term impacts and the efforts made to withstand nature’s onslaught.

In December 2017, SCETV received a \$93,416 grant from the National Endowment for the Humanities’ (NEH) Digital Projects for the Public grant program to prototype an interactive mobile application. The application, called “Reconstruction 360,” will use 360-degree video and virtual reality (VR) technology to explore multiple perspectives of the legacy of Reconstruction in South Carolina. The finished project will be intended for general audiences and those curious about Reconstruction, but also for secondary and higher education classrooms.

The Orangeburg Massacre: Remembrances and Reckoning

This SCETV special commemorated the 50th anniversary of this tragic event, when police officers opened fire on the campus of S.C. State University, leaving three African-American students dead. Survivors, participants and officials share their remembrances and struggle to provide some sense of reckoning and hopes for closure. Host Beryl Dakers is joined by Congressman James Clyburn, Cleveland Sellers Jr., and others who discuss the legacy of this painful event, its impact on the families and citizens of South Carolina, and its lessons for the future of race relations in the state.

South Carolina ETV and SC Public Radio



Between the Waters is an SCETV immersive transmedia project that highlights historic Hobcaw Barony. Located near Georgetown, Hobcaw was the location of a Native American settlement and later the hunting retreat of financier Bernard Baruch. The special tells the story of Hobcaw, now preserved for education and research, in the words of those who lived there. The broadcast special is complemented by the ***Between the Waters*** website, where visitors can take a virtual tour, moving down rice canals and listening to the stories of former residents, making this a truly cross-platform undertaking. Visit the site at www.scetv.org/betweenthewaters



CAROLINA STORIES

Charlie's Place

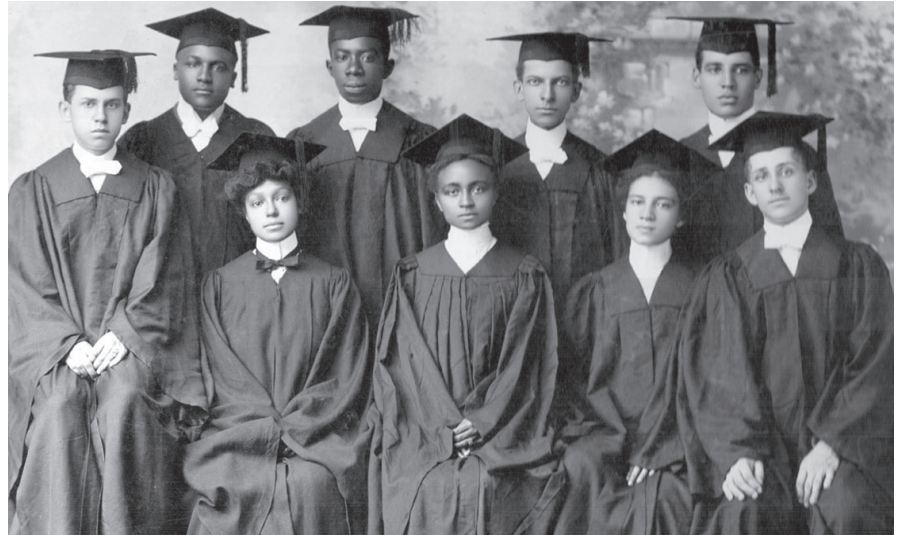
This new SCETV documentary tells the story of an African-American nightclub in Myrtle Beach, S.C., that was a significant stop on the Chitlin' Circuit in the segregated South. From the 1930s to the 1960s, owner Charlie Fitzgerald welcomed blacks and whites to his club to hear musicians including Billie Holiday, Ray Charles, Ruth Brown and Little Richard. In 1950 Charlie's Place was attacked by the Ku Klux Klan and Charlie Fitzgerald was beaten and left for dead by the side of the road. It closed in 1965, but today efforts are being made to revitalize the neighborhood, an important example of racial diversity and black entrepreneurship.

Man and Moment: Steve Flaherty— A Voice

Returned is the story of South Carolinian Steve Flaherty, who was killed in Vietnam carrying four letters he intended to mail to his family back home. Forty-three years later, his letters became part of the first diplomatic exchange between Vietnam and the United States since the war ended.

This touching story is told through archival documents and footage, interviews with family members and artistic recreations. **Steve Flaherty - A Voice Returned** reveals the courage and commitment of just one of the thousands of U.S. soldiers who gave the ultimate sacrifice in battle.

Produced by Wade Sellers and Coalpowered Filmworks, the film is presented nationally by South Carolina ETV.



**Independent Lens: Tell Them We Are Rising
Community Screening Events Held**

Through a collaboration between SC State, Benedict College, and Claflin University, Firelight Films and South Carolina ETV presented four screenings of the latest film from Emmy and Peabody Award-winning director, Stanley Nelson, **Tell Them We Are Rising: The Story of Black Colleges and Universities** as part of a national tour.

Screenings were followed by a panel discussion with representatives from the creative team, university leaders, and other invited guests to talk about the important issues explored in the documentary. SCETV also aired the documentary statewide.

“We’re pleased to present community screenings of this outstanding public television documentary in addition to our statewide broadcast,” said Anthony Padgett, president and CEO of South Carolina ETV. “Education is a cornerstone of our society, and to recognize people and institutions that have unceasingly advanced it is both inspiring and humbling.”

Major funding was provided by the Corporation for Public Broadcasting (CPB), as part of the public media initiative, American Graduate. Additional funding for campus tours was provided by Bank of America.

South Carolina ETV and SC Public Radio

South Carolina ETV's mission is to enrich lives by educating children, informing and connecting citizens, ensuring the security of the state, celebrating our culture and environment, and instilling the joy of learning.

LOCAL VALUE

SCETV is an integral part of S.C.'s advancement.

SCETV strives to provide educational resources for our state's children, educators, and caregivers; support emergency preparedness throughout the state; provide government transparency through coverage of news and public affairs; and reach out to all members of our audience regardless of age, economy, race, or political beliefs.

As a trusted steward and valued partner in South Carolina, we take pride in our partnerships and projects that aim to improve the quality of life in our state.

KEY SERVICES

SCETV provided these vital local services:

- Educational content and training to schools and agencies.
- Support of the state's emergency communications system.
- Legislative coverage of House and Senate sessions, the State of the State address, and additional meetings on-air and online.
- Outreach with "Smart Cat," our kids' mascot, whose mission is to keep children healthy, smart, and safe.
- Public safety training for law enforcement and first responders, including online courses on interoperability created by SCETV.

LOCAL IMPACT

SCETV's local services had a deep impact in South Carolina:

- SCETV provided online educational content to our state, including online teacher training and re-certification courses and face-to-face workshops to over 6,500 teachers, staff, and administrators.
- Courtesy of Sprint and SCETV, 200 PreK and after-school providers received free mobile broadband routers and 30GB of free cellular data per month.
- SCETV and SC Public Radio continue to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.