

AMERICA OUTDOORS

WITH BARATUNDE THURSTON

How do you, your family and friends interact with the outdoors? Do you have cookouts in your backyard, navigate crowded city streets, go running or play sports?

In a new six-part series, bestselling author and outdoor enthusiast Baratunde Thurston takes you off the beaten path to explore how environments in different areas of the country shape the ways Americans incorporate the outdoors into their lives.

From modern homesteaders living alongside grizzlies in Idaho, to coal miners turned conservationists in Appalachia, to Black surfers on Long Island — *America Outdoors with Baratunde Thurston* will introduce you to people whose outside activities are substantially influenced by where they live.

The regions featured are as diverse as Death Valley, the hottest place on earth; urban Los Angeles on the Pacific Coast; the state of Minnesota, “land of many lakes”; and the low-lying Tidewater region along the Atlantic shore.

In Death Valley National Park, Thurston seeks out the extremes of this arid landscape straddling California and Nevada and finds it to be a mecca for those who embrace its heat, isolation and natural beauty. In Idaho, Thurston meets ranchers who share the wilderness with newly resettled refugees and learns more about how climate change is wreaking havoc on the salmon fishery.

Baratunde explores his adopted home of Los Angeles to see how Angelinos connect with the outdoors in their sprawling city. From conservationists saving a polluted river to surfers enjoying the waves, citizens agree that preserving access to outdoor LA is vitally important.

In North Carolina, you’ll follow Baratunde as he treks through a swamp and tracks wild horses on the beach while discovering how these habitats were shaped by natural and human history. In Minnesota’s Arrowhead Region, one of the last places where people can hike or paddle their way into remote wilderness, he learns how the residents are successfully preserving the area.

As the creators of this series traveled around the country, they discovered a wide range of attitudes toward the outdoors and simultaneously found there is a deeply held belief that being outside is essential to humanity’s well-being and must be an integral component of our personal and community planning.

Airs Tuesday, July 5, at 9 p.m. on SCETV.



A CAPITOL FOURTH



Join in the 2022 Independence Day celebration by watching *A Capitol Fourth*, broadcast live from the West Lawn of the U.S. Capitol.

The concert honors our servicemen and women — former and current — who serve and sacrifice to keep us free. This star-spangled musical extravaganza is broadcast to millions of viewers on PBS and streaming platforms, as well as via the American Forces Network to our troops serving around the world.

This year's program features some of the top country, pop, R&B, classical and Broadway performers in the country. You can sing along with these talented musical artists and then enjoy the greatest display of fireworks anywhere in the nation. Television cameras strategically placed around Washington, D.C., will give you the best possible viewing experience.

Airs Monday, July 4, at 8 p.m. on SCETV.



Membership

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Dear ETV Endowment Member,

An important part of the mission for public television and radio is a commitment to diversity. Looking through the programming schedules of SCETV and SC Public Radio, you will find a wide range of subjects appealing to a large and diverse audience. From news and public affairs to children's programs, music, interviews, dramas and documentaries, it is our goal to ensure everyone finds something they appreciate through public broadcasting.

Learning is a lifelong endeavor, and we are grateful to our donors who provide support for programs that help children learn, keep citizens informed and provide culture, ideas and an understanding of history for people of all ages and interests.

Send us an email at members@etvendowment.org and let us know what great programs you discover on SCETV and SC Public Radio this summer. We love hearing from our donors!



Sincerely,

Coby Cartrette Hennecy, CPA, CFRE
Executive Director
ETV Endowment of South Carolina



What does it mean to be a Muslim in America?

Mona Haydar, a Syrian American rapper and activist who grew up Muslim, and Sebastian Robins, her writer-educator husband who converted to Islam, took a 3,000-mile journey along historic Route 66 from Chicago to Los Angeles to find out.

The three-part documentary series *The Great Muslim American Road Trip* highlights the diversity of Muslims and Islam's deep roots in America. The episodes follow Haydar and Robins as they explore Muslims' centuries-old contributions to our history and culture. As part of their research, they met with authors, entrepreneurs, students and others to understand better their experiences.

Haydar and Robins discovered Muslim stories from America's heartland that date back to the 1800s. In 1894, the St. Louis World's Fair brought the first wave of Muslim immigrants to Missouri. As they learned about our culture, they also brought some of their customs to fellow Midwesterners.

Muslim immigration has continued to the present. Today, St. Louis is home to more than 70,000 Bosnian Muslims, many of whom have stories of survival, immigration and establishing new lives in America. Robins explained that they really wanted to tell the ordinary hero's story — and now they can.

Airs Tuesday, July 5, at 10 p.m. on SCETV.

DAVID ATTENBOROUGH

THE GREEN PLANET

The new five-part documentary series, *The Green Planet*, has been described as “planet Earth from the perspective of plants.” Produced by the BBC and hosted by David Attenborough, it is an immersive portrayal of the remarkable lives of plants in their interconnected world.

You’ll journey with Attenborough into the deepest jungles and harshest deserts to experience the behaviors of plants as never before. To gain firsthand knowledge about how plants live, Attenborough traveled to the USA, Costa Rica, Croatia and northern Europe.

Often overlooked, plants can be as aggressive and competitive as

animals, struggling to get food, fighting for their territories and trying to reproduce. Theirs is ingenuity unlike anything you’ve ever seen — and beauty that knows no bounds. The series also examines our relationship with plants and shows the many ways that animals and humans are dependent on plants.

Pioneering filmmaking technology will provide new insights by taking viewers beyond the usual capacity of humans to see and understand the hidden lives of flora on the green planet.

Airs Wednesday, July 6, at 8 p.m. on SCETV.

THE BOLEYNs

A SCANDALOUS FAMILY

The Boleyns: A Scandalous Family is a new three-part series that follows the rise and fall of the Boleyns during the reign of Henry VIII from the family’s unique perspective. The documentary blends dramatic reenactments and interviews with leading historians.

Thomas Boleyn is the patriarch of the Boleyns. He came from a family of self-made men and rose through the ranks by demonstrating his political prowess. In episode 1, he is determined to elevate the family name, and his ambitions for his three children take them to the heart of the Tudor court.

In episode 2, Anne has grown into a dazzling beauty, and the king is caught in the glare. That is just what the family wanted, so they devise a strategy to catch a king.

In episode 3, Anne makes her play for the biggest prize in the kingdom and, in doing so, changes the course of British history, but the Boleyns have no idea of the high price they will have to pay.

The acting is outstanding, the costumes are gorgeous and the story is riveting — it’s a program you won’t want to miss.

Airs Sunday, August 28, at 8 p.m. on SCETV.

NOVA: THE ULTIMATE SPACE TELESCOPE

From a tropical rainforest in French Guiana to the edge of time itself, the James Webb Space Telescope began a voyage back to the birth of the universe.

NOVA: The Ultimate Space Telescope follows the development and launch of the James Webb Space Telescope, the most complex machine ever sent into space. It was launched on December 25, 2021, from Europe’s Spaceport in French Guiana.

If the space telescope works as it is supposed to, this new 18-hexagonal-mirrored eye on the universe will peer back to the birth of the galaxies and may even be able to observe the atmospheres of exoplanets as we search for signs of life beyond Earth.

Getting this futuristic innovation to work is no easy task. Its observations need to be made a million miles away from Earth — so there is no chance to go out to do repairs. It must work perfectly.

The program will introduce you to the scientists and engineers whose ingenuity enables this adventure to happen — join them on their journey to uncover new secrets of the universe.

Airs Wednesday, July 6, at 9 p.m. on SCETV.



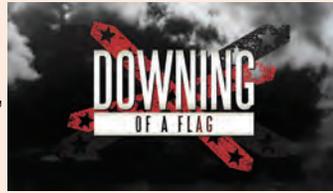
South Carolina ETV's *Downing of a Flag* nominated for Peabody Award

Downing of a Flag, a two-hour, two-part documentary film that focuses on the history of the Confederate battle flag and its impact on the people, politics and perceptions of South Carolina and beyond, has been nominated to receive a prestigious Peabody Award.

As a Peabody Awards nominee, *Downing of a Flag* joins the ranks of the best storytelling in broadcasting and digital media. Out of nearly 1,300 entries, 60 are chosen as nominees, and 30 are selected as winners. Final award winners will be announced by Peabody in June 2022.

Congratulations to our partners at SCETV, Susie Films and Strategic Films for this incredible recognition.

Special thanks to Dominion Energy, Synovus, Eastern Distribution Inc. and all of our ETV Endowment members for supporting this local documentary that has been broadcast nationwide.



2022 ETV Endowment Interns



Since 1980, the ETV Endowment has provided paid summer internships with South Carolina ETV and South Carolina Public Radio, empowering college students to explore careers in public broadcasting.

Our 2022 ETV Endowment Interns are:

Jada Allred

Clemson University

Caelan Bailey

Columbia College

David "Finn" Carlin

University of South Carolina

Jalen Langley

Clafin University

Marina Martolec

Newberry College

Mitchell Mercer

Presbyterian College

Rachel Simpkins

University of South Carolina

Learn more about the ETV Endowment's internship program and view testimonials from our 2021 interns on our website at www.etvendowment.org/about/internships.

FREEWILL

Have you heard about the new estate planning resource the ETV Endowment is providing to our members?

FreeWill is a quick and easy-to-use online tool that allows you to create a free estate plan. This resource will help you navigate issues like establishing beneficiaries of property, naming guardians for children, providing for pets and much more. In about 20 minutes, you will have a valid will — at no cost to you.

Nearly 70% of Americans are without an up-to-date estate plan, which may lead to unintended consequences. No matter your age or financial status, a will is key to protecting your loved ones. Why not take the opportunity to protect your legacy and secure their future by creating an estate plan today?

Learn more about FreeWill on our website at www.etvendowment.org/freewill.

PBS and Member Stations Named "Most Trusted" for 19 Consecutive Years

According to a nationwide survey, PBS was named the most trusted media organization for the 19th year in a row.

Not only do viewers trust PBS, they see themselves reflected in PBS's content offerings. According to survey results, 86 percent agree that PBS member stations provide excellent value to the communities they serve; 75 percent of those surveyed agree that PBS content features a diverse range of people and 74 percent agree that PBS content appeals to people from diverse backgrounds.

Throughout the COVID-19 pandemic, PBS and its member stations offered important and timely services to local communities, teachers, parents and students. In response, 87 percent of those surveyed named PBS KIDS the most educational media brand, and 84 percent of parents agreed that PBS KIDS helps prepare children for success in school.

The strength of public broadcasting is the public — donors like you who recognize the value of universal access to high-quality programming that enriches lives. Thank you for your support!



Support your favorite programs on South Carolina ETV this August!

The annual August television drive begins Saturday, August 13. Watch and support your favorite PBS programs like *American Experience*, *Antiques Roadshow*, *Frontline*, *Great Performances*, *MASTERPIECE* and *Nature*, as well as local programming like *Making It Grow*, *Palmetto Scene* and *This Week in South Carolina*.

Your donations allow us to keep our commitment to providing the quality programs you see and hear on South Carolina ETV and SC Public Radio. Thank you!