

For immediate release:  
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## **South Carolina ETV and Public Radio celebrates educators during May** *Agency announces Bobbi Kennedy Award opportunity for educators*

**COLUMBIA, S.C.** – South Carolina ETV and Public Radio (SCETV) is celebrating educators during Teacher Appreciation Week, held May 5-9, 2025. As part of this celebration, SCETV and the ETV Endowment are opening applications for the [Bobbi Kennedy Award](#) which provides funding for South Carolina teachers to incorporate health and well-being into basic curriculum.

Applications for the Bobbi Kennedy Award are now open. Two awards of \$1,500 each will be presented — one to a current classroom teacher and one to a pre-service teacher. Award funds may be used to purchase teaching and learning materials, support student field trips related to a lesson plan, and allow time for teacher preparation, including planning for professional development workshops.

Dedicating 49 years to SCETV, Bobbi Kennedy was an education advocate and yoga enthusiast. The Bobbi Kennedy Award recognizes educators and provides financial support to create fun and impactful learning experiences for South Carolina students.

The deadline for applications is Aug. 1, and awardees will be notified by Aug. 20. Visit the [Bobbi Kennedy Award webpage](#) for more application details and eligibility requirements.

In recognition of Teacher Appreciation Week 2025, SCETV will launch a statewide campaign celebrating educators engaged during the 2024–2025 school year. As part of this initiative, SCETV will also broadcast profiles of the 2026 South Carolina Teacher of the Year finalists.

SCETV's commitment to education extends beyond this celebratory week. Each year, the network provides training and workshops to more than 2,500 educators across the state at no cost. Through ETV Learn, SCETV offers over 14,000 teacher recertification hours annually as an approved provider. SCETV also facilitates on-site tours and field trips for nearly 600 students, representing more than 40 classes. The digital learning platform, [KnowItAll.org](#), also gives South Carolina districts and educational organizations access to over 10,000 free instructional resources. In the past year alone, the site recorded more than 315,750 visits and welcomed over 241,000 unique visitors.

Educators, **thank you** for all that you do!

### **QUOTES:**

"Teachers help build our communities— guiding discovery, nurturing resilience and sparking lifelong curiosity. It's a privilege to honor their impact during Teacher Appreciation Week and through the Bobbi Kennedy Award. Bobbi's unwavering commitment to education and wellness continues to shape the way we support educators, and this award is a meaningful tribute to her enduring legacy." **–SCETV**

**Assistant General Manager Dr. Stephanie Cook**

"South Carolina educators inspire innovation and ignite passion in the classroom every day. They go beyond teaching standards— planting seeds of potential that shape communities and sustain our world. Our work with educators fuels a commitment to merging education and media in ways that create lasting moments for students of all ages. As we recognize their vital contributions, we're proud to offer tangible support through initiatives like the Bobbi Kennedy Award. It's one more way we're investing in the people who invest in our greatest treasure— our students." **–SCETV Chief Learning Officer Dr. Salandra Bowman**

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**FAST FACTS:**

- SCETV is celebrating educators during Teacher Appreciation Week, held May 5-9, 2025.
- SCETV and the ETV Endowment announced the [Bobbi Kennedy Award](#) which provides funding for South Carolina teachers to incorporate health and well-being into basic curriculum.
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**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* and *Southern Songwriters with Patrick Davis*.

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