

SCBA 2004 STAR AWARD WINNERS

Radio Sportscaster of the Year

STAR: Joel Kay, WRIX-FM, Anderson
AOM: Steven Stone, WRHI-AM/WRHM-FM, Rock Hill

Television Broadcast News-Spot News

STAR: "US Finishing Fire," WYFF-TV, Greenville
AOM: "Hotel Tragedy," WSPA-TV, Spartanburg

Production-PSA

Television

STAR: "Take the Keys," WHNS-TV, Greenville
AOM: ""Star Chefs' Auction," WHNS-TV, Greenville

Radio Show of the Year

STAR: "B106.7 Morning Show," WTCB-FM, Columbia

Weathercaster of the Year

STAR: John Cessarich, WYFF-TV, Greenville
AOM: Dan Bickford, WSPA-TV, Spartanburg

Broadcast News-Series

STAR: "School Civil Rights," WYFF-TV, Greenville
AOM: "Daycare Report Card," WLTX-TV, Columbia

Production-Promo

Television

STAR: "To Tattoo or Not Tattoo," WHNS-TV, Greenville
AOM: "More on WYFF News 4," WYFF-TV, Greenville

Radio (Small/Medium Market)

STAR: "I Want to Enter," WRIX-FM, Anderson
AOM: "Really Good Biscuits," WRIX-FM, Anderson

Radio (Large Market)

STAR: "Neighborly," WWWZ-FM, Charleston
AOM: "Celebrity Bail Bonds," WALC-FM, Charleston

Broadcast News-Feature/Franchise

STAR: "A Brush With Destiny," WYFF-TV, Greenville
AOM: "Moosic," WIS-TV, Columbia and "C'mon Fish," WYFF-TV, Greenville

Production-Commercial

Radio (Small/Medium Market)

STAR: "Mayonnaise," WWBD-FM, Orangeburg
AOM: "Mr. G's RibGet," WRIX-FM, Anderson

Radio (Large Market)

STAR: "Drill Sergeant," WLTY-FM/WNOK-FM, Columbia
AOM: "Andolini's Pizza," WALC-FM, Charleston

Television

STAR: "Copper Penny-Fall," WCBD-TV, Charleston
AOM: "SC Educational Lottery," WHNS-TV, Greenville

Television Anchor of the Year

STAR: Pamela Graham, WSPA-TV, Spartanburg
AOM: Carol Goldsmith, WYFF-TV, Greenville

Television Local Programming

STAR: "Southern 500: Past, Present & Future," WBTW-TV, Florence/Myrtle Beach
AOM: "Our First 50 Years," WIS-TV, Columbia

Television Reporter of the Year

STAR: Michael Cogdill, WYFF-TV, Greenville
AOM: Beth Brotherton, WYFF-TV, Greenville

Radio Personality of the Year

STAR: Brent Johnson, WTCB-FM, Columbia

Television Personality of the Year

STAR: Jack Roper, WSPA-TV, Spartanburg
AOM: John Cessarich, WYFF-TV, Greenville

Richard M. Uray Service Project of the Year

Radio

STAR: "B106.7 Radiothon," WTCB-FM, Columbia
AOM: "Toys for Happiness," WRHI-AM, Rock Hill

Television

STAR: "Keep It Real," WRLK-TV, Columbia
AOM: "Families Helping Families," WIS-TV, Columbia

Station of the Year

Radio

STAR: WTCB-FM, Columbia
AOM: WFMV-FM, Columbia

Television

STAR: WIS-TV, Columbia
AOM: WLTX-TV, Columbia