



MIDDLEBURG MATTERS



2019 STAR AWARDS

The 2019 SCBA STAR Awards ceremony, *An Evening in Paris*, was held on August 17th in the ballroom of Hilton Columbia Center. A crowd of 160 guests posed for photos in front of the Eiffel Tower, enjoyed music and entertainment by Benji Norton and Gary Mills and dined on French food and pastries prepared by Ruth's Chris Steak House.



South Carolina Radio and TV broadcasters submitted a total of 343 STAR entries in 40 different categories. Congratulations to all of this year's winners! [Click here](#) for a complete list of winners.

MEMBER SERVICES



FREE WEBINARS FOR SCBA MEMBERS

The next FREE webinar for Sales Managers will be on October 17th with Chris Lytle. Chris is a gifted speaker and teacher and has inspired and educated countless radio advertising sales

professionals over the last 44 years. His webinar topic will be "*Scarce Talent: Recruiting and Hiring Better Salespeople.*" Information on how to participate in this webinar will be sent closer to the date.

Poynter.

EVERYTHING YOU NEED TO BE A BETTER JOURNALIST

SCBA is awarding ONE \$2,000 scholarship to this Poynter News Institute Workshop in October!

One of your TV reporters could be the recipient of this all-expense paid trip and workshop!

Reporting Workshop for Rising Stars

DEADLINE TO APPLY to SCBA: Aug. 30

TEACHING DATE: Oct. 13-16

LOCATION: The Poynter Institute, St. Petersburg, Fla.

The secret to success isn't getting to the biggest newsroom; it's creating the career you want where you are.

The best reporters have a distinct style that not only earns praise, but moves the audience to engage and creates change. In a 24/7 news cycle, standing out is a particularly incredible feat.

Poynter's new workshop is designed to mentor early-career journalists in a small-group setting to unlock their superstar potential. Participants will grow as investigators and storytellers, and learn how to better manage their personal brand and navigate their career.

Applicants must be nominated by a News Director or an editor to be considered—and should agree to stay in their current newsroom for at least a year after the workshop.

TO APPLY: FORWARD AN EMAIL EXPRESSING YOUR INTEREST ALONG WITH A LETTER OF RECOMMENDATION FROM YOUR NEWS DIRECTOR TO PAULA@SCBA.NET. THE WINNER WILL BE NOTIFIED NOT LATER THAN SEPTEMBER 6, 2019.

For information about the instructors and curriculum, please [click here](#). **DO NOT APPLY ON LINE AT POYNTER!**

MEMBERS IN THE NEWS

Meredith Corporation announced the appointment of Charlie Henrich, Jr. as the new Vice President and General Manager of WHNS-TV, it's Fox affiliate in Greenville, SC. Henrich replaces Les Vann who left earlier this year.



Most recently, Henrich served as General Manager of KMEG-TV and WPTH-TV in Sioux City, IA.



Efren Afante has been named Chief Meteorologist at WLTX-TV, taking over the reins from the retiring Jim Gandy.

"It has truly been an honor and privilege to work with South Carolina's Weatherman, Jim Gandy, over the past several years," said Afante. "I pledge to continue in his tradition of serving our viewers with the most accurate weather information in The Midlands."

Have you or someone at your station been recognized recently with an award or promotion? Please send all information to paula@scba.net at the SCBA office!

IN MEMORY

As we recognize the accomplishments of our broadcast colleagues, we also want to remember those we have lost this year.

Bill Garrison, a retired broadcaster from Greenville, passed away on January 29th at the age of 97.



Haney Howell was a nationally acclaimed news reporter and producer who brought his love of journalism to the classroom to equip and inspire future broadcasters. Haney passed away on February 11th at the age of 75.

Eric Peralta was employed at WFXB-TV in Myrtle Beach from 1996 until his unexpected passing in June at the age of 52.



Sherry Dollar was Vice President and Market Manager for Cumulus Charleston and had served on the SCBA Board of Directors since 2016. A respected broadcaster and female pioneer in our industry, Sherry lost her battle with breast cancer in July.

**SCBA EDUCATIONAL
FOUNDATION AWARDED \$50,000
IN SCHOLARSHIPS!**



The South Carolina Broadcasters Association's Educational Foundation awarded \$50,000 in scholarships

to eleven schools in South Carolina. The SCBA Educational Foundation awards scholarships to SC colleges, technical colleges and universities that offer a curriculum in broadcast training.

The following schools received scholarships in 2019:

Bob Jones University
Claflin University
Clemson University
Francis Marion University
Furman University
North Greenville University

South Carolina State University
Tri-County Technical College
Trident Technical College
University of South Carolina
Winthrop University



PEP REMINDER!

September and October

Radio should be running the following campaigns:

- Army National Guard
- SC Asphalt & Pavement (SCAPA)
- SC Dept of Education
- SCMEP
- SC Technical College Systems

TV should be running the following campaigns:

- Army National Guard
- SC Asphalt & Pavement (SCAPA)
- SC Dept of Education
- SCMEP

Please remember to send your reports to us by the 10th of each month. The preferred method to receive the reports is by email to paula@scba.net



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STAY CONNECTED

