



MIDDLEBURG MATTERS

SCBA ANNOUNCES 2020 AWARDS OF DISTINCTION HONOREES



TOMMY SUGGS



DAVE AIKEN

The South Carolina Broadcasters Association will present its most prestigious awards to Tommy Suggs and Dave Aiken at the Awards of Distinction dinner to be held on January 30, 2020 at the USC Alumni Center in Columbia.

Tommy Suggs will receive the SCBA Honorary Life Membership Award which is bestowed on individuals who have served broadcasting by making significant contributions to the industry either in South Carolina or outside the state.

Suggs, regarded as one of the University of South Carolina's all-time greatest quarterbacks, led the Gamecocks to the 1969 ACC Championship. He is also known to generations of Gamecock

fans as the color analyst on the radio broadcasts for the last 40 years.

Dave Aiken will receive the SCBA Masters Award which is bestowed on an individual who has lifetime achievements as an on-air broadcaster for radio and/or television and who has made significant contributions to broadcasting in South Carolina.

Aiken has been a staple on WOLO-TV for 50 years and has also been a radio icon with his "Shakin Dave Aiken" oldies show on WOMG-FM. He has hosted the MDA Telethon for the past 40 years. Aiken is also a recipient of the 2005 SCBA Honorary Life Membership Award.



SAVE THE DATE FOR THE 2020 WINTER CONFERENCE AND BROADCAST EXHIBITION

The SCBA Winter Conference will be held on January 30, 2020 at the Alumni Center in Columbia. This annual conference includes engineering and sales training, an Exhibit Hall with vendors from over thirty broadcast related companies, and our Cocktail Reception and Awards of Distinction Dinner that evening. Updates will follow.

**Derron Steenbergen - back by
popular demand!
January 30, 2020
USC Alumni Center**

If you missed him in 2018, you don't want to miss him in 2020! If you came to his sessions in 2018, you'll want to come back in 2020 for all new content and topics!



This year the SCBA Winter Conference has two sessions designed for Media Marketing Specialists (formerly known as “salespeople”).

9:30am- Noon “Discovering Your Sales Swagger”

1:30-3:00pm “Digital...It’s Not Just Selling More of It but Understanding How it Works Best with Radio and Television”

Sales managers are welcome too!

MEMBER SERVICES



FREE NEWS WEBINARS IN DECEMBER: Covering the 2020 Elections

As part of your membership, SCBA is providing two FREE Poynter News Training webinars on Covering the 2020 Elections. Mark your calendars for December 3rd and December 10th at 1 p.m.

[CLICK HERE](#) for more information and to register!



Legislative Workshop for the Media

January 9th, 9:30 am-3:00 pm
[Register Now](#)

This workshop is sponsored by the S.C. Press Association, S.C. Broadcasters

Association and the Associated Press.

Please note that this event is open only to members of SCPA, SCBA and AP.

The annual Legislative Workshop for the Media will preview the 2020 legislative session. Make plans to join your state legislators as they discuss various topics (coming soon!).

[CLICK HERE](#) for more information.

Don't Forget SCBA in Your 2020 Budget

Below is a brief glimpse of events and programs to plan for in 2020.



- January 9th - Legislative Workshop for the Media, Statehouse grounds
- January 30th - SCBA Winter Conference and Awards of Distinction, USC Alumni Center
- February 24th - NAB State Leadership Conference in Washington, DC
- March 5th - Annual Legislative Shrimp & Grits Breakfast, Blatt Building on Statehouse Grounds
- April 8th - SCBA Job Fair, SC Army Guard Armory
- August 15th - 2020 STAR Awards, Hilton Columbia Center

MEMBERS IN THE NEWS



Kenny Lawrence Named New VP/General Manager at WSPA-TV, Spartanburg

Kenny Lawrence with Nexstar Media is the new vice president and general manager of the broadcast and digital operations of WSPA (CBS) and WYCW (CW).

Prior to his tenure in Tri-Cities, Lawrence was VP-GM of Nexstar's broadcast and digital operations in Lafayette, La. — KLFY (CBS) and KLFY.com.

Eric Mastel New VP/Market Manager for Cumulus Charleston

Cumulus Media has appointed 30-year radio broadcasting executive Eric Mastel as Vice President/Market Manager for Cumulus Charleston, SC.



Mastel moves to Charleston from Savannah, GA, where he was Vice President/Market Manager for Cumulus Savannah for the past eight years. He succeeds Sherry Dollar in the position, who passed away in July.

Prior to joining Cumulus in 2011, Mastel was President of Max Media for 12 years and was also Vice President/Market Manager for Entercom Communications in Virginia Beach, VA. Mastel was named one of the Best Managers in Radio by Radio Ink magazine in 2019.



Nicole Boone Celebrates 30 Years at WBTW-TV

On November 13th, Nicole Boone celebrated 30 years of bringing local news to viewers in the Pee Dee.

For the full story, [click here](#).

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.

Dwight Andrew "Drew" Stewart

Drew Stewart, a beloved TV photojournalist, passed away on October 12, 2019 after a courageous battle with brain cancer.

Drew's TV career took him from Columbia to Charleston and back again to Columbia. He will be mourned and missed by broadcasters throughout South Carolina.

He is survived by his wife Jill, his son Mason Andrew Stewart, his parents and many other family members.

For the full story of Drew's life and career, please [click here](#).



PEP REMINDER!

December

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

