

2014 SCBA STAR Award Winners

SCBA's State Television And Radio (STAR) Awards Ceremony was held on Saturday, August 9 at the Columbia Metropolitan Convention Center in Columbia. SCBA presented two awards in most categories. The Award of Merit (AOM) went to stations taking second place in a category and the STAR Award went to those taking first. Congratulations to all of the stations below which were recognized at our prestigious STAR Awards Ceremony on the 9th! **(PLEASE NOTE: To insure objectivity, judges are broadcast professionals from outside South Carolina. SCBA provides detailed criteria for judging each award category. Judges have complete discretion to determine whether a category includes award caliber material so an award may not be given in each category or a category may only have a winner and not a runner-up. Certain radio categories offer separate awards for medium/small and large markets. Those categories are indicated by "M/S" and "L.")**

Category	Radio	Television
Production-Commercial	<p>Medium/Small Market STAR: WRHI-AM, Rock Hill <i>ChristmasVille 2013</i> Chuck Boozer, McKenzie Nicholson, Steven Stone AOM: WCRS-AM, Greenwood <i>Smooch Commercial</i> Anne Eller</p> <p>Large Market STAR: WSPA-FM, Greenville <i>Family Dental Health "Appleseeds"</i> Stan Fisher, Johnny George, Kristen Owens Smith AOM: WTPT-FM, Greenville <i>Rob Ianuario – Wet Cop</i> Stan Fisher, Rob Ianuario</p>	<p>STAR: WLTX-TV, Columbia <i>Bulldog Battery Bank Robber</i> Barry Anderson, Bryan Richardson AOM: WIS-TV, Columbia <i>Laugh and Leap</i> Kirby Formyduvall, Hugh Jacobs, Jennifer Epting</p>
Production-Promo	<p>Medium/Small Market STAR: WRHI-AM, Rock Hill <i>Boo-Haha</i> Allan Miller, Chuck Boozer, Steven Stone AOM: WRHI-AM, Rock Hill <i>Toys For Happiness – "It's A Wonderful Life"</i> Allan Miller, McKenzie Nicholson, Catherine Madden</p> <p>Large Market STAR: WJMZ-HD3, Greenville <i>Backstreet</i> David Jackson, John Pallarino AOM: WJMZ-HD3, Greenville <i>Chucktober</i> John Pallarino, David Jackson</p>	<p>STAR: WIS-TV, Columbia <i>WIS Investigates - Images</i> Jim Hays, Patrick Stapleton AOM: WBTW-TV, Myrtle Beach <i>Lion Fish Invasion</i> Gregory Osborne</p>

Category	Radio	Television
Production-PSA	<p><u>Medium/Small Market</u> STAR: WVSZ-FM, Rock Hill <i>Don't Text and Drive (AAA Foundation)</i> Allan Miller, Steven Stone, Amber Westgate</p> <p><u>Large Market</u> STAR: WWNQ-FM, Columbia <i>Zac Brown–Kenny Chesney Don't Drink & Drive PSA</i> Marty Hall AOM: WYRD-FM, Greenville <i>Radiothon PSA</i> Stan Fisher, Russ Cassell, Bob McLain</p>	<p>STAR: WIS-TV, Columbia <i>Families Helping Families</i> Patrick Stapleton AOM: WYFF 4, Greenville <i>Holiday Sunshine Fund/Traditions</i> Joanna Wells, Benjie Newman</p>
Production-Multi-Spot Campaign	<p><u>Medium/Small Market</u> STAR: WRHM-FM, Rock Hill <i>Clinton Family Ford Dancing with the Cars</i> Jim Clinton, Chuck Boozer, Freddi Hammer AOM: WIBZ-FM, Sumter <i>Mr. P's Car Wash Campaign</i> Theresa Miller, Dave Allan, Dave Baker</p> <p><u>Large Market</u> STAR: WGCV-AM, Columbia <i>Power Positions</i> Stacey Scott, Tony Jamison AOM: WYAV-FM, Myrtle Beach <i>Encounters UFO Experience: Alain Dement</i> Scott Mann, Mark Krom</p>	<p>STAR: WLTX-TV, Columbia <i>This is Home – Midlands of South Carolina</i> Laura Hensley AOM: WIS-TV, Columbia <i>WIS News 10 Sunrise</i> Patrick Stapleton</p>
Radio Show	<p>STAR: WJMZ-FM, Greenville <i>The Kelly Mac Show</i> Kelly Mac AOM: WCRS-AM, Greenwood <i>Meet Me at the Diner</i> Anne Eller</p>	N/A
Sportscaster of the Year	<p>STAR: WRHI-AM/FM, Rock Hill Chris Miller</p>	<p>STAR: WSPA-TV, Spartanburg Pete Yanity AOM: WYFF 4, Greenville Brad Fralick</p>
Reporter of the Year	<p>STAR: WRHI-AM, Rock Hill Andrew Kiel AOM: WVOC-FM, Columbia David Waterman</p>	<p>STAR: WSPA-TV, Spartanburg Drew Smith AOM: WSPA-TV, Spartanburg Gordon Dill</p>

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Weathercaster	N/A	STAR: WBTW-TV, Myrtle Beach Frank Johnson AOM: WSPA-TV, Spartanburg Christy Henderson
Personality of the Year	STAR: WHZT-FM, Greenville Tone Hollywood AOM: WJMZ-FM, Greenville Kelly Mac	STAR: WYFF 4, Greenville John Cessarich AOM: WLTX-TV, Columbia Darci Strickland
Anchor of the Year	N/A	STAR: WYFF 4, Greenville Carol Goldsmith AOM: WYFF 4, Greenville Michael Cogdill
News-Spot News	N/A	STAR: WYFF 4, Greenville <i>Murder in Pelzer</i> WYFF 4 News Staff AOM: WIS-TV, Columbia <i>Gabbie Swainson Found</i> WIS Staff
News-Feature/ Franchise	N/A	STAR: WYFF 4, Greenville <i>WYFF News 4 Investigates: Out-of-State Trash</i> Gabrielle Komorowski, Albert Spear, Jennifer Mihalic AOM: WSPA-TV, Spartanburg <i>Debt Collection Scam</i> Diane Lee, Aaron Smeltzer
News-Series	N/A	STAR: WLTX-TV, Columbia <i>DSS Investigations</i> Clark Fouraker, Jennifer Bellamy, Staff AOM: WYFF 4, Greenville <i>The Obesity Crisis</i> Carol Goldsmith, Albert Spear, John Hendon
Local Programming	N/A	STAR: WCIV-TV, Charleston <i>WCIV Obesity Special</i> Victoria Hansen, Dave MacQueen, Cathy Hobbs AOM: WSPA-TV, Spartanburg <i>Upfront: Feast or Famine</i> Elizabeth Sanders, Laura Thomas, Jason Parker

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Website	<p>Medium/Small Market STAR: WRHI-AM, Rock Hill http://WRHI.com Andrew Kiel, Chris Miller</p> <p>Large Market STAR: WFBC-FM, Greenville http://www.b937.com/ Tias Schuster</p> <p>AOM: WSPA-FM, Greenville http://www.magic989online.com/ WSPA Staff</p>	<p>STAR: WSPA-TV, Spartanburg http://www.wspa.com WSPA Staff</p> <p>AOM: WYFF 4, Greenville http://www.wyff4.com Stephanie Towers, Carla Field, Bruce Barkley</p>
Convergence Coverage	<p>STAR: WHZT-FM, Greenville <i>Haley Coker</i> Anthony Wheeler, David Jackson, Anthony Louden</p> <p>AOM: WRHI-AM, Rock Hill <i>Northwestern State Championship</i> Chris Miller, Andrew Kiel, Robert Earl Carter</p>	<p>STAR: WMBF-TV, Myrtle Beach <i>Heather Elvis Coverage</i> WMBF News Staff</p> <p>AOM: WSPA-TV, Spartanburg <i>Hospital Prices: Online Database</i> Gordon Dill, Aaron Smeltzer, Kevin Justus</p>
Richard M. Uray Service Project of the Year	<p>STAR: WJMZ-FM, Greenville <i>107 Days of Nonviolence</i> Pastor Johnson, Rhonda Rawlings</p> <p>AOM: WAVF-FM, Charleston <i>School Supply Drive With The Hootie & The Blowfish Foundation</i> Katrina Harris, Bryan Taylor, Chris Saglian</p>	<p>STAR: WLTX-TV, Columbia <i>Stuff-A-Bus</i> WLTX Staff</p> <p>AOM: WYFF 4, Greenville <i>Domestic Violence</i> Lee Brown, Jennifer Mihalic, John Hendon</p>
Station of the Year	<p>STAR: WJMZ-FM, Greenville AOM: WRHI-AM, Rock Hill</p>	<p>STAR: WIS-TV, Columbia AOM: WYFF 4, Greenville</p>