



2024 STAR AWARDS

(State Television and Radio Awards)

Award Categories

Radio	Television
Production Awards (RADIO ONLY: Two designations: Group A – 1-24 Stations Group B – 25+ Stations) a) Commercial b) Promo c) PSA d) Multi-spot Campaign Radio Show of the Year Radio Morning Show Broadcast Personality or Team Best Radio Promotion Best Music Show Reporter of the Year Sportscaster of the Year Personality of the Year Best Use of Digital Platforms Best Sports Show/Sports Talk Show Best Radio Promotion of the Year Convergence Coverage Best News Coverage of the Murdaugh Trials** Best News Talk Radio Show Best Public Affairs Show Service Project of the Year Radio Station of the Year **NEW CATEGORY	Production Awards a) Commercial b) Promo c) PSA d) Multi-spot Campaign Reporter of the Year Sportscaster of the Year Weathercaster of the Year Anchor of the Year TV Producer of the Year TV Director of the Year TV Photographer of the Year Personality of the Year Best Use of Digital Platforms Best TV Weather Coverage Best TV Weather/Science Reporting Convergence Coverage Best Coverage of the Murdaugh Trials** Best Sports Special Best Morning Newscast of the Year Best Evening Newscast of the Year Broadcast News a) Spot News b) Feature/Franchise c) Series d) Investigative Reporting Local Programming Service Project of the Year TV Station of the Year

Entries are submitted using BetterBNC [Online](#) Awards Platform
Contest Opens – *April 15, 2024 at 9:00 AM*
Contest Deadline – *May 19, 2024 at 12:00 AM (Midnight)*

2024 SCBA STAR AWARDS ENTRY INFORMATION

For more information: Contact the SCBA office at (803) 732-1186
or by email at scba@scba.net.

You may also visit the SCBA website at www.scba.net.

Rules and Information

Eligibility

- The SCBA STAR Awards Program is open to SCBA member stations that have a primary audience in South Carolina. **Entries must have been produced and broadcast during the period from February 1, 2023 through January 31, 2024.** Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.
- Should the validity of a winning entry be challenged, the challenge **MUST** be in writing with the name and contact information of the challenger as well as supporting documentation and submitted to SCBA not later than one week after the winning entries have been posted on the SCBA website. Anonymous challenges will not be accepted.
- Non-English language entries are welcome but must be accompanied by a written English translation or subtitles.
- **2024 SCBA Membership dues must be paid-in-full for stations to qualify for STAR Awards entries.**

Entry Material

- To produce your best entry, please adhere strictly to the criteria listed in each category. Note there are limits on the length of both the audio/video entry and the accompanying narratives.
 - **IMPORTANT: For TV-** audio/video-based entries are accepted although there are different limits on the length depending on the category.
 - **For radio: ONLY AUDIO-BASED ENTRIES WILL BE ACCEPTED.** (Except for the CONVERGENCE COVERAGE category) Each category has varying limits on the length of the audio entry.
 - **CONVERGENCE COVERAGE** category: Radio stations can submit both audio and video entries
- Narratives, although not required in all categories, are strongly recommended, as they provide valuable background for the judges.
- Along with your entry, you must submit a :15 to a :20-second snippet of your entry that will be played at the awards show, should your entry win in the category. Submit this additional material as one of the URL spaces. (TV: **only AUDIO/VIDEO-BASED** snippets and Radio: **only AUDIO-BASED** entries in all categories. The **CONVERGENCE COVERAGE** category is the **only exception** where a radio station can submit both audio and video snippets.) Stations may enter as many categories as they wish, and stations may submit up to four entries in individual categories and two entries in all other categories, except for Station of the Year, where one entry is appropriate.
- AM/ FM sister stations may be considered as a single entrant and awards will be made to both stations as a single entry. Duopoly/LMA and group-owned operations should enter each station separately.
- First Place (STAR Awards) and an Honorable Mention will be presented in each category.

Better BNC Online Awards Platform

Entries will be submitted using [Better BNC](#) Media Online Awards Platform. Audio/video entry will be submitted by providing a link to your entry posted online. You can post your entry on any third-party site such as YouTube, Vimeo, Google Drive, Dropbox, etc., or even your own website. **Be sure the link that you submit is a public link that will not require the judges to create an account or log in.** **Radio:** SoundCloud is a great tool for submitting audio entries!

For Radio- submit compilation as .mp3 file, and a station logo as .jpg.

For TV – submit compilation as data file (preferred format is .mov with summed audio on both stereo channels – no .mpeg2 files please).

Compilations will be uploaded to the SCBA FTP site. Collateral material (narrative, reference letters, etc.) will be submitted as attachments in .PDF format. Contest entry submission period will begin on Monday, April 15, 2024 and the deadline for entries is 12:00 a.m. (midnight) on Sunday, May 19, 2024.

If you are having any difficulty with the BetterBNC system, you can click "Help & Support" in the top left corner of any page, then click "Start Trouble Ticket". You can also call the support number, which is listed on the Start Trouble Ticket page, between 8am and 5pm PST, Monday through Friday.

Liability

- Winning entries may be posted on the SCBA website.
- Any deviation from the rules will subject the entry and/or entries to disqualification.
- If determined an entry is not fully locally produced and/or is entered with false documentation, station and ownership of that station will not be permitted to submit for that award for a period of two years.

Entry Fees/Payment Options

- **Station of the Year - \$60, Other Categories \$35.**
- Stations may pay online with a credit card when submitting entries at Better BNC or may enter online, and once SCBA receives your entry notification, we will invoice you at that time. **Payment must be received before the judging on June 3, 2024.** You may pay your invoice by mailing a check to SCBA, or by contacting the SCBA office to process a credit card payment, email scba@scba.net or call 803-732-1186.
- SCBA provides **one free entry for each radio GROUP or individually-owned station.** If you choose to be invoiced, SCBA will adjust your invoice accordingly to reflect the appropriate comps. If you choose to pay online with a credit card, you will pay the full amount for all entries, and SCBA will refund the appropriate comp fees.

Judging

- Judging will be by a panel of broadcast experts from outside the state of South Carolina. **SCBA uses different judges each year.** They will evaluate all entries based on the criteria listed in the “Awards Categories”.
- Judges typically select a first-place winner and a second-place runner-up in each category but are under no obligation to do so and may choose to award only one prize or no prizes in a specific category.
- If an entry is submitted in the wrong category, it may, at the discretion of the judges, be moved to the proper category.
- The decision of the judges will be final.

Awards

- First place stations will be presented with elegant STAR Awards and, where applicable, up to three individuals responsible for the winning entry will be recognized on the award. Pre-announced finalists in each category will also receive individual recognition.
- Along with your official entry, **you must produce and send a :15 to :20 second snippet of your entry** that will be played during the awards show should your entry win in the category. (TV: **only AUDIO/VIDEO-BASED** snippets and Radio: **only AUDIO-BASED** entries in all categories. The **CONVERGENCE COVERAGE category is the only exception** where a radio station can submit both audio and video snippets.). Please add your snippet in the URL section of the entry. **We also need your current logo as an attachment to one of your entries. This will ensure that your correct logo is used during the awards show.**



Award Categories

1. Production (Radio or TV)

An award will be presented for each of the following categories: **(FOR RADIO ONLY: There will be two category designations. Group A is for groups owning 1-24 stations and Group B is for groups owning 25+ stations)**

- A. Commercial
- B. Promo
- C. PSA
- D. Multi-spot campaign

Announcements can be any length but must not exceed :60 seconds. Stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission.

Entry Material: a) For TV: only links to audio/video entry are allowed. For Radio: only links to audio entry are allowed. b) Up to 1-page narrative that specifically correlates with the digital audio/video entry.

2. Radio Show of the Year

Most outstanding locally originated radio show broadcast predominantly to a South Carolina audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) link to digital audio entry including any of the following **(5-minute limit)**: audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2 page narrative describing show's involvement in community affairs or activities which enhanced the station's public image. Must specifically correlate with the digital audio entry; c) one (1) letter from the community documenting this involvement.

3. Radio Morning Show Broadcast Personality or Team*

Best on-air morning broadcast personality or broadcast team.

Entry Material: a) link to digital audio entry including any of the following **(5-minute limit)**: audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2 page narrative describing show's involvement in community affairs or activities which enhanced the station's public image. Must specifically correlate with the digital audio entry; c) one (1) letter from the community documenting this involvement.

4. Best Radio Promotion

Station Promotion that utilizes Radio Station personalities and airwaves for an individual event or on-air contest. Entry will be judged on creativity and effectiveness of the promotions.

Entry Material: a) For Radio: only links to audio entry are allowed. **(5 minute limit)**; b) Up to 2-page narrative explaining the story/campaign

5. Best Music Show

Most outstanding locally originated radio music show broadcast predominantly to a South Carolina audience. Show may be hosted by one or more personalities. Show must be a recurring show (daily or weekly). The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) link to digital audio entry including any of the following **(5-minute limit)**: an audio montage of day-to-day on-air performances representative of the show; commercial, promo, or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2-page narrative describing show's involvement in community affairs or activities which enhanced the station's public image. Must specifically correlate with the digital audio entry.

6. Reporter of the Year (Radio or TV)

Most outstanding local on-air reporter broadcasting local news events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience.

Entry Material: a) For TV: only links to audio/video entry are allowed. Audio/video montage of on-air commentary should be representative of the entrant's on-air performance. For Radio: only links to audio entry are allowed. Audio montage of on-air commentary should be representative of the entrant's on-air performance. **(5-minute limit)**; b) Up to 1-page narrative that specifically correlates with the audio or video entry.

7. Sportscaster of the Year (Radio or TV)

Most outstanding local sportscaster broadcasting local sports events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience.

Entry Material: a) For TV: only links to audio/video entry are allowed. Audio/video montage of on-air commentary should be representative of the entrant's on-air performance. For Radio: only links to audio entry are allowed. Audio montage of on-air commentary should be representative of the entrant's on-air performance. **(5 minute limit)**; b) Up to 1-page narrative that specifically correlates with the digital audio or video entry.

8. TV Weathercaster of the Year

Most outstanding weather anchor or meteorologist broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual weathercaster on local news programs.

Entry Material: a) link to digital video entry with introduction plus video montage representative of the entrant's on-air performance **(5-minute limit)**; b) Up to 1-page narrative that specifically correlates with digital video entry.

9. TV Anchor of the Year

Most outstanding local on-air anchor broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual anchor featured on local news programs.

Entry Material: a) link to digital video entry with introduction plus video montage representative of the entrant's on-air performance (**5-minute limit**); b) Up to 1 page narrative that specifically correlates with digital video entry.

10. TV Producer of the Year

Given for excellence in demonstrating the skills of one individual. A composite achievement record for the calendar year. Entry should contain a compilation of examples of aired material, for which the entrant had primary responsibility. Individual must work as a producer on a regular basis.

Entry Material: a) link to digital video entry (**5-minute limit**); b) Up to 1 page narrative that specifically correlates with digital video entry.

11. TV Director of the Year

Given for excellence in demonstrating the skills of one individual. A composite showing studio storytelling. Entry should contain a compilation of examples of aired material, for which the entrant had primary responsibility. Individual must work as a director on a regular basis.

Entry Material: a) link to digital video entry (**5-minute limit**); b) up to 1 page narrative that specifically correlates with digital video entry.

12. TV Photographer of the Year

A compilation clip of 3-5 events showing the applicant's best work.

Judging Criteria: creativity, continuity, and technical production (**5-minute limit**). Please include a narrative of supporting information.

13. Personality of the Year (Radio or TV)

Most outstanding individual local on-air personality broadcasting predominantly to a South Carolina audience. Entrant may be an individual who is part of an on-air show team or any other on-air personality, provided the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant station.

Entry Material: a) For TV: only links to audio/video entry are allowed. For Radio: only links to audio entry are allowed. Which may include any of the following (**5-minute limit**): montage of day-to-day performance (if nominee is part of a show's team be sure digital audio or video entry identifies and features the nominee); commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2-page narrative describing entrant's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the digital audio or video entry; c) 1 letter from the community documenting this involvement.

14. Best Use of Digital Platforms (Radio or TV)

Includes: Website - submit URLs, examples of ways in which you promoted the website and its metrics (no screenshots) and **Social Media** - submit ways in which you promoted the station on social media and its metrics. This includes things such as Facebook/Facebook Live, Snapchat, Instagram, etc.

Judging Criteria: overall appearance, ease of use, use of visuals, the depth and quality of information available, and ability to reflect the spirit and personality of the associated radio station.

15. Best Sports Show/Sports Talk Show (Radio)

This award recognizes the best locally originated and regularly scheduled sports show/sports talk show. Criteria includes presentation of facts, delivery, creativity, entertainment value, production value, and effective use of audio.

Entry material: can be a compilation of audio clips from the show/talk show **(5-minute limit)**.
INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

16. Best TV Weather Coverage

Most outstanding coverage of a weather event impacting South Carolina. May include multiple reports of continuing coverage from news/weather team **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening, and style (music, sound effects, humor).

17. Best TV Weather/Science Reporting

Most outstanding coverage of weather, science, or environmental impact issues in South Carolina developed for the local community/audience **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening, and style (music, sound effects, humor).

18. Convergence Coverage (Radio or TV)

This award recognizes excellence in multimedia coverage of a locally originated single story/campaign. This category includes non-news (public service or promotion) and news entries. Entry will be judged on the breadth of coverage across two or more media platforms – one of which must be digital media (online, social media, mobile, etc.), maximizing the strengths and uniqueness of each media in bringing information to the user.

Entry Material: a) For TV & Radio: link to digital audio or video entry **(3-minute limit)**; b) Up to 2-page narrative explaining the story/campaign; c) URL and/or excerpts from social media, apps, or other mobile components.

19. Best News Talk Show (Radio)

Most outstanding locally originated news talk show. Show may be hosted by one or more personalities. Entry must have been designed for use by the local community and must have been completely produced by the entrant station.

Entry material: edited “montage” to include any of the following: audio montage of day-to-day on-air performances representative of the show, promo or PSA materials, special event coverage, remote broadcasts, etc. INCLUDE SHOW OPENING. Edit out National/ syndicated segments **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.).

20. Best Public Affairs Program (Radio)

This category includes public affairs program-length show(s) produced by the station. Deals with issues of significant interest to the community; places the highest value on facts rather than suppositions and speculations as the basis of discussions; fairly represents opposing or contrasting sides of an issue and provides perspective and context to different views; demonstrates creativity and excellence in production and observes ethical and professional standards for the broadcast media **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening and style.

21. Best Sports Special (TV)

This award recognizes the state's best sports program that is 5 minutes or more in length - not a sportscast within a newscast **(5-minute limit)**.

Judging Criteria: entertainment value, creativity, production value, presentation and impact. Hosts/anchors must be employed by station entering the category (no syndicated programs).

22. Best Morning Newscast of the Year (TV)*

Recognizes the best regularly scheduled early morning through noon news program designed for the local community **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening and style.

23. Best Evening Newscast of the Year (TV)*

Recognizes the best regularly scheduled afternoon through late news program designed for the local community **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening and style.

24. TV Broadcast News

An award will be presented for each of the following:

- A. Spot News** – One-time coverage or a compilation of ONE unplanned event
- B. Feature/Franchise** - Must be a locally produced news story
- C. Series** – Planned coverage of a specific topic/event that is presented in several installments not continuing coverage of a news story. (Submit entire series)
- D. Investigative Reporting** - For excellence in reporting of a local community issue requiring research and investigative journalism. Entry will be judged on the quality and extent of the research, the presentation, and the impact of the reporting.

Entry Material: a) Link to digital video entry including story introduction and video inserts from the story/series **(5-minute limit except for series entries which should include the entire series)**; b) Up to 1-page narrative that specifically correlates with digital video entry.

25. TV Local Programming Award (News and Non-News)

This category includes non-news and news programs broadcast predominantly to a South Carolina audience and covered news, a local issue, community event, or entertainment event. The program should have been designed for the local community.

Entry Material: a) link to digital video entry with introduction and video montage from the program **(5-minute limit)**; b) Up to 1-page narrative that specifically correlates to digital video entry.

26. Richard M. Uray Service Project of the Year Award (Radio or TV)

Recognizes a single community service project, planned, organized, and implemented by a single station, which has had a significant impact on a station's local area and can be measured by how the community benefited. Broadcasters are charged with identifying the local needs and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best - serve their communities.

Entry Material: a) For TV: links to only audio/video entries with compilation of project elements. For Radio: links to only audio entries with compilation of project elements. **(5-minute limit)**; b) Please **note that a DETAILED NARRATIVE is a REQUIRED element in this category. The narrative must specifically correlate with the digital audio or video entry.** Up to 2-page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals, objectives, and results; c) One (1) letter of endorsement from the project beneficiary.

STAR Award winners from the previous year are eligible to enter in this category but may not enter the same project that won the STAR Award in the previous year.

Radio comp entries cannot be utilized for this category.

27. Station of the Year (Radio or TV)

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include station management/operations/objectives, personnel, programming, promotions, community service, public affairs/public service programming, and station awards and recognition.

Entry Material: a) For TV: only links to audio/video entry are allowed. For Radio: only links to audio entry are allowed. Entries should describe the efforts of the station from February 1, 2023 and January 31, 2024 incorporating the factors listed above **(5-minute limit)**; b) **Please note: Detailed narrative is required in this category. Use the above criteria as paragraph headings in the narrative. Narrative must specifically correlate with the digital audio or video entry.** Up to 5 pages of narrative describing why your station should be named Station of the Year incorporating the factors above; c) Up to 3 attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Nielsen ratings, etc.

Television comp entries cannot be utilized for this category.

28. Best News Coverage of the Murdaugh Trials

This award recognizes the content and coverage related to the Murdaugh Trials. It can be a compilation or a singular news story. Entries may include any broadcast or digital station content. Entries submitted in this category may also be submitted in the following categories: news series or investigative reporting. Any entry should be no longer than an edited 5-minute entry. All content must have aired between February 1, 2023 and January 31, 2024. Anything that falls out of those dates will be disqualified.

Entry Materials: For TV: only links to audio/video entries are allowed. For Radio: only links to audio entry are allowed. **(5-minute limit)** b) Up to a 2-page narrative that specifically correlates with the digital audio/video entry.