



**Dave McAtee**  
**Retired General Manager, WYFF 4**  
**Greenville**

- ◆ Distinguished 43-year career in broadcasting
- ◆ Broad experience in production, programming, sales and management
- ◆ Orchestrated landmark ratings increases at stations in Virginia, Pennsylvania and South Carolina
- ◆ Devoted to community service in his station philosophy and his personal endeavors, Dave served on boards for United Way, March of Dimes, the American Red Cross, Better Business Bureau, and Chamber of Commerce.
- ◆ Represented the interests of local broadcasters through his leadership with industry boards including Television Music License Committee, TARPAC, and the American Ad Federation
- ◆ Winner of the American Advertising Federation Medal of Merit, American Red Cross Distinguished Service Award, and Southern Regional Emmy for Outstanding Achievement in Television News
- ◆ President of SCBA in 2000, and instrumental in leading both state and national lobbying efforts on critical legislative matters
- ◆ His vision and leadership as the long-time President of the SCBA Educational Foundation helped create an endowment that will support broadcast education programs in South Carolina for years to come.