

## 2010 SCBA STAR Award Finalists

SCBA's State Television And Radio (STAR) Awards Ceremony will be held on Saturday, August 14 at the Columbia Metropolitan Convention Center in Columbia beginning with a reception at 5:30 pm followed by dinner at 6:30 pm. SCBA will be presenting two awards in most categories. The Award of Merit will go to stations taking second place in a category and the STAR Award will go to those taking first. Congratulations to all of the stations below which will be recognized at our prestigious STAR Awards Ceremony on the 14th! **(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." Stations are listed in alpha order.)

Category	Radio	Television
<b>Production-Commercial</b>	<p><b><u>Medium/Small Market</u></b>  <b>WBCU-AM, Union</b>  <i>Nonie's Switch Flops</i>                      Tonya Proctor, Linda Comer</p> <p><b>WRHI-AM, Rock Hill</b>  <i>Cash for Cluckers</i>                      Jay Taylor, Jim Clinton, Allan Miller</p> <p><b><u>Large Market</u></b>  <b>WFBC-FM, Greenville</b>  <i>RR Bonding</i>                      John Pallarino, Fred Sanders, Joe Lawrence, Stevi Fincher</p> <p><b>WLTY-FM, Columbia</b>  <i>Let's Talk About You, What Do You Think of Me?</i>                      Ron Marsh, Carley Carr</p>	<p><b>WMBF-TV, Myrtle Beach</b>  <i>Sonic Tot</i>                      Brent Justice</p> <p><b>WOLO-TV, Columbia</b>  <i>Virginia College</i>                      Scott Moore, Tom Baire, Erin Dampier</p>
<b>Production-Promo</b>	<p><b><u>Medium/Small Market</u></b>                      N/A</p> <p><b><u>Large Market</u></b>  <b>WHZT-FM, Greenville</b>  <i>Hot 98.1 Movie Trailer</i>                      Mike Codichini, Scott Matthews</p> <p><b>WROQ-FM, Greenville</b>  <i>Z-A</i>                      John Pallarino, Mark Hendrix, Brian Blades</p>	<p><b>WBTW-TV, Myrtle Beach</b>  <i>Match-Up</i>                      Dan Klintworth, Scott Lineberger</p> <p><b>WYFF 4, Greenville</b>  <i>Derby Dames</i>                      Kelly Hoffman, Benjie Newman, Jeff Goodman</p>

<b>Category</b>	<b>Radio</b>	<b>Television</b>
<b>Production-PSA</b>	<u>Medium/Small Market</u> <b>WRHI-AM, Rock Hill</b> <i>Barney &amp; Floyd-811</i> Jay Taylor, Benton Eavenson, Allan Miller <b>WRHM-FM, Rock Hill</b> <i>3 on 3 Tournament</i> Jay Taylor, Alice Davis <u>Large Market</u> N/A	<b>WHNS-TV, Greenville</b> <i>Sippin' Safari</i> Darren Gardner, Gary Wolverton <b>WYFF 4, Greenville</b> <i>Virtual Toy Drive</i> Kelly Hoffman, Benjie Newman, Jeff Durham
<b>Radio Show</b>	<b>WEZL-FM, Charleston</b> <i>TJ &amp; the Morning Crew</i> TJ Phillips, Gary Griffin, Ric Rush <b>WHZT-FM</b> <i>The Night Time Remix w/Tone Hollywood</i> Tone Hollywood	N/A
<b>Sportscaster</b>	<b>WRHI-AM, Rock Hill</b> Chris Miller <b>WVOC-AM, Columbia</b> Christopher Thompson	N/A
<b>Reporter</b>	<b>WRHM-FM, Rock Hill</b> Andrew Kiel <b>WVOC-AM, Columbia</b> David Waterman	<b>WBTW-TV, Myrtle Beach</b> Landon Sears <b>WMBF-TV, Myrtle Beach</b> Laura Thomas
<b>Anchor</b>	N/A	<b>WIS-TV, Columbia</b> Judi Gatson <b>WYFF 4, Greenville</b> Michael Cogdill
<b>Weathercaster</b>	N/A	<b>WBTW-TV, Myrtle Beach</b> Chris Still <b>WIS-TV, Columbia</b> Ken Aucoin
<b>Personality</b>	<b>WHZT-FM, Greenville</b> Tone Hollywood <b>WTCB-FM, Columbia</b> Brent Johnson	<b>WYFF 4, Greenville</b> John Cessarich <b>WYFF 4, Greenville</b> Geoff Hart

<b>Category</b>	<b>Radio</b>	<b>Television</b>
<b>News-Spot News</b>	N/A	<b>WLTX-TV, Columbia</b> <i>Escaping Death</i> Ashley Yore <b>WMBF-TV, Myrtle Beach</b> <i>Horry Wildfire</i> WMBF Staff
<b>News-Feature/ Franchise</b>	N/A	<b>WLTX-TV, Columbia</b> <i>Tremors</i> Michael Benning <b>WYFF 4, Greenville</b> <i>Let There Be Mom</i> Beth Brotherton, John Hendon
<b>News-Series</b>	N/A	<b>WMBF-TV, Myrtle Beach</b> <i>Safe to Sell</i> Matt Nordin, Drew Hansen, Matt Miller <b>WYFF 4, Greenville</b> <i>Pay It Forward</i> Michael Cogdill, Mark Lyon, Theresa Gevaert
<b>Local Programming</b>	N/A	<b>WYFF 4, Greenville</b> <i>Landing Boeing</i> Lee Brown, John Hendon, Nigel Robertson, Gordon Dill, Johnny Bates, Jane Robelot <b>WYFF 4, Greenville</b> <i>Paul's Gift</i> Lee Brown, John Hendon, Carol Goldsmith, Jennifer Mihalic, Jane Robelot
<b>Richard M. Uray Service Project of the Year</b>	<b>WRHI-AM, Rock Hill</b> <i>Toys for Happiness</i> WRHI Staff <b>WTCB-FM, Columbia</b> <i>B106.7 Radiothon</i> Brent Johnson, Jennifer Jensen, Will King	<b>WLTX-TV, Columbia</b> <i>Stuff-A-Bus</i> WLTX Staff <b>WYFF 4, Greenville</b> <i>Paul's Gift</i> Marsa Jarrett, Lee Brown
<b>Station of the Year</b>	<b>WJMZ-FM, Greenville</b> <b>WTCB-FM, Columbia</b>	<b>WLTX-TV, Columbia</b> <b>WYFF 4, Greenville</b>