



David McAtee
SCBA President, 2000-01

“My year as president could best be described as a year of change. A new format for the Star Awards, a revision of the dues structure, a new association Legal Guide and a move to new and improved office facilities for SCBA. Two major accomplishments for the Association with lasting impact were the opening of the broadcast exhibit at the S.C. State Museum and the launch of the Fellows Program. There was even talk of an endowment. Thanks to a talented and dedicated board and staff, there were many other achievements during this year including overachieving our NCSA revenue goal, the establishment of a Legislative Liaison Committee, a Membership Education Committee and the development of a Career Fair. I would be remiss if I didn’t recognize my predecessor, Dave Alpert, for the fine job he did in building a solid financial foundation for the Association.”

- Began his broadcast career as a Production Assistant at WLWI-TV (later to become WTHR-TV) in Indianapolis. He later held production posts with KQTV in St. Joseph, MO.; KWVL-TV in Waterloo, IA. and KETV in Omaha.
- Served in sales management positions, first with KETV in Omaha and later with WYFF-TV in Greenville.
- Went on to become General Manager of WSET-TV in Lynchburg, VA.; WGAL-TV in Lancaster/Harrisburg, PA. and returned to Greenville (WYFF-TV) in 1993 as President and General Manager
- During his leadership, WYFF earned 39 Southeast Regional Emmys, including one for Best Newscast. The station was honored with 84 S.C. Associated Press first place awards, including four for best newscast and won Station of the Year seven consecutive times. In addition, the station was recognized nationally with two regional RTNDA Edward R. Murrow Awards.
- He retired in December of 2003 capping a 43-year career in broadcasting.
- Served 10 years as President of the SCBA Educational Foundation.
- Held leadership positions with Greenville Ad Club, AAF, SME of Greenville and United Way of Central Virginia.
- Served on various boards including BBB, American Red Cross, Urban League of the Upstate, VAB, PAB and the All Industry Music License Committee.
- Recipient of the Greenville Ad Club/AAF Silver Medal and inducted into the SCBA Hall of Fame in 2005.