**Commercial of the Year (Radio Small Ownership)**

* WUDE-FM, Terror Falls
  + Credits: Michelle Renew, Marty Hall
* WZMJ-FM, Pope Davis Tire "Only Fans"
  + Credits: Michelle Renew, Nathan Bryson, Ray Bryson

**Commercial of the Year (TV)**

* WCSC-TV, Trucking is Everybody's Business
  + Credits: Steven Bevels, Cambron Kiles, Mac Fail
* WHNS-TV, Tiger Express Wash – Hey Kids!
  + Credits: Steven Reeps

**Promo of the Year (Radio Large Ownership)**

* WYRD-AM, Carolina Panthers Fanfest Promo
  + Credits: Jay D. Stone, Mark Hendrix, Pete Gustin
* WYRD-FM, Boys are Back
  + Credits: Mike Gallagher, Joey Hudson, Mark Hendrix

**Promo of the Year (Radio Small Ownership)**

* WRHI-AM/FM, Boo-HaHa 2024
  + Credits: Tyler Cupp, Allan Miller, Jackson Taylor
* WRHI-AM/FM, The 2024 Great Easter Egg Classic
  + Credits: Allan Miller, Jackson Taylor

**Promo of the Year (TV)**

* WCSC-TV, Head in the Clouds
  + Credits: Steven Bevels, Cambron Kiles, Mac Fail, Sally Wang
* WYFF 4, Weather Kid
  + Credits: Joanna Wells, Benjie Newman, Jonni Dyer

**PSA of the Year (Radio Large Ownership)**

* WYRD-FM, Hurricane Helene Recovery
  + Credits: WYRD-FM Staff

**PSA of the Year (Radio Small Ownership)**

* WRHI-AM/FM, Counseling Services of Lancaster
  + Credits: Tyler Cupp, Ashley Hiers, Beth Ghent
* WRHI-AM/FM, Toys For Happiness 2024
  + Credits: Allan Miller, Jackson Taylor, Steven Stone

**PSA of the Year (TV)**

* WCSC-TV, Rise and Shine Summer Food Drive
  + Credits: Steven Bevels, Cambron Kiles, Mac Fail
* WYFF 4, We Care
  + Credits: Benjie Newman, Kelly Hoffman

**Multi-Spot Campaign of the Year (Radio Large Ownership)**

* WYRD-AM, LEO SANTA
  + Credits: Jay D. Stone, Mark Hendrix, Roberta Solomon

**Multi-Spot Campaign of the Year (Radio Small Ownership)**

* WRHI-AM/FM, Air-Tek Heating & Air
  + Credits: Bennie Etter, Allan Miller, Steven Stone
* WZMJ-FM, Security Federal Bank
  + Credits: Brent Johnson

**Multi-Spot Campaign of the Year (TV)**

* WCSC-TV, Here For You
  + Credits: Steven Bevels, Cambron Kiles, Mac Fail
* WYFF 4, WYFF 4-Station in Your Community
  + Credits: Kelly Hoffman, Benjie Newman, Joanna Wells

**Radio Show of the Year**

* WFBC-FM, The Hawk and Tom Show
  + Credits: Hawk Harrison, Tom Steele, Kato Keller, Torry Seward
* WTPT-FM, The Rise Guys Morning Show
  + Credits: Mattman, Fatboy, Paige

**Radio Morning Show Broadcast Personality or Team**

* WCRE-AM/FM, WakeUp with Mitch and Angie Cee
  + Credits: Mitch Johnson, Angela Crawford
* WZMJ-FM, Brent Johnson Morning Personality
  + Credits: Brent Johnson

**Best Music Show Radio**

* SC Public Radio, Roots Musik Karamu
  + Credits: Osei Chandler, Bruce Roberts
* WLXC-FM, Saturday Night Juke Joint
  + Credits: Johnny Green

**Reporter of the Year Radio**

* SC Public Radio, Thelisha Eaddy
* WYRD-FM, Rob Jones

**Reporter of the Year Television**

* WIS-TV, Cynthia Beasley
* WIS-TV, Naomi Popa

**Sportscaster of the Year Radio**

* WNKT-FM, Elijah Campbell
* WRHI-AM/FM, Chris Miller

**Sportscaster of the Year Television**

* WHNS-TV, Carmine Gemei
* WPDE-TV, Brandon Dunn

**Weathercaster of the Year Televison**

* WHNS-TV, Kendra Kent
* WMBF-TV, Jamie Arnold

**Anchor of the Year Television**

* WHNS-TV, Dana Winter
* WMBF-TV, Rachel Bogle

**Producer of the Year Television**

* WHNS-TV, Kayla Patterson
* WHNS-TV, SaMeia Robinson

**Director of the Year Television**

* WHNS-TV, Caitlen LaMarche
* WHNS-TV, Courtney Marroni

**Photographer of the Year Television**

* WMBF-TV, George Hansen
* WPDE-TV, Josh Davis

**Personality of the Year Radio**

* WTCB-FM, Kaylin Mozdzen
* WRHI-AM/FM, Lucas McFadden

**Personality of the Year Television**

* WCSC-TV, Justin Kollar
* WLTX-TV, Christy Calcagno

**Best Use of Digital Platforms Radio**

* SC Public Radio, The State House Gavel
  + Credits: Russ McKinney, Maayan Schechter, Gavin Jackson
* WFMV-FM, Columbia's Inspiration Station
  + Credits: Tony Green, Jamal Bates, Tony Jamison

**Best Use of Digital Platforms Television**

* WACH-TV, WACH FOX 57
  + Credits: Aaron Falls, Tatiana Carter, Dejon Johnson
* WCSC-TV, Live 5 Digital
  + Credits: Live 5 News Team

**Best Sports Talk Show Radio**

* WYRD-AM, Wire 2 Wire
  + Credits: Diesel, Cole Bryson
* WRHI-AM/FM, The Red Zone
  + Credits: Chris Miller, Tyler Cupp, Gene Knight, Matt Hiers

**Best Weather Coverage Television**

* WMBF-TV, 2025 Winter Snow Storm
  + Credits: WMBF First Alert Weather Team
* WYFF 4, Hurricane Helene Hits South Carolina
  + Credits: WYFF News 4 Staff

**Best Weather/Science Reporting Television**

* WCSC-TV, The Battle Beneath: Lionfish, Legends, And The Julionfish Festival
  + Credits: Justin Kollar, Connor Kelley
* WPDE-TV, Warming & Mosquitoes
  + Credits: Jenna Warner, Josh Davis

**Convergence Coverage Radio**

* WMFX-FM, Midlands to the High Country: Fox 102.3 Mobilizes Community for Hurricane Helene Relief
  + Credits: Amy Reed, Brendan Croghan, Ryan "Knight" Lang, Gene "Brady" DeAngelo
* WRHI-AM/FM, Football City USA KickOff
  + Credits: Chris Miller, Tyler Cupp, Steven Stone

**Convergence Coverage Television**

* WHNS-TV, 30 to Life Extended
  + Credits: Grace Runkel, Catie Bussmann, Amanda Shaw
* SC ETV, Focus on Helene
  + Credits: SCETV Team

**Best News Talk Show of the Year Radio**

* WYRD-FM, The Charlie James Show
  + Credits: Charlie James
* WYRD-FM, The Tara Show
  + Credits: Tara Servatius, Tim Snow

**Best Public Affairs Show Radio**

* WRHI-AM/FM, Straight Talk
  + Credits: Manning Kimmel, Sheilah Kimmel
* WZMJ-FM, Midlands Matters Public Affairs Show
  + Credits: Tony Clyburn

**Best Sports Special Television**

* WCSC-TV, March to the Tournament
  + Credits: Thomas Gruel, Kevin Bilodeau, Summer Huechtker
* WYFF 4, Chronicle: Saturdays in the South
  + Credits: Jennifer Mihalic, John Hendon, Jenni Williams, Jane Robelot

**Best Morning Newscast of the Year Television**

* WHNS-TV, The Morning News: Helene Hits
  + Credits: FOX Carolina News
* WYFF 4, WYFF News 4 Today
  + Credits: WYFF News 4 Staff

**Best Evening Newscast of the Year Television**

* WCSC-TV, Live 5 News at 5
  + Credits: Live 5 News Team
* WSPA-TV, WSPA 7News
  + Credits: WSPA 7News Team

**Spot News of the Year Television**

* WHNS-TV, Deputy Loses Gun
  + Credits: Grace Runkel, Catie Bussmann
* WYFF 4, Clinton Fire
  + Credits: WYFF News 4 Staff

**Feature/Franchise of the Year Television**

* WMBF-TV, Bean Dreaming
  + Credits: Loren Korn, George Hansen
* WSPA-TV, Here To Help
  + Credits: Diane Lee, Doug Uhrich

**News Series of the Year Television**

* WIS-TV, WIS Investigates: Price Of Pursuit
  + Credits: Cynthia Beasley, Russ Congdon, Maggie Brown, Matt Dreyer
* WSPA-TV, Susan Smith: 30 Years Later
  + Credits: Amy Wood, Gordon Dill, Jason Parker, Doug Uhrich

**Investigative Reporting of the Year Television**

* WIS-TV, WIS Investigates: How Was This Missed?
  + Credits: Cynthia Beasley, Russ Congdon, Thomas Morgan
* WIS-TV, WIS Investigates: Secret Attorney Fees
  + Credits: Cynthia Beasley, Russ Congdon

**Local Programming of the Year Television (News and Non-News)**

* WHNS-TV, 30 to Life
  + Credits: Grace Runkel, Catie Bussmann, Scott Freund, Gray Cecil
* WIS-TV, WIS Black History Special: It Started Here
  + Credits: Intisar Faulkner, Billie Jean Shaw, Russ Congdon

**Richard M. Uray Service Project of the Year Radio**

* WNKT-FM, Hurricane Helene Relief
  + Credits: 107.5 The Game
* WRHI-AM/FM, Toys For Happiness
  + Credits: WRHI Staff

**Richard M. Uray Service Project of the Year Television**

* WIS-TV, Families Helping Families 2024
  + Credits: WIS 10, Nell Killoy, Charles Lin
* WYFF 4, Questions 4 Candidates
  + Credits: John Humphries, Will Dillard, Kelly Hoffman

**Station of the Year**

* WTCB-FM
  + Credits: B106.7 WTCB Staff
* WRHI-AM/FM
  + Credits: WRHI Staff

**Station of the Year**

* WCSC-TV, Live 5 News
  + Credits: Live 5 News Team
* WIS-TV, WIS 10
  + Credits: Robby Thomas

**Best Election Coverage of the Year (Radio)**

* WRHI-AM/FM, WRHI Team Election Coverage
  + Credits: Steven Stone, Tyler Cupp, Manning Kimmel, Allan Miller

**Best Election Coverage of the Year (Television)**

* WCSC-TV, Your Voice, Your Choice: Live 5 Election Coverage
  + Credits: Live 5 News
* WHNS-TV, You Decide Debate Coverage
  + Credits: Justin Dougherty, Jackson Fields, Courtney Marroni