**Commercial of the Year Television**

Merit Award WHNS-TV, Tiger Express Wash – Hey Kids!

 Credits: Steven Reeps

STAR Award WCSC-TV, Trucking is Everybody's Business

 Credits: Steven Bevels, Cambron Kiles, Mac Fail

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

Merit Award WZMJ-FM, Pope Davis Tire "Only Fans"

 Credits: Michelle Renew, Nathan Bryson, Ray Bryson

STAR Award WUDE-FM, Terror Falls

 Credits: Michelle Renew, Marty Hall

**Promo of the Year Television**

Merit Award WYFF 4, Weather Kid

 Credits: Joanna Wells, Benjie Newman, Jonni Dyer

STAR Award WCSC-TV, Head in the Clouds

 Credits: Steven Bevels, Cambron Kiles, Mac Fail, Sally Wang

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

Merit Award WRHI-AM/FM, Boo-HaHa 2024

 Credits: Tyler Cupp, Allan Miller, Jackson Taylor

STAR Award WRHI-AM/FM, The 2024 Great Easter Egg Classic

 Credits: Allan Miller, Jackson Taylor

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

Merit Award WYRD-AM, Carolina Panthers Fanfest Promo

 Credits: Jay D. Stone, Mark Hendrix, Pete Gustin

STAR Award WYRD-FM, Boys are Back

 Credits: Mike Gallagher, Joey Hudson, Mark Hendrix

**PSA of the Year Television**

Merit Award WYFF 4, We Care

 Credits: Benjie Newman, Kelly Hoffman

STAR Award WCSC-TV, Rise and Shine Summer Food Drive

 Credits: Steven Bevels, Cambron Kiles, Mac Fail

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

Merit Award WRHI-AM/FM, Counseling Services of Lancaster

 Credits: Tyler Cupp, Ashley Hiers, Beth Ghent

STAR Award WRHI-AM/FM, Toys For Happiness 2024

 Credits: Allan Miller, Jackson Taylor, Steven Stone

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

STAR Award WYRD-FM, Hurricane Helene Recovery

 Credits: WYRD-FM Staff

**Multi-Spot Campaign of the Year Television**

Merit Award WCSC-TV, Here For You

 Credits: Steven Bevels, Cambron Kiles, Mac Fail

STAR Award WYFF 4, WYFF 4-Station in Your Community

 Credits: Kelly Hoffman, Benjie Newman, Joanna Wells

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

Merit Award WZMJ-FM, Security Federal Bank

 Credits: Brent Johnson

STAR Award Air-Tek Heating & Air

 Credits: Bennie Etter, Allan Miller, Steven Stone

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

STAR Award WYRD-AM, L.E.O. SANTA

 Credits: Jay D. Stone, Mark Hendrix, Roberta Solomon

**Best Use of Digital Platforms Television**

Merit Award WCSC-TV, Live 5 Digital

 Credits: Live 5 News Team

STAR Award WACH-TV, WACH FOX 57

 Credits: Aaron Falls, Tatiana Carter, Dejon Johnson

**Best Use of Digital Platforms Radio**

Merit Award SC Public Radio, The State House Gavel

 Credits: Russ McKinney, Maayan Schechter, Gavin Jackson

STAR Award WFMV-FM, Columbia's Inspiration Station

 Credits: Tony Green, Jamal Bates, Tony Jamison

**Convergence Coverage Television**

Merit Award WHNS-TV, 30 to Life Extended

 Credits: Grace Runkel, Catie Bussmann, Amanda Shaw

STAR Award SC ETV, Focus on Helene

 Credits: SCETV Team

**Convergence Coverage Radio**

Merit Award WRHI-AM/FM, Football City USA KickOff

 Credits: Chris Miller, Tyler Cupp, Steven Stone

STAR Award 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

**Best Sports Special Television**

Merit Award WCSC-TV, March to the Tournament

 Credits: Thomas Gruel, Kevin Bilodeau, Summer Huechtker

STAR Award WYFF 4, Chronicle: Saturdays in the South

 Credits: Jennifer Mihalic, John Hendon, Jenni Williams, Jane Robelot

**Best Sports Talk Show Radio**

Merit Award WYRD-AM, Wire 2 Wire

 Credits: Diesel, Cole Bryson

STAR Award WRHI-AM/FM, The Red Zone

 Credits: Chris Miller, Tyler Cupp, Gene Knight, Matt Hiers

**Best Weather/Science Reporting Television**

Merit Award WPDE-TV, Warming & Mosquitoes

 Credits: Jenna Warner, Josh Davis

STAR Award WCSC-TV, The Battle Beneath: Lionfish, Legends, And The Julionfish Festival

 Credits: Justin Kollar, Connor Kelley

**Best Weather Coverage Television**

Merit Award WYFF 4, Hurricane Helene Hits South Carolina

 Credits: WYFF News 4 Staff

STAR Award WMBF-TV, 2025 Winter Snow Storm

 Credits: WMBF First Alert Weather Team

**Best Public Affairs Show Radio**

Merit Award WRHI-AM/FM, Straight Talk

 Credits: Manning Kimmel, Sheilah Kimmel

STAR Award Midlands Matters Public Affairs Show

 Credits: Tony Clyburn

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

Merit Award WYRD-FM, The Tara Show

 Credits: Tara Servatius, Tim Snow

STAR Award WYRD-FM, The Charlie James Show

 Credits: The Charlie James Show

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

Merit Award WHNS-TV, 30 to Life

 Credits: Grace Runkel, Catie Bussmann, Scott Freund, Gray Cecil

STAR Award WIS-TV, WIS Black History Special: It Started Here

 Credits: Intisar Faulkner, Billie Jean Shaw, Russ Congdon

**Best Morning Newscast of the Year Television**

Merit Award WHNS-TV, The Morning News: Helene Hits

 Credits: FOX Carolina News

STAR Award WYFF 4, WYFF News 4 Today

 Credits: WYFF News 4 Staff

**Best Evening Newscast of the Year Television**

Merit Award WSPA-TV, WSPA 7News

 Credits: WSPA 7News Team

STAR Award WCSC-TV, Live 5 News at 5

 Credits: Live 5 News Team

**Spot News of the Year Television**

Merit Award WHNS-TV, Deputy Loses Gun

 Credits: Grace Runkel, Catie Bussmann

STAR Award WYFF 4, Clinton Fire

 Credits: WYFF News 4 Staff

**Radio Morning Show Broadcast Personality or Team**

Merit Award WZMJ-FM, Brent Johnson Morning Personality

 Credits: Brent Johnson

STAR Award WCRE-AM/FM, WakeUp with Mitch and Angie Cee

 Credits: Mitch Johnson, Angela Crawford

**News Series of the Year Television**

Merit Award WIS-TV, WIS Investigates: Price Of Pursuit

 Credits: Cynthia Beasley, Russ Congdon, Maggie Brown, Matt Dreyer

STAR Award WSPA-TV, Susan Smith: 30 Years Later

 Credits: Amy Wood, Gordon Dill, Jason Parker, Doug Uhrich

**Best Music Show Radio**

Merit Award SC Public Radio, Roots Musik Karamu

 Credits: Osei Chandler, Bruce Roberts

STAR Award WLXC-FM, Saturday Night Juke Joint

 Credits: Johnny Green

**Feature/Franchise of the Year Television**

Merit Award WMBF-TV, Bean Dreaming

 Credits: Loren Korn, George Hansen

STAR Award WSPA-TV, Here To Help

 Credits: Diane Lee, Doug Uhrich

**Investigative Reporting of the Year Television**

Merit Award WIS-TV, WIS Investigates: Secret Attorney Fees

 Credits: Cynthia Beasley, Russ Congdon

STAR Award WIS Investigates: How Was This Missed?

 Credits: Cynthia Beasley, Russ Congdon, Thomas Morgan

**Best Election Coverage of the Year Radio**

STAR Award WRHI-AM/FM, WRHI Team Election Coverage

 Credits: Steven Stone, Tyler Cupp, Manning Kimmel, Allan Miller

**Best Election Coverage of the Year Television**

Merit Award WHNS-TV, You Decide Debate Coverage

 Credits: Justin Dougherty, Jackson Fields, Courtney Marroni

STAR Award WCSC-TV, Your Voice, Your Choice: Live 5 Election Coverage

 Credits: Live 5 News,

**Producer of the Year Television**

Merit Award WHNS-TV, Kayla Patterson

 Credits: Kayla Patterson,

STAR Award WHNS-TV, SaMeia Robinson

 Credits: SaMeia Robinson

**Reporter of the Year Radio**

Merit Award WYRD-FM, Rob Jones

 Credits: Rob Jones

STAR Award SC Public Radio, Thelisha Eaddy

 Credits: Thelisha Eaddy

**Reporter of the Year Television**

Merit Award WIS-TV, Naomi Popa

 Credits: Naomi Popa

STAR Award Cynthia Beasley

 Credits: Cynthia Beasley

**Director of the Year Television**

Merit Award WHNS-TV, Courtney Marroni

 Credits: Courtney Marroni

STAR Award WHNS-TV, Caitlen LaMarche

 Credits: Caitlen LaMarche

**Photographer of the Year Television**

Merit Award WPDE-TV, Josh Davis

 Credits: Josh Davis

STAR Award WMBF-TV, George Hansen

 Credits: George Hansen

**Sportscaster of the Year Radio**

Merit Award WNKT-FM, Elijah Campbell

 Credits: Elijah Campbell

STAR Award WRHI-AM/FM, Chris Miller

 Credits: Chris Miller

**Sportscaster of the Year Television**

Merit Award WPDE-TV, Brandon Dunn

 Credits: Brandon Dunn

STAR Award WHNS-TV, Carmine Gemei

 Credits: Carmine Gemei

**Weathercaster of the Year Televison**

Merit Award WMBF-TV, Jamie Arnold

 Credits: Jamie Arnold

STAR Award WHNS-TV, Kendra Kent

 Credits: Kendra Kent

**Personality of the Year Radio**

Merit Award WTCB-FM, Kaylin Mozdzen

 Credits: Kaylin Mozdzen

STAR Award WRHI-AM/FM, Lucas McFadden

 Credits: Lucas McFadden

**Personality of the Year Television**

Merit Award WLTX-TV, Christy Calcagno

 Credits: Christy Calcagno

STAR Award WCSC-TV, Justin Kollar

 Credits: Justin Kollar

**Anchor of the Year Television**

Merit Award WHNS-TV, Dana Winter

 Credits: Dana Winter

STAR Award WMBF-TV, Rachel Bogle

 Credits: Rachel Bogle

**Radio Show of the Year**

Merit Award WTPT-FM, The Rise Guys Morning Show

 Credits: Mattman, Fatboy, Paige

STAR Award WFBC-FM, The Hawk and Tom Show

 Credits: Hawk Harrison, Tom Steele, Kato Keller, Torry Seward

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

Merit Award WYFF 4, Questions 4 Candidates

 Credits: John Humphries, Will Dillard, Kelly Hoffman

STAR Award Families Helping Families 2024

 Credits: WIS 10, Nell Killoy, Charles Lin

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

Merit Award WRHI-AM/FM, Toys For Happiness

 Credits: WRHI Staff

STAR Award WNKT-FM, Hurricane Helene Relief

 Credits: 107.5 The Game

**Radio Station of the Year**

Merit Award WTCB-FM, WTCB-FM

 Credits: B106.7 WTCB

STAR Award WRHI-AM/FM, WRHI-AM/FM

 Credits: WRHI Staff

**Television Station of the Year**

Merit Award WIS-TV, WIS 10

 Credits: Robby Thomas

STAR Award WCSC-TV, Live 5 News

Credits: Live 5 News Team