



2026 STAR Awards

(State Television and Radio Awards)

Award Categories

Radio	Television	
<ul style="list-style-type: none"> ● Production Awards <ul style="list-style-type: none"> a) Commercial of the Year b) Promo of the Year c) PSA of the Year d) Multi-Spot Campaign of the Year ● Radio Show of the Year ● Radio Morning Show Broadcast Personality or Team of the Year ● Music Show of the Year ● Social Media Post of the Year ● Sports Talk Show of the Year ● Radio Campaign of the Year ● Multi-Media Platform Story/Campaign of the Year ● Podcast of the Year (Video Only) ● Podcast of the Year (Audio Only) ● News Talk Show of the Year ● Public Affairs Show of the Year ● Imaging of the Year ● Military Reporting of the Year ● Individual Awards <ul style="list-style-type: none"> a) Reporter of the Year b) Sportscaster of the Year c) Personality of the Year d) Producer of the Year e) Host of the Year ● Richard M. Uray Service Project of the Year ● Music Radio Station of the Year ● Spoken Word Radio Station of the Year 	<ul style="list-style-type: none"> ● Production Awards <ul style="list-style-type: none"> a) Commercial of the Year b) Promo of the Year c) PSA of the Year d) Multi-Spot Campaign of the Year ● Broadcast News <ul style="list-style-type: none"> a) Spot News of the Year b) Feature/Franchise of the Year c) News Series of the Year d) Investigative Reporting of the Year ● Individual Awards <ul style="list-style-type: none"> a) Reporter of the Year b) Sportscaster of the Year c) Personality of the Year d) Anchor of the Year e) Producer of the Year f) Director of the Year g) Photographer of the Year h) Weathercaster of the Year ● Richard M. Uray Service Project of the Year ● Television Station of the Year 	<ul style="list-style-type: none"> ● Best Use of Digital Platforms ● Social Media Post of the Year ● Imaging of the Year ● Weather Coverage of the Year ● Weather/Science Reporting of the Year ● Multi-Media Platform Story/Campaign of the Year ● Digital Only Show of the Year ● Podcast of the Year (Video Only) ● Podcast of the Year (Audio Only) ● Lifestyle Show of the Year ● Military Reporting of the Year ● Sports Special of the Year ● Morning Newscast of the Year ● Evening Newscast of the Year ● Local Programming (News and Non-News) of the Year

Contact the SCBA Office if you have any questions at 803-732-1186 or email scba@scba.net

Entries are submitted using the [BetterBNC Online Awards Platform](#)

Contest Opens – **April 6, 2026 at 9:00 AM**

Contest Deadline – **May 11, 2026 at 12:00 AM (Midnight)**

Eligibility & BetterBNC Platform

- The SCBA STAR Awards Program is open to SCBA member stations that have a primary audience in South Carolina. **Entries must have been produced and broadcast during the period from February 1, 2025, through January 31, 2026.** Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.
- Should the validity of a winning entry be challenged, the challenge **MUST** be in writing with the name and contact information of the challenger as well as supporting documentation and submitted to SCBA not later than one week after the winning entries have been posted on the SCBA website. Anonymous challenges will not be accepted.
- Non-English language entries are welcome but must be accompanied by a written English translation or subtitles.
- **2026 SCBA Membership dues must be paid-in-full for stations to qualify for STAR Awards entries.**
- Entries will be submitted using [Better BNC Media Online Awards Platform](#). Audio/video entry will be submitted by providing a link to your entry posted online. You can post your entry on any third-party site such as YouTube, Vimeo, Google Drive, Dropbox, etc., or even your own website.
- **For optimal viewing and judging, please prioritize using a platform that supports direct downloads, like Google Drive or Dropbox.**
- ***Be sure the link that you submit is a public link that will not require the judges to create an account or log in! Links must be visible through June 8, 2026.***
- **For Radio-** submit compilation as .mp3 file, and a station logo as .jpg.
- **For TV-** submit compilation as data file (preferred format is .mov with summed audio on both stereo channels – no .mpeg2 files please).
- Compilations will be uploaded to the SCBA FTP site. Collateral material (narrative, reference letters, etc.) will be submitted as attachments in .PDF format.
- If you are having any difficulty with the BetterBNC system, you can click "Help & Support" in the top left corner of any page, then click "Start Trouble Ticket". You can also call the support number, which is listed on the Start Trouble Ticket page, between 8am and 5pm PST, Monday through Friday.

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Entry Material

IMPORTANT:

- To produce your best entry, please adhere strictly to the criteria listed in each category. Note there are limits on the length of both the audio/video entry and the accompanying narratives.
 - **For TV:** audio/video-based entries are accepted, although there are different limits on the length depending on the category.
 - **For radio: ONLY AUDIO-BASED ENTRIES WILL BE ACCEPTED.** (Except for the Podcast of the Year (Video Only), Multi-Media Platform Story/Campaign of the Year, and Social Media Post of the Year categories) Each category has varying limits on the length of the audio entry.
- Narratives, although not required in all categories, are strongly recommended, as they provide valuable background for the judges.
- Along with your entry, you must submit a :15 to a :20-second snippet of your entry that will be played at the awards show, should your entry win in the category. Submit this additional material as one of the URL spaces. (TV: **only AUDIO/VIDEO-BASED** snippets and Radio: **only AUDIO-BASED** entries in all categories. The **Multi-Media Platform Story/Campaign of the Year and Social Media Post of the Year categories are the only exception** where a radio station can submit both audio and video snippets.)
- Stations may enter as many categories as they wish (limit of four entries per category). Please note: the **Richard Uray Service Project** is limited to two entries per station. For **Station of the Year**, each individual station is eligible for one entry.
- AM/ FM sister stations may be considered as a single entrant and awards will be made to both stations as a single entry. Duopoly/LMA and group-owned operations should enter each station separately.
- First Place (STAR Awards) and Second Place (Merit Awards) may be presented in each category. All STAR Award winners receive a trophy at the awards event. **Merit Award winners will not receive a trophy, but all finalists will be given the option to purchase a merit trophy after the STAR Awards event.**

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Liability

- Winning entries may be posted on the SCBA website.
- Any deviation from the rules will subject the entry and/or entries to disqualification.
- If determined that an entry is not fully locally produced and/or is entered with false documentation, the station and ownership of that station will not be permitted to submit for that award for a period of two years.

Entry Fees/Payment Options

- **Station of the Year - \$60, Other Categories - \$35**
- Payment must be received before the judging on May 18, 2026.
- Stations may pay online with a credit card when submitting entries at Better BNC or request an invoice from the SCBA Office.
- If you choose to be invoiced, SCBA will adjust your invoice accordingly to reflect the appropriate comps. You may pay your SCBA invoice by mailing a check to SCBA, or by credit card (see link at the bottom of your invoice).
- **Each station is eligible for one complimentary entry for every three paid entries submitted. (Example: Submit 6 paid entries, get 2 free.)**
 - **Please note:** This promotion excludes all **Station of the Year** categories (Television, Music Radio, and Spoken Word Radio) and the **Richard M. Uray Service Project of the Year**. *These specific awards must be paid for separately and do not contribute to the "Buy 3, Get 1" count.*

Judging

- Judging will be by a panel of broadcast experts from outside the state of South Carolina. **SCBA uses different judges each year.** They will evaluate all entries based on the criteria listed in the "Awards Categories".
- Judges typically select a first-place winner and a second-place runner-up in each category but are under no obligation to do so and may choose to award only one prize or no prizes in a specific category.
- If an entry is submitted in the wrong category, it may, at the discretion of the judges, be moved to the proper category.
- The decision of the judges will be final.
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Stations may enter as many categories as they wish (limit of four entries per category). Please note: the **Richard Uray Service Project is limited to two entries per station. For **Station of the Year**, each individual station is eligible for one entry.*

STAR Award Categories

1. Production (Radio or TV)

All radio stations across the state will be judged against each other with no difference in market size.

An award will be presented for each of the following categories:

- a. **Commercial of the Year**
- b. **Promo of the Year**
- c. **PSA of the Year**
- d. **Multi-spot Campaign of the Year**

Announcements can be any length but must not exceed :60 seconds. (Limit of 4 total entries per category.) Stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission.

Entry Material: a) For TV: Only links to audio/video entry are allowed. For Radio: Only links to audio entries are allowed. b) Up to a 1-page narrative that specifically correlates with the digital audio/video entry.

2. Radio Show of the Year

Most outstanding locally originated radio show broadcast predominantly to a South Carolina audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) link to digital audio entry including **(5-minute limit)**: audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2 page narrative describing show's involvement in community affairs or activities which enhanced the station's public image. Must specifically correlate with the digital audio entry; c) one (1) letter from the community documenting this involvement.

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3. **Radio Morning Show Broadcast Personality or Team of the Year**

Best on-air morning broadcast personality or broadcast team.

The on-air team must possess an engaging presence, delivering clear vocals, fostering genuine connections with listeners, charismatic delivery, and involvement in community affairs or activities that enhance the station's public image. Creative, locally relevant content is crucial, balancing entertainment with informative segments like news and weather.

Entry Material: a) link to digital audio entry including **(5-minute limit)**: audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2 page narrative. Must specifically correlate with the digital audio entry; c) one (1) letter from the community documenting this involvement.

4. **Music Show of the Year (Radio)**

Most outstanding locally originated radio music show broadcast predominantly to a South Carolina audience. Show may be hosted by one or more personalities. Show must be a recurring show (daily or weekly). The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) link to digital audio entry including **(5-minute limit)**: an audio montage of day-to-day on-air performances representative of the show; commercial, promo, or PSA materials; other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2-page narrative describing show's involvement in community affairs or activities which enhanced the station's public image. Must specifically correlate with the digital audio entry.

5. **Digital Only Show of the Year (Television)**

This category recognizes outstanding journalism and storytelling produced exclusively for digital platforms. Entries should showcase innovative use of online media, including streaming shows, destined web-exclusive series, or mobile-first content. Judges will evaluate creativity, production quality, audience engagement, and how effectively the content leverages digital-specific formats and distribution strategies.

Requirements: Eligible entries must be produced for digital platforms (web, app, streaming, or social) and not primarily aired as a traditional broadcast program. Submit your strongest episodes or series run for consideration and let your work compete for top honors in today's most dynamic, fast-evolving medium. The entry may be no longer than 5:00 minutes.

6. Podcast of the Year (Radio & TV)

- a. **Podcast of the Year (Video Only):** Recognizes the best multi-episode podcast series produced by a South Carolina radio or TV station. The series must be easily accessible via the station website and be supported by broadcast, social, or other digital promotion. Only original content created for the podcast format will be considered. **Must be in video format.**
- b. **Podcast of the Year (Audio Only):** Recognizes the best multi-episode podcast series produced by a South Carolina radio or TV station. The series must be easily accessible via the station website and be supported by broadcast, social, or other digital promotion. Only original content created for the podcast format will be considered. **Must be in audio format.**

Requirements: Maximum of 3 sample clips, from the same series. Each clip should be 10 minutes or less. Include the link to your podcast's webpage, which is live on your station's website.

7. Lifestyle Show of the Year (Television Only)

This category honors excellence in lifestyle journalism that informs and entertains viewers on topics including health, wellness, home and garden, entertainment, food, fashion, and personal enrichment. Entries should demonstrate strong reporting, engaging presentation, and meaningful connections with the audience. Winners will have effectively communicated lifestyle information in an accessible, compelling way that enhances viewers' daily lives and provides practical value. **(5-minute limit)**

8. Military Reporting of the Year (Radio or TV)

This category celebrates outstanding journalism covering military affairs, veterans' issues, military personnel and families, and defense-related topics. Entries should reflect thorough research, accurate reporting, and compelling storytelling that honors the complexity and significance of military service. Judges will look for reporting that demonstrates respect for the subject matter, depth of reporting, and stories that shed light on important military and veteran experiences, challenges, and achievements. **(5-minute limit)**

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9. **Best Use of Digital Platforms (Television Only)**

Document ways in which you promoted the station on social media, including metrics; and/or, document ways in which you promoted station and/or client events over social media, including metrics; and/or document ways in which you shared news and entertainment content over social media, including metrics. Please do not only include a url to your page.

Judging Criteria: overall appearance, ease of use, use of visuals, the depth and quality of information available, and ability to reflect the spirit and personality of the associated station.

10. **Social Media Post of the Year (Radio or TV)**

Document the specific post or social media campaign that best represents the station's digital excellence. This includes documenting ways in which a specific post promoted the station, including metrics; and/or, documenting a post used to promote station and/or client events, including metrics; and/or documenting the successful sharing of news and entertainment content via a specific post, including metrics. Please do not only include a URL to your page; entries must include the specific post or campaign creative and its resulting data.

Judging Criteria: overall appearance, ease of use, use of visuals, the depth and quality of information available, and ability to reflect the spirit and personality of the associated station.

11. **Sports Talk Show of the Year (Radio)**

This award recognizes the best locally originated and regularly scheduled sports show/sports talk show. Criteria includes presentation of facts, delivery, creativity, entertainment value, production value, and effective use of audio.

Entry material: can be a compilation of audio clips from the show/talk show **(5-minute limit)**. INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

12. **Best Weather Coverage (Television)**

Most outstanding coverage of a weather event impacting South Carolina. May include multiple reports of continuing coverage from news/weather team **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening, and style (music, sound effects, humor).

13. **Best Weather/Science Reporting (Television)**

Most outstanding report of weather, science, or environmental impact issues in South Carolina developed for the local community/audience **(5-minute limit)**.

Judging Criteria: content, performance, technical aspects, opening, and style (music, sound effects, humor).

14. Multi-Media Platform Story/Campaign of the Year (Radio & TV)

This award recognizes excellence in multimedia coverage of a locally originated single story/campaign. This category includes non-news (public service or promotion) and news entries. Entry will be judged on the breadth of coverage across two or more media platforms – one of which must be digital media (online, social media, mobile, etc.), maximizing the strengths and uniqueness of each media in bringing information to the user.

Entry Material: a) For TV & Radio: link to digital audio or video entry (**5-minute limit**); b) Up to 2-page narrative explaining the story/campaign; c) URL and/or excerpts from social media, apps, or other mobile components.

15. News Talk Show of the Year (Radio)

Most outstanding locally originated news talk show. Show may be hosted by one or more personalities. Entry must have been designed for use by the local community and must have been completely produced by the entrant station.

Entry material: edited “montage” to include any of the following: audio montage of day-to-day on-air performances representative of the show, promo or PSA materials, special event coverage, remote broadcasts, etc. INCLUDE SHOW OPENING. Edit out National/ syndicated segments (5-minute limit).

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.).

16. Public Affairs Show of the Year (Radio)

This category includes public affairs program-length show(s) produced by the station. Deals with issues of significant interest to the community; places the highest value on facts rather than suppositions and speculations as the basis of discussions; fairly represents opposing or contrasting sides of an issue and provides perspective and context to different views; demonstrates creativity and excellence in production and observes ethical and professional standards for the broadcast media (**5-minute limit**).

Judging Criteria: content, performance, technical aspects, opening and style.

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17. Radio Campaign of the Year

This award recognizes the most outstanding multi-spot radio campaign that demonstrates exceptional creativity, production quality, and strategic impact. Entries must be designed specifically for the local South Carolina community/audience. Stations must have maintained total conceptual and creative control of the campaign.

Entry Material: A link to the digital audio entry representing the campaign (5-minute limit) and a narrative (up to 1 page) explaining the campaign's objective and execution, which must specifically correlate with the provided audio entry

18. Imaging of the Year (Radio or TV)

This award recognizes excellence in station branding. Entries should demonstrate high-quality production value through the creation of station IDs, liners, sweepers, and other production elements that define the station's on-air identity.

Eligibility & Rules:

- A. Imaging elements can be any length but must not exceed **:60 seconds**.
- B. Stations must have had **total conceptual and creative control** of the locally produced imaging, which must have been designed to establish the station's identity for the local community/audience.
- C. Elements containing music must have used music in the public domain or used copyrighted music with permission. **You must provide documentation.**

Entry Material: a) For TV: Only links to audio/video entry are allowed. **For Radio:** Only links to the digital audio entry are allowed. **b) Narrative:** Up to a 1-page narrative that specifically correlates with the digital audio entry, detailing the creative vision behind the imaging and how it supports the station's brand identity.

19. Sports Special of the Year (Television)

This award recognizes the state's best sports program that is 5 minutes or more in length - not a sportscast within a newscast (**5-minute limit**).

Judging Criteria: entertainment value, creativity, production value, presentation and impact. Hosts/anchors must be employed by station entering the category (no syndicated programs).

20. Morning Newscast of the Year (Television)

For excellence in a regularly scheduled early morning through noon news program designed for the local community. Entry will be judged on overall content, presentation, enterprise, writing, and format. Should include a good cross section of all elements using multiple same-time newscasts i.e., opens, news stories, signature station events, anchors involvement in the community, weather segments, closes. (**5-minute limit**)

Judging Criteria: overall content, presentation, performance, enterprise, writing, format, technical aspects, opening, and style.

21. Evening Newscast of the Year (Television)

For excellence in a regularly scheduled early afternoon through late news program designed for the local community. Entry will be judged on overall content, presentation, enterprise, writing, and format. Should include a good cross section of all elements using multiple same-time newscasts i.e., opens, news stories, signature station events, anchors involvement in the community, weather segments, closes. **(5-minute limit)**

Judging Criteria: overall content, presentation, performance, enterprise, writing, format, technical aspects, opening, and style.

22. Local Programming of the Year (Television – News and Non-News)

This category includes non-news and news programs broadcast predominantly to a South Carolina audience and covered news, a local issue, community event, or entertainment event. The program should have been designed for the local community.

Entry Material: a) link to digital video entry with introduction and video montage from the program **(5-minute limit)**; b) Up to 1-page narrative that specifically correlates to digital video entry.

23. Broadcast News (Television)

An award will be presented for each of the following:

- A. **Spot News of the Year** – One-time coverage or a compilation of ONE unplanned event
- B. **Feature/Franchise of the Year** - Must be a locally produced news story
- C. **News Series of the Year** – Planned coverage of a specific topic/event that is presented in several installments not continuing coverage of a news story. (Submit entire series)
- D. **Investigative Reporting of the Year** - For excellence in reporting of a local community issue requiring research and investigative journalism. Entry will be judged on the quality and extent of the research, the presentation, and the impact of the reporting.

Entry Material: a) Link to digital video entry including story introduction and video inserts from the story/series **(5-minute limit except for series entries which should include the entire series)**; b) Up to 1-page narrative that specifically correlates with digital video entry.

24. Reporter of the Year (Radio or TV)

Most outstanding local on-air reporter broadcasting local news events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience.

Entry Material: a) For TV: only links to audio/video entry are allowed. Audio/video montage of on-air commentary should be representative of the entrant's on-air performance. For Radio: only links to audio entry are allowed. Audio montage of on-air commentary should be representative of the entrant's on-air performance. **(5-minute limit)**; b) Up to 1-page narrative

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that specifically correlates with the audio or video entry.

25. Sportscaster of the Year (Radio or TV)

Most outstanding local sportscaster broadcasting local sports events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience.

Entry Material: a) For TV: only links to audio/video entry are allowed. Audio/video montage of on-air commentary should be representative of the entrant's on-air performance. For Radio: only links to audio entry are allowed. Audio montage of on-air commentary should be representative of the entrant's on-air performance. **(5 minute limit)**; b) Up to 1-page narrative that specifically correlates with the digital audio or video entry.

26. Weathercaster of the Year (Television)

Most outstanding weather anchor or meteorologist broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual weathercaster on local news programs.

Entry Material: a) link to digital video entry with introduction plus video montage representative of the entrant's on-air performance **(5-minute limit)**; b) Up to 1-page narrative that specifically correlates with digital video entry.

27. Anchor of the Year (Television)

Most outstanding local on-air anchor broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual anchor featured on local news programs.

Entry Material: a) link to digital video entry with introduction plus video montage representative of the entrant's on-air performance **(5-minute limit)**; b) Up to 1 page narrative that specifically correlates with digital video entry.

28. Producer of the Year (Radio or TV)

Given for excellence in demonstrating the skills of one individual. A composite achievement record for the calendar year. Entry should contain a compilation of examples of aired material, for which the entrant had primary responsibility. Individual must work as a producer on a regular basis.

Entry Material: a) link to video/audio digital entry (5-minute limit); b) Max of two letters of recommendation (one of those letters of recommendation must come from the show host or anchor); c) Up to 1 page narrative that specifically correlates with digital video/audio entry **(5-minute limit)**; b) Up to 1 page narrative that specifically correlates with digital video entry.

29. Director of the Year (Television)

Given for excellence in demonstrating the skills of one individual. A composite showing studio storytelling. Entry should contain a compilation of examples of aired material, for which the entrant had primary responsibility. Individual must work as a director on a regular basis.

Entry Material: a) link to digital video entry (**5-minute limit**); b) up to 1 page narrative that specifically correlates with digital video entry.

30. Photographer of the Year (Television)

A compilation clip of 3-5 events showing the applicant's best work.

Judging Criteria: creativity, continuity, and technical production (**5-minute limit**). Please include a narrative of supporting information.

31. Personality of the Year (Radio or TV)

Most outstanding individual local on-air personality broadcasting predominantly to a South Carolina audience. Entrant may be an individual who is part of an on-air show team or any other on-air personality, provided the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant station.

Entry Material: a) For TV: only links to audio/video entry are allowed. For Radio: only links to audio entry are allowed. Which should include (**5-minute limit**): montage of day-to-day performance (if nominee is part of a show's team be sure digital audio or video entry identifies and features the nominee); commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc.; b) Up to 2-page narrative describing entrant's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the digital audio or video entry; c) 1 letter from the community documenting this involvement.

32. Host of the Year (Radio)

Most outstanding primary local on-air host broadcasting predominantly to a South Carolina audience. The entry must have been completely produced by the entrant station.

Entry Material: Only links to audio entry are allowed. Audio montage of on-air commentary should be representative of the entrant's on-air performance. (**5-minute limit**); b) Up to 1-page narrative that specifically correlates with the digital audio entry.

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33. **Richard M. Uray Service Project of the Year Award (Radio or TV)**

Recognizes a single community service project, planned, organized, and implemented by a single station, which has had a significant impact on a station's local area and can be measured by how the community benefited. Broadcasters are charged with identifying the local needs and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best - serve their communities.

Entry Material: a) For TV: links to only audio/video entries with compilation of project elements. For Radio: links to only audio entries with compilation of project elements. **(5-minute limit)**; b) Please **note that a DETAILED NARRATIVE is a REQUIRED element in this category. The narrative must specifically correlate with the digital audio or video entry.** Up to 2-page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals, objectives, and results; c) One (1) letter of endorsement from the project beneficiary.

STAR Award winners from the previous year are eligible to enter in this category but may not enter the same project that won the STAR Award in the previous year.
Radio/TV comp entries cannot be utilized for this category.

34. **Television Station of the Year**

A TV station must demonstrate overall excellence to be selected Station of the Year. Factors considered include station management/operations/objectives, personnel, programming, promotions, community service, public affairs/public service programming, and station awards and recognition.

Entry Material: a) Only links to video entries are allowed. Entries should describe the efforts of the station from February 1, 2025 and January 31, 2026, incorporating the factors listed above **(5-minute limit)**; b) **Please note: Detailed narrative is required in this category. Use the above criteria as paragraph headings in the narrative. Narrative must specifically correlate with the digital audio or video entry.** Up to 5 pages of narrative describing why your station should be named Station of the Year, incorporating the factors above; c) Up to 3 attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Nielsen ratings, etc.
Television comp entries cannot be utilized for this category.

35. Music Radio Station of the Year

This award recognizes the radio station that demonstrates overall excellence in music programming, listener engagement, and community impact. To win, a station must demonstrate that it is the premier authority for its musical format within its South Carolina market. Factors considered include station management, programming consistency, on-air personnel, music-centric promotions, and community service.

Eligibility: The station must be locally originated and broadcast predominantly to a South Carolina audience. The station must demonstrate a consistent and high-quality musical identity that is the majority of its programming for its specific local community.

Judging Criteria:

- **Programming & Operations:** Quality of music selection, flow, on-air imaging, and the effectiveness of the format.
- **Personnel:** Contribution of on-air personalities to the station's music identity.
- **Promotions:** Creative efforts, event coverage, and concert/artist support.
- **Community Service:** Public affairs and outreach efforts that enhance the station's public image.

Entry Materials: **a) Audio:** A link to a digital audio entry (5-minute limit). This should be a montage demonstrating day-to-day music programming, on-air talent performances, and representative station imaging. **b) Narrative:** A detailed narrative of up to 5 pages. You must use the "Criteria for Evaluation" listed above as paragraph headings. The narrative must specifically correlate with the audio entry (e.g., if you mention a specific promotion in your narrative, that promotion should be audible or represented in your 5-minute audio montage). **c) Supplemental Evidence:** Up to 3 attachments from verifiable outside sources (e.g., letters from community organizations or artists, Nielsen ratings, or documentation of station awards). **Radio comp entries cannot be utilized for this category.**

Entries are submitted using the [BetterBNC Online Awards Platform](#)

Contest opens on **April 6, 2026 at 9:00 AM**. Contest deadline is on **May 11, 2026 at 12:00 AM (Midnight)**. STAR Award winners will receive a trophy at the STAR Awards event. **Merit Award winners will not receive a trophy, but all finalists will be given the option to purchase a merit trophy after the STAR Awards event.**

36. Spoken Word Radio Station of the Year

This award recognizes the radio station that demonstrates overall excellence in spoken-word programming—including News, Talk, Sports/Talk, and Public Affairs. To win, a station must demonstrate that it is the premier authority for information and community discourse within its South Carolina market. Factors considered include journalistic integrity, host engagement, depth of coverage, and commitment to local community issues.

Eligibility:

- The station must be locally originated and broadcast predominantly to a South Carolina audience.
- The station must demonstrate a consistent and high-quality programming identity designed for its specific local community. The majority of programming must be spoken word.

Judging Criteria:

- **Programming & Operations:** Quality of investigative reporting, breadth of coverage, production value of talk segments, and the effectiveness of the spoken-word format.
- **Personnel:** Contribution of hosts and reporters to the station's credibility, conversational flow, and listener engagement.
- **Public Affairs & Service:** Depth of coverage regarding local/state issues, commitment to community outreach, and the station's role in facilitating local discourse.
- **Promotions:** Creative efforts to drive listener interaction and support for local events or causes.

Entry Materials: a) Audio: A link to a digital audio entry (5-minute limit). This should be a montage demonstrating day-to-day spoken-word programming, representative news or interview segments, on-air talent performances, and station imaging. **b) Narrative:** A detailed narrative of up to 5 pages. You must use the "Criteria for Evaluation" listed above as paragraph headings. The narrative must specifically correlate with the digital audio entry (e.g., if you discuss an award-winning investigative series, a representative excerpt should be included in your audio montage). **c) Supplemental Evidence:** Up to 3 attachments from verifiable outside sources (e.g., letters from public officials or community organizations, Nielsen ratings, or documentation of journalism awards).

Radio comp entries cannot be utilized for this category.