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Pinson honored by MSC: Veteran broadcaster named Media Person of the Year

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PIKEVILLE — Anita Pinson Frantom, Pikeville Medical Center Social Worker, laughs indulgently when her son Jacob asks, "Did Uncle Charlie do something cool again?"

Her brother, Charlie Pinson of Charlie Pinson Insurance, was named a member of the Pikeville College Hall of Fame this spring for his work with the Pikeville College Football and Athletic Programs. A few weeks later, Pinson was named the 2007 Media Person of the Year for the Mid-South Conference.

"It's flattering to be acknowledged for doing something you love," Charlie Pinson said. "There are many dedicated sportscasters in the Mid-South Conference. To be recognized by your peers and the sports information directors is very humbling."



HONORED: Pictured from left to right are Bob and Jane Miser, Joyce and Charlie Pinson, Mark and Anita Frantom, and Jacob Frantom (center) during the Mid-South Conference basketball tournament in Frankfort. Pinson was named the conference's Media Person of the Year.

Pinson received the honor in Frankfort, during pre-game festivities of a Pikeville College Bears basketball game. Like the Pikeville College Hall of Fame presentation, his family was there to cheer him on.

Not impressed by the ceremony, five-year-old Jacob Frantom solemnly examined the engraved plaque after the presentation.

"He was a little upset, because he thinks Uncle Charlie's last name is 'insurance' and that name was not on the award," joked Anita.

"We are all proud of Charlie," she continued. "My husband Mark and sister-in-law Joyce are agents with Charlie Pinson Insurance. Mark is also the cameraman for Pikeville College Sports on WPRG, while Charlie commentates. Joyce keeps the press box guys filled up with homemade brownies. Jacob and I never miss a home game. I think it's fair to say football is like insurance; it's a family thing. Go Charlie and Go PC Bears!"

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