

Local radio personality up for prestigious award

Written by By Babette Herrmann Sun Editor
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Sammy 'C' a candidate for Sports Hall of Fame

Local and much beloved radio personality Sammy "C" Chioda has been nominated as a potential inductee into the New Mexico Sports Hall of Fame for his tireless coverage of local, high school sporting events during the course of his career.

Chioda also heads the youth Tony Dorsett Football League, and has spent about 30 years broadcasting cross country track meets, which he feels persuaded the anonymous individual(s) to nominate him for the prestigious award.

While the nomination is flattering, nominees require a vote of confidence from the public at large. The Hall of Fame allows each voter to vote one time for their favorite nominee on

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Facebook and on their website.

“It’s an affirmation for all the work you do and the love you have for sports,” Chioda said. “TDFL and cross country was a big factor.”

TDFL was launched by Chioda in 1996, and youth ages 6-13 commence competition at the end of August, and end the season at the close of October with the Four Corners Youth Football Championship.

“We had 18 teams from Albuquerque that played here last year,” he said.

Chioda said prior to Millennium Media coverage of cross country, the sport didn’t garner much fanfare at all.

“We took the lead and really elevated the sport,” he said. “When you do that stuff you become known to the families.”

Decades later, the now 63-year-old Chioda has racked up countless hours on the airwaves, only breaking from his employer, Millennium Media, to attend college at New Mexico State University in Las Cruces to earn his business degree.

He has picked up more than a handful of awards along his radio journey, which began in Gallup some 50 years ago at KYVA radio.

While many teens ponder who they want to be when they grow up, this wasn’t the case with 14-year-old Sammy Chioda. He knew who he wanted to be, and that was a radio broadcaster.

So, as a young man, he chased his dream, and some radio veterans from KYVA decided to

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give the young and enthusiastic man a shot at pursuing his passion.

And Chioda's passion for the projects he takes on is illustrated by the multiple awards he has received during the course of his career, including induction into New Mexico Broadcaster Association Hall of Fame and the Navajo Nation Athletic Hall of Fame.

He's been the recipient of broadcasting awards, volunteer of the year, service awards and the support behind the Rotary Club scholarship banquet, which raises thousands of dollars each year to help deserving high school students with college funds.

Meanwhile, the road to induction remains competitive, as only seven of the long list of nominees receive the honor of inductee. Championship MMA fighter Holly Holm is one of many distinguished individuals rounding out the list.

"I am very humbled because this is affirmation for the effort that you put forth," Chioda said.

To place a vote for Sammy Chioda, visit the NM Sports Hall of Fame on Facebook, and on the web at: www.nmshof.com

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