



Dixon C. Lovvorn
SCBA President, 1990-91

“I remember a visit to Washington to lobby for music license fee reform and to rescind the Fairness Doctrine. There would be no talk radio today if we had not been successful. I also remember defeating a serious effort in the state legislature to abolish the sales tax exemption afforded broadcasters. I’m grateful for having as mentors two great broadcasters, Dick Shafto and Charles Batson. They shaped my philosophy of broadcasting as a great public service.”

- A native of Columbia, began his career in 1950 at WHAS-TV in Louisville, Kentucky
- Helped sign on WIS-TV, Columbia in 1953 as production supervisor
- Became program director of WIS-TV in 1957 and created and produced Mr. Knozit, a Peabody Award-winning children’s program
- Left Columbia in 1966 to manage WSFA-TV, Montgomery, Alabama. While there, he led a successful battle against the FCC’s deintermixture proposal
- Joined Cosmos Broadcasting in 1970 as director of corporate services then, in 1973, became vice president of broadcast services. After moving in 1976 to manage Cosmos stations in Alabama and Louisiana, he returned to Columbia in 1982 as senior vice president and general manager of WIS-TV.
- Inducted into the SCBA Hall of Fame in 1989
- Served in World War II as a soldier. During the war, a bomber he was flying in crashed and he and his fellow soldiers were captured by the Germans.
- Active in numerous community organizations including the American Red Cross, the Columbia Urban League, the White House Conference for a Drug Free America, the United Way of the Midlands and the Columbia Music Festival Association
- Awarded the Order of the Palmetto by Governor Carroll Campbell. He has also received the James Y. Perry Lyre Award for his contributions to the arts in Columbia.