



**Dixon C. Lovvorn  
Television Pioneer  
Columbia, SC**

- ◆ More than 35 years service to the television industry
- ◆ Helped launch two television stations: WHAS-TV, Louisville, KY 1950; WIS-TV, Columbia, SC 1953
- ◆ Senior Vice-President, Cosmos Broadcasting Corporation
- ◆ General Manager of three Cosmos television stations: WSFA-TV, Montgomery, AL; WDSU-TV New Orleans, LA; WIS-TV, Columbia, SC
- ◆ Creator of “Mr. Knozit,” a Peabody Award winning program for children
- ◆ Led WIS-TV to national recognition as highest rated television station in the top 100 markets
- ◆ A community leader devoted to humanitarian causes and racial equality
- ◆ SCBA Vice-President, Television Chairman, Government Relations Committee, 1989 President-Elect

For additional information on Dixon Lovvorn, read the recollections of Wally Mullinax, SCBA’s Historical Development Chairman, at [www.scba.net/mullinaxrecollections.htm#Lovvorn](http://www.scba.net/mullinaxrecollections.htm#Lovvorn)