



2012 Honorary Life Membership Award Recipient

Rich O'Dell

WLTX-TV

Servant leader committed to using the power of broadcast for the greater good through community service

- President & General Manager of WLTX-TV, 1999-Current
- Served as Director of Programming & Production at WKYC-TV in Cleveland, OH where he headed up special projects from prime documentaries and specials to daily talk shows. He also directed the station's 6 & 11 PM newscasts for a number of years.
- Worked on special projects and supervised all on-air promotions at WCHM-TV (Columbus, OH) and produced/directed at WDXR-TV (Paducah, KY)
- Recipient of 10 local Emmy's and actively involved with the National Academy of Television Arts & Sciences (NATAS) having held various local and national offices
- Holds board positions with civic organizations including the Greater Columbia Chamber of Commerce, the Columbia Urban League and the Palmetto Health Foundation
- Past President of SCBA and the Partnership Board of the College of Journalism at the University of South Carolina
- Current president of the SCBA Educational Foundation and a Bronze level donor in the Foundation's Fellows program
- Serves as chairman of the SCBA Investment Committee. He was a principal player in selecting the investment consultants and drafting the original investment policy when the committee was established in 2004.
- Has served as chairman of the SCBA AMBER Alert Committee since 2002. He was influential in establishing operational protocol for the statewide alert, designing training programs for broadcasters and participating in public awareness campaigns.
- Strong advocate for broadcasters in the political arena