



**James F. Coggins**  
**SCBA President, 1956-57**

*“As I reflect on my continuing service of 54 years to the broadcast industry, what a privilege it was to follow such giants as G. Richard Shafto, John Rivers, Walter Brown and others as president in 1956. Whatever the accomplishments of 1956, they are a part of the past. In looking forward to the future, may I quote the words penned by Tim La Hoya. ‘Never settle for second-rate or selfish goals. Set goals for yourself that involve helping other people and the riches will follow. The richest people I know are those who have given themselves unselfishly to other people. Such motivation will affect the way you sell your particular trade. True riches are totally unrelated to money or material reward. Of one thing I am sure, happy people have strong goals and somehow these include helping other people.’ Our broadcasters of today might ponder these words as we think about our audiences. Congratulations to all those who have gone before and those who are yet to come.”*

- Served as president and treasurer of Newberry Broadcasting Co., Inc. (WKDK)
- Previously served as president and secretary of Broadcasting Co. of Union (WBCU) and president of Lee County Broadcasting Co. of Bishopville (WAGS)
- Received Governor Beasley’s Order of the Palmetto in 1996
- Play-by-play voice for Clemson Football Network, 1936 and 1947-50 then for SC Football Network, 1950-51, and returned to Clemson Network, 1953-64
- Recipient of first Sportscaster of the Year Award for SC presented by National Sportscasters and Sportswriters in 1958
- President of Rotary Club of Newberry, 1962-63; recipient of first annual Rotarian of the Year Award in 1998; and named Paul Harris Fellow in late 1980s
- SCBA Hall of Fame Induction, 2000