



**John M. Rivers, Sr.**  
**SCBA President, 1952-53**

- Became a broadcaster in 1938 and, at the end of his career, had given 50 years of distinguished service to the broadcast industry and his Charleston community, the state and the nation
- In 1949, he was elected to the SCBA's first executive board and served as the Association's first Vice President.
- Under Rivers' leadership, the Radio Libel Bill was passed and, at the 1953 Winter Convention, President and Mrs. Rivers entertained the convention delegates at a party in their home.
- Was principal owner of WCSC, Inc., founder of WCSC-FM in April, 1948 and builder of the first VHF television station in South Carolina, WCSC-TV, in June, 1953
- A founder of the SC Broadcasters Association and was inducted into the SCBA Hall of Fame in 1974