



**Lou Kirchen**  
**SCBA President, 1999-2000**

*"This year, as President of SCBA, I have found that every issue we face as broadcasters, whether it be public service issues, broadcast mergers or digital must-carry, is about being LOCAL. Thus far, it has been a year of facing continuous challenges from Capital Hill as to our current value and viability as an industry. In fact, during our annual Congressional Visit earlier this year, state broadcasters responded by visiting Washington with our message of commitment to public service which, in 1997 alone, totaled 423.8 million in donated airtime. Another highlight of 1998 has been the election of our own Bill McElveen as chairman of the NAB Radio Board. Bill is an outstanding representative for our state. In the 13 years I have lived in the state, I have come to appreciate the rich broadcast heritage we have. Some of the pioneers of our industry have been South Carolinians. As I review the memories of this 50<sup>th</sup> year, I am saddened to include the passing of some of those fine men, the likes of H. Moody McElveen, Jr. and Dr. Richard M. Uray. Their legacy has been our success and the bright promise of another 50 years!"*

- General Manager of WBTW-TV since September 1995. Joined WBTW in 1986 and served as general sales manager from 1992-1995.
- Began broadcast career in 1972 in radio in Washington, DC metro area. Also worked in radio in Maryland and N.C. before joining WBTW.
- Involved in numerous community service projects. Serves in leadership positions with the Florence Co. United Way, Florence Co. American Heart Walk, Pee Dee Education Board of Directors, Greater Florence Chamber of Commerce, Pee Dee Area Boys and Girls Club, Pee Dee Area Boy Scouts and Durant Children's Center
- Previously worked with the Pee Dee Coalition Against Domestic and Sexual Assault, Junior League of Florence, Florence West Rotary and as a Girl Scout Leader. Kirchen is a graduate of Leadership Florence.
- Married to Michael Kirchen, owner/operator of Kirchen Agency in Darlington, and has two children and one grandchild