



G. Richard Shafto
SCBA President, 1948-49

“When we organized SCBA, we needed a meeting place and status so I negotiated with the President of the University of South Carolina that we be given, without cost, a large room in the South Carolina library hall. The South Carolina Broadcasters Association solicited funds from other broadcasters to supply the furniture and some of the books that went into the Broadcasters’ Library. Issues at stake included persuading the newspapers to publish broadcasting schedules and, while newspapers were seeking payment for broadcasting sports, the broadcasters contended that they had the right to broadcast sports without the payment of fees.”

- Broadcast pioneer who was a founder and first president of SCBA. Under Shafto’s presidency, the Association is organized to “fulfill a need for the exchange of mutually beneficial information on a state level and to develop higher standards of broadcasting.” Also, the first SCBA convention was held January 13-14, 1949 at the Wade Hampton Hotel.
- Managed WIS Radio in Columbia beginning in 1932
- Led in creating WIS-TV in 1953 and served as its first general manager
- As president of Cosmos Broadcasting, organized a group of outstanding radio and television stations from New Orleans to Toledo to Knoxville
- Built the first cable television system in South Carolina
- In 1973, became the first inductee into the SCBA Hall of Fame after 40 years of distinguished service to the broadcasting industry