



**William L. “Bill” McElveen**  
**SCBA President, 1985-86**

*“I followed in the rather large and capable footsteps of Joe Varholy. One of our biggest challenges during my year as president was to continue the financial turnaround of the Association that Joe had begun his term. We increased SCBA’s participation in the NCSA funding with increased spending from PRT and some new participants in the program as well. Thanks to the vision of Joe, Diane Bagwell and others, SCBA was back on sound financial footing by the end of my presidency. As was often the case, we had a last-minute problem in the legislature that threatened our much-needed sales and use tax exemption. We converged on the State House and managed to ensure that common sense prevailed. Like all the years I’ve spent working with SCBA, my year as the Association’s president was a great honor for me and a worthwhile investment in our industry’s future.”*

- Began his broadcasting career at 15 as a deejay at WNOK-FM. Went on to lobby the administration of the University of the South for a campus radio station which he signed on as WUTS-FM three years later. He served as the first general manager.
- Returned to WNOK-FM as an account executive in 1972. He eventually became the general manager and changed the station from beautiful music to a contemporary format. The station was later recognized as the highest-rated FM station in the top 100 markets from 1981 to 1983.
- Joined Bloomington Broadcasting and became president of Radio South Carolina and general manager of WTCB-FM, WOMG-FM and later WISW-AM
- On June 30, 1998, he and five other members of Bloomington Broadcasting Corporation’s senior management team purchased the company from the families that had owned it for over 60 years.
- Youngest person to ever be inducted to the SCBA Hall of Fame in 1996
- Recently named chairman of the NAB Radio Board, McElveen has been a strong advocate for broadcasting on a national level through his work with NAB and internationally as a lecturer with the International Media Fund.
- Has worked with the Columbia Urban League, Crimestoppers, the Media Club, the Columbia Advertising Federation, Helpline, the United Way and the USC Partnership Board