



**John M. Rivers**  
**Banker, Broker, Broadcaster**  
**Charleston, SC**

- ◆ Broadcaster 1938 to date
- ◆ Principal owner, WCSC, Inc
- ◆ Founder WCSC-FM in April 1948
- ◆ Builder of first South Carolina VHF television station, WCSC-TV,  
June 1953
- ◆ 50 years distinguished service to broadcasting, community, state, and  
nation
- ◆ A founder and past president of S.C. Broadcasters Association- 1952