



**Richard Shafto
Broadcast Pioneer
Columbia, SC**

- ◆ Managed WIS since 1932
- ◆ In 1953, led in creating WIS-TV
- ◆ As President of Cosmos Broadcasting, organized a group of outstanding radio and television stations.
- ◆ Over 40 years of distinguished service to the broadcast industry, his community, state, and nation
- ◆ A founder and the first president of SC Broadcasters Association- 1948