



Charles A. Batson
SCBA President, 1957-58

“As WIS Television’s managing director, I was the first television broadcaster to serve as president of the Association. The biggest SCBA accomplishment under my direction was the successful effort by the Board and members to head off the sales tax on advertising. This success can largely be attributed to the grass roots political strength of the Association’s radio station members.”

- Retired as chairman and chief executive officer of Cosmos Broadcasting Corporation, parent company of WIS-TV. Was named president in 1968, CEO in 1969 and chairman in 1977.
- Began broadcasting career at WFBC in Greenville in 1936 as an announcer, newscaster and then program director until drafted into US Army in 1941
- Served in military until 1946 attaining rank of Major. One assignment was Public Relations Radio Officer during which he produced broadcasts by General Dwight Eisenhower, including the announcement of the Italian surrender.
- Served as director of television for the National Association of Broadcasters as the medium was beginning to grow
- Originally joined Cosmos in 1951 as director of television and then joined WIS-TV in 1953 when it went on the air as its managing director (later general manager)
- NAB TV Code Review Board, 1970-74; Chairman, 1973-74
- Inducted into the SCBA Hall of Fame in 1981