



**James K. Whitaker**  
**SCBA President, 1969-70**

*"I remember the attempt by our state legislature to pass an ad tax in the dark of night. We weren't aware of it until a few days before final passage. We had an immediate panic meeting in Columbia of all media and SCBA members promised to contact their representatives over the weekend. This meant that some had to reach representatives via boat as they had gone fishing. At this time, I was station manager of WCSC/WXTC Radio in Charleston. The owner (and my boss) and one of the very first presidents was the late John M. Rivers, Sr. Just before I left for Columbia where G. Richard Shafto had convened the emergency meeting, Mr. Rivers instructed me, 'Jim, go to Columbia and do everything you can to beat this unfair tax. Watch the legislature night and day and don't come back until we've won the battle!' And that we did!"*

- Began his career at WGRM radio, a station local people called "We Grind Records Mostly"
- Went on to work at WOP in Bristol, TN and WWVA in Wheeling, WV. WWVA was a 50,000 watt station that reached as far as Canada and Cuba and even out to ships at sea.
- Served in the Army Signal Corps from 1942-1946. During World War II, he ran Army radio stations and monitored enemy broadcasts.
- Returned to Wheeling, WV in 1946 to cover OH, WV and PA for CBS News. While there, he worked with Edward R. Murrow, Harry Reasoner and others. Covered the Eisenhower-Nixon meeting after Nixon's famous Checkers speech
- Served as sales manager of WIS (Columbia) from 1956 to 1959 before moving to Charleston to become station manager of WCSC and WXTC. He later invested in WEZL, became station manager and stayed there until his retirement in 1981.
- Two-term member of the Radio Code Board of the National Association of Broadcasters, representing the Southeast
- Presented "Whitaker's Wax Works" on nearly 400 stations in the United States and on Armed Forces Radio worldwide. The five-minute vignettes focused on music from the 1920's and 1930's .
- Married to wife, Sally, for over 50 years