



Richard Leon "Rich" O'Dell
49 Year Veteran of Broadcasting
Broadcast Pioneer · Fearless Leader · Community Servant

B.S., Radio-TV, Southern Illinois University, 1972

President & General Manager: WLTX-TV, Columbia, SC: 1999-Present
Program & Production Director, Producer/Director: WKYC-TV, Cleveland, OH: 1977 – 1999
Executive Producer, Producer/Director: WCMH-TV, Columbus, OH: 1975-1977
Producer/Director: WDXR-TV, Paducah, KY: 1972-1975
Producer/Director: WSIU-TV, Southern Illinois University: 1969-1972
Radio announcer: WINI, Murphysboro, IL, WCIL, Carbondale, IL, WPAD, Paducah, KY
First paid broadcasting job - Record Library at WSIU Radio in 1968

Took the Helm at WLTX in 1999 and Transformed the Station into a Fierce Competitor and the Midlands' "On Your Side" Community Station
Championed Efforts to Help Midlands' Families in Need
Implemented Numerous Charitable Programs including Stuff-A-Bus
Committed to Inclusion & Diversity at WLTX reflecting the Community
Hired Numerous Journalists Who Now Work in Top 10 Markets & for Major Networks
Pioneered Social Media Practices Led to WLTX's Position as Market Leader

During Tenure, WLTX Honored with many awards including:
Over 30 SCBA Awards including Television Station of the Year two times,
Columbia University's Alfred I. DuPont Award, Edward R. Murrow Awards,
Regional Emmy Awards, NATAS: Overall Television Excellence Award,
Multiple awards from the Society of Professional Journalists
South Carolina Broadcasters Association's Honorary Life Recipient
Received the Community Service Award from the Columbia Urban League
Recipient of the RTNDA Unity Award
Honored with 10 EMMY Awards for Television Production in Cleveland

President, Cleveland NATAS Chapter: 1989 – 1993/Trustee 1993-1997
President, South Carolina Broadcasters Association: 2003-2004 and 2015-2016
President, Mount Olive Lutheran Church Council: 2004-2006 and 2017-2018
Board Member, Urban League of Columbia: 2002-Present
Board Member, Palmetto Health Foundation: 2014-2016

Board Member, Columbia Chamber of Commerce: 2003-2006
Board Member, Cultural Council of Columbia: 2001-2005
Board Member, United Way of the Midlands: 2001-2003

**Inducted SCBA Hall of Fame
January 25, 2018**