



Wayne Brooks Sawyer
SCBA President, 1970-71

“My best contributions to SCBA did not take place during my presidency. In 1965, under John Davenport’s term, I was allowed to start the SCBA Workshop. In 1966, I introduced a substitute motion to our dues structure that passed and opened the way to hiring a full-time executive manager. The most memorable event in my term was probably Las Vegas Night.”

- General manager for the Dispatch Broadcasting Company, a chain of four small market stations in South and North Carolina from the early 1960’s to 1970
- Became part owner of WGTN in Georgetown with partner Dick Laughridge until 1975
- Went on to become manager of WDEN (Macon, GA). Later served as administrative coordinator of Multimedia’s WMAZ-AM/FM/TV and then as general manager of WPEZ, also in Macon.
- Left radio to become a publisher and produced a wedding guide in Atlanta, Macon, Savannah, Columbus and Greenville. Also produced church pictorial directories for many Georgia cities.
- Has since worked with his son in a Macon mortgage brokerage business
- Under his presidency, SCBA developed plans for an annual Station of the Year Award. Sawyer also appointed Frank Harden to chair a project examining the feasibility of establishing a non-commercial spot announcement program. (This eventually became SCBA’s highly successful NCSA program.)