

## **SERIES DESCRIPTIONS**

**THE BROADCASTING COMPANY OF THE SOUTH.** 1949-1973, Series 1, 1 cu. ft., folders 1-33. This series consists of board of directors' minutes, claims and damage reports, correspondence and reports to stockholders, financial summaries, information on insurance policies, documentation of the frequency deintermixture controversy, and the text of a speech by G. Richard Shafto.

The Broadcasting Company of the South was established in August 1950 as a separate corporate entity to administer Hipp family-controlled radio and television interests. Its predecessor firm was Surety Broadcasting Company and its successor became Cosmos Broadcasting Corporation in 1965. Notable correspondents in this series include Augustus T. Graydon, Robert R. Scales, Jr., and G. Richard Shafto.

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**CAROLINA'S TELEVISION CORPORATION.** 1953-1955, Series 2, .5 cu. ft., folders 1-6. This series consists primarily of legal documentation for the unsuccessful attempt of Carolinas' Television Corporation to obtain a television station license in Charlotte, North Carolina. The Broadcasting Company of the South and its officers owned 47  $\frac{3}{4}$  % of the stock of Carolinas' Television Corporation. The Federal Communications Commission rejected the firm's bid for the Charlotte station in 1956, and the company was formally dissolved in July 1959. Most of the material in this series originated from the Washington, D.C. law firm of Dow, Lohnes, and Albertson.

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**CATV (Cable Television).** 1964-1981, Series 3, 4.05 cu. ft., folders 1-130. This series deals primarily with the development of the cable television industry in the United States. Most of the information in this series was generated by Cosmos' retained law firm, Dow, Lohnes, and Albertson, of Washington, D.C. Although these files were not directly concerned with Cosmos administration, they were used by Cosmos executives to monitor cable television applications and FCC rulings within the service areas of Cosmos television stations.

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**CORPORATE REFERENCE.** 1935-1981, Series 4, .9 cu. ft., folders 1-32. This series contains the general files of Cosmos Broadcasting Corporation. It documents Cosmos' dealings with affiliates, the Federal Communications Commission, and employees. G. Richard Shafto's correspondence file related to WIS begins in the 1930's.

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**COSMOS CABLEVISION CORPORATION.** 1962-1970, Series 5, .8 cu. ft., folders 1-32. This series includes budget reports, correspondence, financial summaries, legal documents pertaining to property transfers, marketing summaries, memoranda, and newspaper clippings.

Cosmos Broadcasting Corporation's ties to the cable television industry date to 1962, when its predecessor firm, The Broadcasting Company of the South (BCS), acquired cable television franchises in Ocala, Florida, and Florence, South Carolina. By 1965, BCS had been awarded additional franchises in Sumter, Darlington, Marion, and North Augusta, South Carolina. Soon after its establishment in 1965, Cosmos Broadcasting formed a subsidiary, Cosmos Cablevision Corporation, to administer its cable television interests. This subsidiary in turn owned 80% of Cox-Cosmos, Incorporated, of Charlotte, North Carolina. Cosmos sold its South Carolina properties in 1970 to Community Cablevision of South Carolina, Inc.; the following year, the firm sold the assets of Cox-Cosmos to Charlotte Cablevision Company. Cosmos Cablevision Corporation was formally dissolved in December 1971. Correspondents in this series include H.C. Aycock, G. Richard Shafto, and K. James Yager.

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**COX-COSMOS INCORPORATED.** 1963-1971, Series 6, .6 cu. ft., folders 1-30. This series contains correspondence, financial summaries, information on insurance, lease agreements, memoranda, and executives' speeches.

Founded in October 1967, Cox-Cosmos, Incorporated, was a cable television company located in Charlotte, North Carolina. Jointly owned by Cox Cable Communications of Atlanta (20%) and Cosmos Cablevision Corporation (80%), Cox-Cosmos served 5,000 subscribers. In early 1971, the Federal Communications Commission (FCC) ruled that broadcasting companies could not own cable television affiliates in areas where they also owned television stations. Cox-Cosmos, Inc.'s service area overlapped the area covered by Cosmos' station, WIS-TV in Columbia, and Cox's station WSOC-TV in Charlotte. Consequently, Cox-Cosmos was sold to Charlotte Cablevision Company on June 18, 1971. Correspondents in this series include H.C. Aycock, C.J. Pendarvis, James D. Tabor, B.M. Tibshirany, and K. James Yager.

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**FEDERAL COMMUNICATIONS COMMISSION (FCC).** 1955-1980, Series 7, 1.25 cu. ft., folders 1-23. This series documents the frequency deintermixture controversy of 1961. It contains the proceedings of FCC hearings participated in by The Broadcasting Company of the South and its successor, Cosmos Broadcasting Corporation. There is also a copy of the FCC “Blue Book” on public service responsibilities of broadcasters.

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**THE LIBERTY CORPORATION.** 1968-1982, Series 8, .15 cu. ft., folders 1-6. This series covers the dealings of the parent holding company, The Liberty Corporation (TLC), with Cosmos Broadcasting Corporation. It consists of correspondence, information concerning insurance policies, and documentation of the purchase of Cosmos by TLC in 1968. Notable correspondents include Charles A. Batson, L. Brent Hill, Dixon Lovvorn, and G. Richard Shafto.

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**THE SOUTH CAROLINA BROADCASTING COMPANY.** 1932, Series 9, .05 cu. ft., 1 folder. This series consists of notes and correspondence. This company was chartered in 1932 to manage the broadcasting interests of W. Frank Hipp and The Liberty Life Insurance Company. Its predecessor firm, South Carolina Broadcasting Company, was the owner and licensee of radio station WIS in Columbia. The company passed under the ownership of Surety Life Insurance Company in 1942 and was sold to its former affiliate, WCSC, Incorporated of Charleston, South Carolina, in 1950. Several of W. Frank Hipp's letters can be found in this series.

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**WDSU-TV, NEW ORLEANS, LOUISIANA.** 1972-1984, Series 10, .45 cu. ft., folder 1-22. This series contains correspondence, inventories of equipment, copies of legal documents pertaining to the purchase of the station by Cosmos, and promotional material.

Founded in December 1948, WDSU was one of the South's pioneer television stations. As an NBC affiliate, WDSU earned an enviable reputation in the television industry, garnering an Emmy, the Peabody, and the Delta Sigma Chi awards. Cosmos Broadcasting Corporation purchased WDSU-TV for \$16 million from the station's owner and licensee, Royal Street Corporation, in April 1972. Among the correspondents in this series are Charles A. Batson, James V. Dunbar, Jr., Dixon C. Lovvorn, and A. Louis Read.

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**WIS RADIO, COLUMBIA, SOUTH CAROLINA.** 1930-1980, Series 11, 1.35 cu. ft., folders 1-54. This series documents the operations of the first radio station of the Cosmos organization. WIS first began broadcasting in Columbia in 1930. Included in this series are correspondence files from W. Frank Hipp, Francis M. Hipp, and G. Richard Shafto; station licenses; contracts; and the manuscript history, "So Rich a Heritage."

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**WIST RADIO, CHARLOTTE, NORTH CAROLINA.** 1948-1961, Series 12, .35 cu. ft., folders 1-10. This series contains construction permits, correspondence, and purchase agreements. WIST (FM) Radio first signed on the air in January 1948 as Charlotte's first exclusively FM station. It was owned by the Hipp family-controlled Surety Broadcasting Company (later to become The Broadcasting Company of the South) and represented that firm's initial foothold in the Charlotte radio market. The station briefly suspended its FM broadcasts in February 1951 only to resume as WIST-AM/FM later that year. WIST permanently dropped its unprofitable FM operations in March 1953, and the AM station was sold in September 1960 to Carolina Broadcasting Company. Correspondents in this series include Herbert G. Eidson, Jr., John W. Lindsay, G. Richard Shafto, and Guy Vaughan, Jr.

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**WIS-TV, COLUMBIA, SOUTH CAROLINA.** 1950-1979, Series 13, 1.35 cu. ft., folders 1-55. This series consists of annual reports, budgets, correspondence, information on income tax, memoranda, promotional material, rosters of stockholders and personnel, and stock certificates.

This flagship television station of the Cosmos organization was founded in 1953 as WIS-TV Corporation, a subsidiary of The Broadcasting Company of the South. The station quickly established dominance in its local market. In August 1957, WIS-TV Corporation merged with its parent company through an exchange of stock with minority stockholders. WIS-TV remains a powerful force in South Carolina's television industry and is regarded as an institution in the state's Midlands. Notable correspondents include Charles A. Batson, Frank B. Gary, B. Calhoun Hipp, Francis M. Hipp, Mary Lou Lyles, E.G. Seibels II, G. Richard Shafto, and William P. Sims, Jr.

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13.10	Personnel – 1956
	Craven, Lohnes, and Culver
13.11	Report on Evaluation of Present WIS-TV Facilities – 1957
13.12	Study and Report on Tall Tower – 1955
	Dow, Lohnes, and Albertson
13.13	1961
13.14	1962
13.15	First Anniversary – 1954
	FCC
13.16	Form 323, Annual Ownership Report – 1953-1957
13.17	Merger of WIS-TV and Broadcasting Company of the South – 1957
13.18	Financial Statements – 1953
13.19	Income Tax – 1959-1961
	Interoffice
13.20	Correspondence – 1966-1971
	Memos
13.21	1945-1952
13.22	1953-1958

13.23	1959-1963
13.24	1964-1969
	Joint WMSC-TV Discussions
13.25	1951-1952
13.26	1953-1954
13.27	License – 1958 & 1965
13.28	NBC Participation in Opening – 1953
13.29	Newsletters – 1953-1960
13.30	<u>Newsweek</u> , Cover Story – 1965
13.31	Non-Staff Talent, Pat Bouknight – 1964
13.32	“Operation Widespread” – 1954
13.33	Organization of WIS-TV Corporation – 1953
13.34	Ownership Report – 1953
13.35	Peabody Award Entry – 1968
13.36	Public Relations Pamphlets
13.37	Publicity – 1950-1961
13.38	Social Security – 1953-1954
13.39	“South Carolinian of the Year” – 1963-1979
	Stock Certificates
13.40	1932, 1933, 1937, 1939
13.41	1953-1954
	Stockholders
13.42	Address Changes – 1953-1957
13.43	Correspondence – 1953-1957
13.44	Meetings – 1953-1957
	Tall Tower
13.45	Cost of Completion – 1959
13.46	First Piece of Steel Placed on Base, Ceremony – 1958
13.47	Pictures of Construction (See Photographs) – 1958
13.48	Promotion – 1959-1961
13.49	Tower, FCC Authorizations – 1958-1959
13.50	Twenty-fifth Anniversary – 1978
13.51	Unemployment Compensation Law – 1954-1957
	Weekly Condition Reports
13.52	1953
13.53	1954
13.54	1955
13.55	Wyman, Alice, Day – June 29, 1970

**WSFA-TV, MONTGOMERY, ALABAMA.** 1959-1979, Series 14, .6 cu. ft., folders 1-18. This series contains budgets, correspondence, promotional material, and a facilities evaluation report.

Organized in 1954 by Montgomery investors David E. Dunn, H. S. Durden, and R. F. Hudson, WSFA-TV was sold to a subsidiary of The Oklahoma Publishing Company before the station's initial sign-on date of 25 December 1954. WSFA became the "hometown" station of many communities in central Alabama. Under the leadership of News Director Frank McGee, who later became a national news anchor for NBC, WSFA prominently covered the early stages of the Civil Rights movement and the career of Martin Luther King. The Broadcasting Company of the South acquired WSFA-TV for \$2.5 million in October 1959. Notable correspondents in this series include H. C. Aycock, J. Law Epps, Carter Hardwick, Dixon C. Lovvorn, and Bob G. Villar.

<u>Folder</u>	<u>Title</u>
14.1	Actual Revenue Compared to Sales Goals – 1971
14.2	Application for Transfer – 1959 Budget
14.3	1968
14.4	1969
14.5	1970
14.6	Building, Cost of Original Building – 1954
14.7	Contract for Purchase – 1959
14.8	Correspondence – 1968-1971
14.9	FCC Form 323, Ownership Report Filed at Time of Transfer – 1959
14.10	General Rate Cards – 1965 & 1975
14.11	History – 1959
14.12	Interoffice Correspondence – 1964-1973
14.13	Press Release, 1959
14.14	Promotional Material – 1965-1971
14.15	Report on Evaluation of Present and Expanded Facilities, Craven, Lohnes, and Culver – 1964
14.16	Tall Tower, Ceremonies – 1977
14.17	Tower – 1977
14.18	Twenty-fifth Anniversary Celebration – 1979-1980

**WSPA RADIO, SPARTANBURG, SOUTH CAROLINA.** 1948-1954, Series 15, .10 cu. ft., folders 1-3. This series contains correspondence, newspaper clippings, a promotional booklet, purchase agreements, and technical data.

WSPA began operation early in 1930 and was South Carolina's pioneer radio station. In 1940, the station was bought by Spartanburg Advertising Company, whose principal stockholders included A. B. Taylor, Walter J. Brown, D. S. Burnside, Cassie Connor, Charles O. Hearon, and Walter G. Jackson. By 1947, Taylor had secured 90% of the stock in the firm, while Brown (Taylor's son-in-law and a confidante of Secretary of State James F. Byrnes) retained a 10% interest. In April of that year they sold Spartanburg Advertising Company for \$450,000. For several years Surety Broadcasting and its successor, The Broadcasting Company of the South, attempted unsuccessfully to obtain a television license in upper South Carolina for WSPA. The station was sold to Walter J. Brown's Spartan Radiocasting Company in November 1953. Correspondents in this series include Walter J. Brown, B. Calhoun Hipp, Roger Shaffer, and G. Richard Shafto.

<u>Folder</u>	<u>Title</u>
15.1	Audio Proof, AM and FM – 1952
15.2	Promotional Material – 1948
15.2A	Sale, Article in Herald – 1947
15.3	Sale – 1953-1954

**WSRZ-FM RADIO, SARASOTA, FLORIDA.** 1979, Series 16, .05 cu. ft., 1 folder. This series concerns a failing FM radio station purchased by Cosmos, renamed, and launched with considerable success. It includes correspondence and sales promotion material.

<u>Folder</u>	<u>Title</u>
16.1	General – 1979



**WTFI RADIO, ATHENS, GEORGIA.** 1931-1933, Series 17, .05 cu. ft., 1 folder. This series consists of equipment inventories, financial statements, and legal agreements. Established in 1931, radio station WTFI was owned by the Toccoa Falls Broadcasting Company. The station was acquired in 1932 by Liberty Broadcasting Company, which in turn was controlled by The Liberty Life Insurance Company and its president, W. Frank Hipp. Efforts to transfer WTFI to Greenville in 1933 were unsuccessful, and the station was sold to Norman K. Winston of New York in 1935.

<u>Folder</u>	<u>Title</u>
17.1	General – 1931-1933

**WTOL-TV, TOLEDO, OHIO.** 1963-1981, Series 18, .35 cu. ft., folders 1-20. This series contains auditors' reports, budgets, correspondence, copies of legal agreements, equipment inventories, memoranda, and promotional material.

Founded in 1958, WTOL-TV was affiliated with both CBS and NBC and operated in the 39<sup>th</sup> largest television market in the United States. The acquisition of this station in 1965 by The Broadcasting Company of the South (BCS) occasioned that firm's name change to Cosmos Broadcasting Corporation. Among the correspondents in this series are H.C. Aycock, Charles A. Batson, Carter C. Hardwick, Jr., G. Richard Shafto, and H.L. Wohlwend.

<u>Folder</u>	<u>Title</u>
18.1	Accounting Procedures – 1965 & 1968
18.2	Agreement to Purchase WTOL and WTOL-FM by Reams Broadcasting Corporation – 1964
18.3	Agreements and Contracts – 1965
18.4	Appraisal of Assets – 1965
	Budget
18.5	1968
18.6	1969
18.7	Cash Flow Projections, Broadcasting Company of the South and WTOL-TV, 10 years – 1965-1974
18.8	Chemical Bank Loan – 1966-1969
18.9	Color Equipment – 1965-1970
18.10	Community Broadcasting Company, Stock Purchase Agreement and Escrow Agreement – 1964-1967
18.11	Federal Communications Commission, Consent to Assignment of Licenses to Broadcasting Company of the South – 1965
	Financial Information
18.12	Auditor's Report – 1963
	Nine Months Operating Statement
18.13	1963
18.14	1964
18.15	General, Correspondence – 1965-1971
18.16	New General Ledger – 1965
18.17	News Release – 1981
18.18	Promotional Material
18.19	Purchase, Broadcasting Company of the South – 1964-1965
18.20	RCA Color Cameras – 1970

## **SEPARATION LIST**

### **1. Oversize**

A number of items, including advertising pieces, blueprints, financial summaries, maps, newsletters, oversized photographs, and promotional material, have been removed to oversize. These items were taken from the following series: WIS Radio, WIS-TV, WIST-FM Radio, WDSU-TV, WSFA-TV, and WTOL-TV.

### **2. Photographs**

A total of 340 photographs, including snapshots, aerial photographs, documentation of facilities and activities, and formal portraits, have been filed in separate document boxes in the vault. Series represented by these photographs include The South Carolina Broadcasting Company, WIS Radio, WIS-TV, WSFA-TV, and WTOL-TV.