

Jim Keelor

Jim Keelor has been President/Chief Operating Officer (COO) of Liberty Corporation for twelve years. He has operating responsibility for more than 1,100 people employed at fifteen network-affiliated television stations, a cable advertising sales company, a video production facility, and a broadcast equipment distributorship.

Jim is heavily involved in leadership positions within various national broadcast industry groups and those efforts command a large portion of his time. He is currently Chairman of the Television Bureau of Advertising (TVB), which advocates the value of television advertising to companies and advertising agencies. Mr. Keelor is also an elected director of the National Association of Broadcasters (NAB), the primary legislative lobbying organization for the industry.

Jim is former Chairman of the Association for Maximum Service Television (MSTV), a group which serves as a spectrum usage watchdog for the industry and consumers.

A broadcaster since 1966, Jim began his career in TV journalism. He has worked as a local station reporter, producer, anchor and news director. For three years was a producer for NBC News before moving into station management. During his management tenure in Louisville, Cleveland and New Orleans, Mr. Keelor's stations won numerous local and national awards for news and programming, including a Peabody and EMMY. His experience also includes assignments in sales and marketing.

A native of Richmond, Indiana, the 61-year-old Keelor is a graduate of Indiana University and served as an Army officer in Vietnam. He and his wife of 41 years, Darlene Hodge Keelor, have three daughters and four grandchildren. The Keelors reside in Greenville, but are in the process of moving to a new (and final) residence at Keowee Vineyards in Sunset, SC.