

## **Donald Outland McDougald**

veteran

*Joiner-Anderson Funeral Home*

MONTREAT, N.C. & STATESBORO, Ga. — Longtime broadcast and cable executive owner Donald Outland McDougald passed away unexpectedly Wednesday afternoon (Dec. 22) in a Brunswick, Ga., hospital after a brief attack. McDougald, whose home is in Montreat, North Carolina, was visiting with relatives and friends in Darien at the time. The 83-year-old Statesboro native was born on February 25, 1927, and attended elementary and high school in Statesboro, before entering Clemson College and later Emory University in Atlanta.

After service in World War II, where he was being assigned as part of the planned Japanese homeland invasion force, McDougald returned to Emory and completed his education with graduation from the Emory University School of Business. The end of the war in the Pacific Theater with the Hiroshima/Nagasaki atomic bombs led to a cancellation of the invasion, of which he would have been a part. He remained in Japan for some time as a member of the occupation forces.

Don was preceded in death by his father, Walter Edwin McDougald; and his mother, Isabel Hall McDougald of Statesboro and Clito. He was also preceded by his wife, Betty Sue Brannen McDougald of Register and Statesboro; and late brothers, Walter Edwin McDougald II, John Horace McDougald of Statesboro and Dr. William Worth McDougald of Athens.

He is survived by one brother, Michael Hall McDougald of Rome, Ga; and by three children, Sally (Fred) Hooks of Atlanta and Darien, Margaret Brannen (Meg) McDougald of Marietta and Walter Edwin (Sydney) McDougald of Montreat. Grandchildren include Jason (Ellen) McDougald of Fairview, Maggie and Abby Thurmond of Marietta/Atlanta and Sarah Hooks of Dallas, Texas, and Lauren Hooks of Atlanta; three great-grandchildren, Isabel, Ian and Lachlan McDougald. Sisters-in-law include Alice McDonald of Harris Neck, Georgia, Julia Riley of Brunswick and Buford Brannen of Register.

Prior to his Emory career, Don studied at Clemson before entering the military. His service took him to several posts in the states and ultimately to occupying forces of Japan. Following his service, he married his longtime sweetheart, Betty. After college graduation, he was hired as comptroller of Georgia Teachers College (now Georgia Southern University). In 1958 he joined with his mother and brothers, Horace and Worth, and purchased Radio Station WWNS.

Soon, he purchased the full facilities of the station from the other family members and instituted the building of FM Radio Station WMCD, which, with WWNS, he operated until his retirement from active broadcasting. In addition, he owned and operated radio stations in Sylvania, Milledgeville and in Danville, Virginia. He organized and

brought into being a partnership of local entrepreneurs in Statesboro to form Statesboro's first cable company, Statesboro CATV, Inc. He is credited with having what some describe as the "first automated broadcast station in Georgia", utilizing early-on IBM card sort machines that he became familiar with at the Georgia Teachers College bookkeeping operations. He adapted them to building the daily logs for WWNS and WMCD. Later on, as computers were developed and became available, he moved his stations further into that area.

Don was president of the Georgia Association of Broadcasters at the time of the unexpected death of the executive director, and in order to keep the nation's largest state broadcasters organization fully active, found it necessary to work many days in Atlanta. He learned to fly at Statesboro's airport so that he might get to and from Atlanta somewhat easier than driving on two-lane roads the 450-mile round-trip. For this work, Don was named to the Georgia Association of Broadcasters Hall of Fame at the University of Georgia in Athens.

Don was extremely active in various civic endeavors in the community, including his presidency of the Statesboro Rotary Club and his work with the Chamber of Commerce, the Jaycees and with various sports activities of Georgia Teachers College and local high schools. He was a leader with the Georgia Rotary Student Program, which offered scholarships for visiting college level students from other countries, developed after WWII when many schools and universities in war-torn cities were not available to their native youth. In return, he and Betty visited the students in numerous foreign countries to renew acquaintances. Don and Betty spent many days working closely with First Presbyterian Church and its many outreach ministries. In 1996, after working with a branch of Savannah Federal Savings and Loan Association, they fully retired to North Carolina, building a permanent home on a mountainside very close to the Billy Graham home in Montreat.

In Montreat, he was active in local municipal government and conservation, including building of local tennis courts and sports facilities. Plans have been announced that a mountain peak in the community will be named for Don and Betty McDougald.

Visitation will be Wednesday, December 29th, 2010 from 5-7 p.m. at the Joiner-Anderson Funeral Home in Statesboro, Georgia.

A memorial service will be held on Thursday, December 30th, at First Presbyterian Church of Statesboro at 11 a.m. with the Reverend Danny Grace, pastor of the First Presbyterian Church of Darien, officiating. Inurnment will be in The Nancy Holland Sibley Memorial Columbarium in Montreat next to the free-flowing mountain stream from Greybeard Mountain and Lake Susan, that has been

the lifeblood of that community since time began. Those memorial services will be scheduled for early spring and warmer weather, when friends return to their mountain homes.

In lieu of flowers, memorial contributions may be made to the First Presbyterian Church of Darien Building Fund at P.O. Box 706, Darien, GA 31305; the Don and Betty McDougald Land Conservation Fund, c/o Montreat Cottagers, Inc. Attn.: Philip Arnold, P.O. Box 111, Montreat, NC 28757; or Bulloch County Historical Society, P.O. Box 42, Statesboro, GA 30459.

Friends may sign the online register book at [www.joineranderson.com](http://www.joineranderson.com).

Joiner-Anderson Funeral Home of Statesboro is in charge of the arrangements.

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