



## Gregory A. Smith

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### SUMMARY

22 years professional experience as a broadcaster, media personality, professional speaker and disability community leader; Creator and host of a nationally syndicated radio show on disability issues; Excellent communications and public relations skills.

Born with muscular dystrophy and uses a wheelchair. Drives modified van. Father of two young men, ages 23 and 21, and a daughter, age 18.

### EXPERIENCE

#### **"The Strength Coach" - Professional Speaker**

1998 - Present: Delivered over 200 keynote speeches to corporate meetings, conferences, universities, and government agencies. Clients include Arizona State University, University of Tennessee, General Motors, Microsoft, Social Security Administration, NASA and dozens of others. Author of two books: *Shut Up! Silencing the Negative Voice Within* (2013), and his autobiography, *On A Roll: Reflections from America's Wheelchair Dude with the Winning Attitude* (2005). Clients have included corporations such as General Motors, AT&T, Microsoft; government agencies such as the United States Department of Transportation, Social Security Administration, Department of Labor, and universities such as Arizona State, Florida State, University of Tennessee and many others.

Host weekly podcast "Timeout with the Strength Coach" on [WebTalkRadio.net](http://WebTalkRadio.net). Write and manage weekly blog. Media personality and frequent guest on radio/television.

#### **On A Roll - Talk Radio on Life & Disability**

1992 - 2006: Founded, hosted, managed and developed nationally syndicated radio talk program on disability issues. Program presented disability issues including ADA compliance, explanations of ADAAG standards for physical access, discriminatory policies, reasonable accommodations, employment, transportation, educational rights, etc. Grew from one station to 70 nationally. Compiled over 1,000 hours of live on-air programming. Developed an expertise on disability issues and working with cross-disability community groups and other non-profits in multiple markets. Grant from Miss. Developmental Disabilities Council to produce radio and TV segments on WLOX and statewide.

Profiled in PBS documentary reaching over 1 million people nationwide in 2005. Profiled in the *Wall Street Journal*, the *New York Times* and National Public Radio. Honors include "Image" award from the disability advocacy organization TASH in 2001, a "Twenty Leaders" award from Chicago's Center for Independent Living, Access Living in 2000, Public Radio News Directors Association. Honored as "Exceptional American" in Philadelphia PA's National Liberty Museum. Leading torch bearer in the 10 year anniversary of the ADA celebration in 2000.

### **AccessLife.com**

2000 - 2001 Columnist/Content Consultant: Developed Internet-based consumer online store for TechHealth, a medical billing corporation. Responsible for developing content appealing to disabled consumers. Wrote weekly column and provided content consultation for the site, which was eliminated in January 2001 after the principals were unable to secure additional venture capital.

### **Media America Corporation**

1994 - 1995, Beth & Bill Morning Show Associate Producer KEZ 99.9 FM: Secured guests, assembled news and sound elements for top rated Adult Contemporary morning show. Produced 72 episodes of weekly 30 minute public affairs program, *Valley View*. Produced weekly features, selected highlights and did live sports analysis for Arizona Cardinals Radio Network pre-game and post game shows from flagship station KEZ.

### **Arizona Bridge to Independent Living**

1992-1993, Director of Marketing: Handled marketing, public relations and fundraising duties for disability advocacy organization. Wrote and produced monthly newsletter. Wrote grants and managed local corporate donation effort.

### **Pulitzer Broadcasting - KTAR/K-Lite, Phoenix Arizona**

1988 - 1992, Research Director: Evaluated ratings information including Arbitron, Media Audit and in-house research to develop sales support material for highest billing and top rated radio combo in the Phoenix Market: KTAR - News/Talk/Sports, KKLK - Light Rock. Managed production of station media kits, direct mail, one-sheets, newsletters and specific proposals for 25 of the market's most experienced account executives.

1988 - 1992, Sales Promotion Director: Worked directly with the General Manager, Director of Marketing, and Yaranoff Advertising (agency) to manage production of both station's sales promotional advertising. Developed "value added" publications including the *Lite Letter*, which featured display ads from FM on-air advertisers and was mailed to 300,000 listeners quarterly; the *Gridiron Guide* and *Arizona Almanac* which were made available as "traffic builders" at the retail locations of AM advertisers; K-Lite's *Summer Survival Guide*, and more.

1988 - 1992, Assistant Director of Marketing: Managed production of audience promotional advertising, including daily ads in the *Arizona Republic*, outdoor advertising, all printed display ads, television spots. Also worked on innovative promotional activities such as direct bulk mail of cassette tape samples of the stations to strategic zip codes, production and distribution of a free "video tour" of the stations that was available at Blockbuster Video.

1990 - 1992, Host of "Cardinal Talk": Hosted a two hour live call-in talk show following all Arizona Cardinals NFL broadcasts live from Sun Devil Stadium after home games and from KTAR studios after road games. (60 broadcasts, 120 hours on the air)

### **Statcom Communications**

1987 - 1988, Account Executive: Sold pagers and cellular telephones to individual and corporate accounts.

## **EDUCATION**

1982-1986, Arizona State University, Bachelor of Arts Degree, Broadcast Management: Related field of study: Marketing. Founded sports department at campus radio station, KASR. Broadcast live play-by-play of Arizona State Sun Devil football (24 games), basketball (72 games), and baseball (35 games). Worked as a student intern in the Arizona State University Sports Information Office for two years, writing profiles of athletes for game programs, writing and distributing press releases, handling media interview requests, doing public address announcing at various sports events. Worked as a stringer at Phoenix Suns games for KCMO-AM in Kansas City.

1978-1982, Downers Grove South High School, Downers Grove, Illinois, Diploma: Sports director at community radio station WDGC-FM, run by students. Did live play-by-play of football, basketball and baseball games. Speech team, Marching Band.

## **PROFESSIONAL DEVELOPMENT**

National Speakers Association Conventions, 2003, 2005, 2007

National Speakers Association Workshop, 2004

National Council on Independent Living Conferences: 1994, 1995, 1998, 2000

IL Net Training: Marketing your CIL, Houston TX, 1997

World Congress Exposition on Disabilities Conference: 2001

DBTAC ADA Training, Phoenix AZ, 8 week extensive ADA Course: 1994

IDEA and Parent Issues Workshop, PACER Center, 2001

Florida Governor's ADA Working Group, 2001

Member: Communications Subcommittee, President's Committee on Employment of People with Disabilities, 1998-2001

Member: National Association of Black Journalists

## **VOLUNTEER**

Board of Directors, NMD United (Neuromuscular Disabilities), 2014-Present

Executive Team, Social Media Chair, Black NSA (National Speakers Association) 2015

Partner in the ADA Legacy Project celebrating the 25th Anniversary of Americans with Disabilities Act