



**Douglas A. Smith**  
**SCBA President, 1975-76**

*“During my term as president, broadcasters faced a rather adversarial FCC, with petitions to deny our renewals commonplace. For the first time, we brought professional legal and state matters such as a lobbying counsel (for state matters such as a threatening advertising tax) to SCBA members with an arrangement with former Cosmos Broadcasting attorney Jim Dunbar. We also established one of the very earliest operating budgets and financial planning systems for tighter controls by the executive manager rather than committee chairmen. I believe this was one of the first years to have a woman, Betty Roper, on the board.”*

- Retired from a 35-year career in broadcasting having served as senior vice president and on the Board of Directors of Multimedia Broadcasting, as general manager of WFBC-TV (Greenville), as vice president of Pulitzer Broadcasting Company and as general manager of WYFF-TV (formerly WFBC)
- Held leadership positions with the Greenville Advertising Club, the Television Bureau of Advertising, the Advertising Federation of America and NBC Television Network
- In 1974, worked with NAB and The Japan Society to advise early Japanese commercial broadcasters. Also served as a USIA lecturer and consultant to the Palestinian Broadcasting Company in Israel in 1995 and to the Republic of Kyrgyzstan in 1996
- Served on the local Board of Directors of Southern Bank, First Union, Bankers Trust and NationsBank
- Served as president and on the board of numerous agencies and organizations including the Greenville Junior Chamber of Commerce, the Greenville Chamber of Commerce, the South Carolina Arts Commission, the Greenville County Museum, Greenville Little Theater and the Urban League
- Received the state’s highest civilian honor, the Order of the Palmetto, in 1990
- Has published several short stories, poems and essays and one book, E is for Ethics, dealing with political scandals in the South Carolina legislature. An excerpt from his novel, Finding Frogmore, won first place for fiction in the 1997 SC Writers Workshop.
- Inducted into the SCBA Hall of Fame in 2008