



**Doug Smith**  
**Retired General Manager**  
**WYFF 4, Greenville**

- ❖ 34-year career serving the broadcasting industry and the people of the Upstate, as an executive with WFBC-TV, later WYFF 4 in Greenville
- ❖ Dedicated to utilizing local broadcast to serve the public interest, continually encouraging the production of local specials on matters of political and social interest and importance to South Carolina
- ❖ Instrumental in development of Greenville's business, charitable and cultural landscape, through his leadership with an array of civic organizations – including: SC Arts Commission, Greenville Chamber of Commerce, Greenville Art Museum, Greenville Little Theatre, March of Dimes and the American Red Cross
- ❖ Industry honors including: AAF Silver Medal Award for Outstanding Service to Advertising, American Business Women's Association: Boss of the Year, and Omicron Delta Kappa National Honorary Leadership Society
- ❖ Distinguished leadership on industry boards including: Greenville Ad Club, American Advertising Federation, Television Bureau of Advertising, All Industry Music Licensing Committee
- ❖ US Information Agency Consultant to Israel/Palestine and Kyrgyzstan
- ❖ Past President, SCBA – under his leadership the Association chartered the SCBA Educational Foundation
- ❖ Recipient, South Carolina Order of the Palmetto
- ❖ Jefferson Award for Outstanding Community Service

For additional information on Doug Smith, read the recollections of Wally Mullinax, SCBA's Historical Development Chairman, at [www.scba.net/mullinaxrecollections.htm#Smith](http://www.scba.net/mullinaxrecollections.htm#Smith)