

Steve Gregory is California's first working journalist to become a POST-certified instructor. He teaches media relations and crisis communications and focuses his efforts on first responders. Since 1993, Steve has been a with iHeartMEDIA (formerly Clear Channel Radio), the world's largest radio company. For more than 13 years he's been a national investigative correspondent based at KFI-AM in Los Angeles.

Steve is an adjunct instructor with the Los Angeles Police Academy and the University of Southern California's Safe Communities Institute. He co-developed a media relations model for the LAPD and a conflict resolution protocol in use between the LA Press Corps and law enforcement. Steve is also a board member of the Radio & Television News Association of Southern California where he chairs the media access committee.

In 2016, the California State Legislature issued Steve a proclamation and resolution honoring his contributions to journalism and community. Steve's candid presentations are well received because of his unique perspective from the 'other side' of the yellow tape. His style includes team-teaching with a member of law enforcement, so students hear both sides of a case study simultaneously – most of the time Steve and the cop agree, but sometimes they don't - either way, attendees get a glimpse into the mysterious world of journalism. Steve uses case studies and group activities to illustrate his point of view, most of which, are based on stories he's covered.

Steve was there moments after that fatal mass shooting in San Bernardino, CA; was all over the hunt for a cop killer in Southern California; was in the courtroom during the OJ Simpson armed robbery trial, sentencing and parole hearing in Nevada; lived roadside for days after Hurricane Katrina; was in the middle of the riots in Ferguson, MO where he was attacked and dodged gunfire; Was right in the middle of numerous Immigration Protests and Civil Unrest events and traveled to Tijuana to cover the trial of a jailed Marine in Mexico. Steve has been around cops, deputies and first responders for most of his 30+ year career.

Steve has presented at many training conferences including the National Information Officer's Association, the Arizona PIO Association, the Utah PIO Association, California POST CopsWest, Utah Governor's Safety

Summit, California Public Information Officers Association and the Association of Paroling Authorities International. Some of the courses he's developed include, *CopSpeak: Learning to speak like a human*; *How to Handle the Hit Piece: Avoiding the ambush reporter*; Crisis Communications for First Responders; The Perfect Press Conference; Media Relations 2.0. Steve's authoring the book, The Perfect Press Conference for use by Information Officers, Marketing, and PR professionals.

Steve's goal is to strengthen the relationship between the media and first responders by offering a perspective to a world rarely seen by outsiders.

**Reach out to Steve:**



[steve@gregorygroupmedia.com](mailto:steve@gregorygroupmedia.com)



818-441-4498



@stevengregory



@stevegregory640



@stevegregory640



@stevegregory818