

# Knowledge Translation Conference

## *Effective Media Outreach Strategies*

Hosted by SEDL's Center on Knowledge Translation  
for Disability and Rehabilitation Research (KTDRR)

# *ABILITY Magazine*

*Chet Cooper and Lia Martirosyan*

October 31, 2014

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### Chet Cooper



*Chet* has been one of the country's leading advocates for employment, awareness building and housing for people with disabilities (PWDs). He saw the need to break down the myths and stereotypes associated with disabilities, focusing on three major areas that needed change; social attitude, resources, and awareness. He launched ABILITY Magazine in 1990, at the dawn of the Americans with Disabilities Act (ADA).

### Lia Martirosyan



*Lia* exhales on stage. The rest of the time she's holding her breath until an opportunity for expression arrives once again. Social media and its importance is now at the forefront of her endeavors. She manages a 200+ volunteer team, using crowd-sourcing to translate captions in several different languages, for ABILITY Magazine videos. Lia has spoken at different venues about art, attitudinal change and social media, including the United Nations.

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## Disclaimer

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