Mission Statement
The mission of the Broadcasters Foundation of America is to improve the quality of life and maintain the personal dignity of men and women in the radio and television broadcast profession who find themselves in acute need. The foundation reaches out across the country to identify and provide an anonymous safety net in cases of critical illness, advanced age, death of a spouse, accident and other serious misfortune.
Ward L. Quaal Pioneer Awards

Honoring
James Gabbert • Walter Liss • L. Lowry Mays
The Taishoff Family • Cecil Walker • Bayard “Bud” Walters

Benefactors
The Hubbard Broadcasting Foundation & The McCormick Foundation
Message From The President

Congratulations to our Ward L. Quaal Pioneer Award winners, all of whom are pictured on the cover. The awards are presented at the annual NAB Pioneers Breakfast, an event that attracts industry professionals from all across the country. This year we had such an overwhelming interest in our honorees that we had to set additional tables. We thank the National Association of Media Brokers for their underwriting support.

We also had a great turnout for the NAB Charity Golf Tournament. Dick Bodorff, Scott Blumenthal, and Liz Burns served as Co-Chairs, presiding over a beautiful day of golf at the Bali Hai Golf Club in Las Vegas. Thanks to Larry Dunn of Broadcasting & Cable, Gary Faccenda of New York Life, Dick Bodorff of Wiley Rein and Ed Adams of Harris for their sponsorship and support of our mission -- helping colleagues in need.

The 2009 Celebrity Golf Tournament will be played at long-time favorite, the Siwanoy Country Club in Bronxville, NY, on September 14. This year, more than most, we really need your support. The proceeds from this fundraiser go directly to supporting the BFOA.

After 15 years, we are moving our offices from Greenwich, CT, to New York City. The upcoming move will allow us to serve our constituents better and reduce our expenses. We will be sending out our new contact information very soon.

Speaking of expenses, you may have noticed the subtle changes in this edition of On The Air. We have cut back on the number of color pages and lowered our printing costs. Look for more modifications in future issues.

We'd also like to welcome our new Board members, George Beasley, Richard Bordoff, and Dennis Swanson, and we thank them for their commitment to the foundation and its purpose.

To increase awareness of the Broadcasters Foundation of America to the many thousands of professionals across the country, we are launching a marketing campaign that places emphasis on our unique mission. Radio and television trade publications graciously are providing complimentary ad space on their websites and in their e-mail newsletters, and we are in discussions with industry and state associations to set up similar arrangements.

The demand on the BFOA for financial assistance has increased at a time when fundraising and support of our events has been strained. This year we will grant more than $500,000 to broadcasters in need.

Because of your generous contributions, we've been able to help the family of a 20-year broadcast veteran who died of a sudden massive stroke, leaving two children and a wife who suffers from Multiple Sclerosis. We're also providing aid to a man who, in the prime of his life and at the peak of his career, became paralyzed by a tragic accident that has left him confined to a wheel chair.

I urge you, please continue or begin to support our mission. Individual membership is only $150 annually, and a personal gift to the endowment fund or a corporate contribution to the Angel Initiative can make a difference in the life of a colleague who has fallen on desperate times.

Please visit our website at www.broadcastersfoundation.org For more information on how you can help.

Regards,

Jim Thompson
President
Broadcasters Foundation of America
Pioneer Awards

April 22 At The Bellagio
The 2009 Broadcasters Foundation of America Ward L. Quaal Pioneer Awards were presented on Wednesday April 22 at the Bellagio in Las Vegas, Nevada. The awards were formally named last year in honor of legendary broadcaster Ward L. Quaal of Chicago, Illinois, with a benefaction from The Hubbard Broadcasting Foundation and the McCormick Foundation Journalism Program.

Recipients present to receive the 2009 honors were FM radio pioneer Jim Gabbert, Walter Liss, president of the ABC Owned Television Stations, Lowry Mays, founder of Clear Channel Communications, the Taishoff Family, founders of Broadcasting magazine, the former president of Gannett Broadcasting Cecil Walker and the founder of the Cromwell Group Bayard “Bud” Walters.

Broadcasters Foundation of America Chair Phil Lombardo and President Jim Thompson presented the honors. Broadcast Pioneer Awards have been presented to 83 honorees since their inception in 1995.
Jim Gabbert: “Looking back on over fifty years I never went to work, I went to play to have fun. Even with all of the dramatic changes facing broadcasters we will always need to create excitement. Yes we can compete by returning to the basics of creating excitement each and every day.”

Lowry Mays: “It is an honor in itself to receive an award named after Ward Quaal. Let me quickly add that the formation of the Broadcasters Foundation of America and the establishment of its mission of helping colleagues in need is among the great things our industry has accomplished. We can all be proud of the work of this organization in bringing comfort to so many.”

Walter Liss: “Everyone here has had wonderful mentors and I too have been very fortunate. I will run the risk of naming just a few with my heartfelt thanks. Tom Murphy, Bob King, Bob Iger, Joel Chaseman, Regis Philbin, and Roger King. My only advice is simple, do what you love. In fifty years I have truly never had a bad day.”
Rob Taishoff: “It has been so meaningful for me this morning to meet and speak with so many of you who knew my grandfather and my Dad. You have allowed all of us in the Taishoff family here today to have a greater understanding of the impact that they have had on the broadcasting industry, both as individuals and through Broadcasting Magazine. On behalf of the Taishoff Foundation and the Taishoff family we are proud to be associated with your good work and we know that our grandfather and father would also.”

Bud Walters: “As most of you in this room know, none of this would be possible were it not for Rosemary being at my side for all of these years. We are now in a completely new world of challenge and opportunity. As we meet these dynamic changes let us always remember the ethical standards we must maintain in recognizing the importance of the human value of our people and how our decisions affect their lives. Finally let’s adopt the simple premise of leading with the good news and leaving the bad news behind.”

Cecil Walker: “In honoring me you allow me the opportunity to congratulate the Broadcasters Foundation of America on all of the wonderful work that you do each and every day. To be included among the long list of Pioneer Award recipients since 1995 is humbling and at the same time heartfelt because they are also my friends and colleagues. It makes me aware that broadcasting remains a family and I am most conscious that it is my family that allows me to celebrate the good life every day.”
When Bad things happen to good people...
...The Broadcasters Foundation of America is there to help.
Evercore Wealth Management joins the 2009 Celebrity Golf Tournament As Signature Sponsor

The Broadcasters Foundation of America is pleased to welcome Evercore Wealth Management as the signature sponsor of the 2009 Broadcasters Foundation of America Celebrity Golf Tournament. The tournament will be played on Monday, September 14 at Siwanoy Country Club in Bronxville, New York.

Co-Chairs Tom O’Brien of WNBC-TV and Joe Bilotta of Buckley Radio said, “We are most pleased to welcome Evercore Wealth Management and its Partner Charlie Ryan as signature sponsor for this most important event in support of the foundation’s mission

Evercore Wealth Management, located in New York City is an independent firm dedicated to providing customized investment and wealth management services to families, individuals and related institutions.

Prior to joining Evercore Wealth Management in 2008, Charlie Ryan was a Managing Director and a Market Investment Executive for U. S. Trust in New York. There he managed overall asset allocation and equity selection for high net worth clients, endowments, foundations, and institutions.
Headquartered in New York, Evercore Wealth Management is an independent, registered investment advisory firm dedicated to providing customized investments and wealth management services to families, individuals and related institutions. Evercore Wealth Management currently has 15 partners and a total staff of 31. We offer personal trust services to our clients through our affiliate Evercore Trust Company, N.A.

At Evercore Wealth Management, we believe that maintaining standards of excellence in meeting the complex and sophisticated wealth management needs of our clients demands a spirit of partnership and hands-on participation best achieved by the client-centric culture of a smaller firm.

We support and advance the goals of our clients through investment policy creation, global asset allocation, and the investment management of cash, fixed income and core equities. Additionally, we provide wealth and financial planning services and alternative manager selection.

Contact: Charlie Ryan, Partner, at 212.822.7624 or at ryan@evercore.com

New York Office
55 East 52nd Street
New York, NY 10055
tel: 212.822.7620
fax: 212.822.7630

San Francisco Office:
3 Embarcadero Center
San Francisco, CA 94111
tel: 415.229.8080
fax: 415.22938090

www.evercorewealthmanagement.com
2009
Broadcasters Foundation of America
Charity Golf Tournament

SPONSORED BY

2009
Broadcasters Foundation of America
NAB Charity Golf Tournament

NEW YORK LIFE
Investment Management LLC

BROADCASTING & CABLE

Wiley Rein LLP
The Broadcasting industry golfing community continues its stalwart support of the mission of the Broadcasters Foundation of America. The weather cooperated magnificently for the fabulous turnout at the Bali Hai Golf Club for the BFOA-NAB Charity Golf Tournament.

Scott Blumenthal of LIN-TV, Dick Bodorff of Wiley Rein and Liz Burns of Morgan Murphy Media chaired the 2009 tournament.

Broadcasting & Cable magazine joined with New York Life Investment Management and Wiley-Rein as the signature sponsors of the event. Harris OSI returned this year as the sponsor of the traditional Beat the Pro Competition this year starring the LPGA’s Ashley Gomes.
The winning foursome surrounded by presenters Phil Lombardo and Jim Thompson. From the left, Bill Moll, Dick Blackburn, Doc Bodensteiner, and Dick Bodorff.

Though it might appear that way, the winners had nothing do to with the co-chairs of the tournament or the chair of the foundation! Dick Bodorff was among the low gross foursome and Liz Burns was the captain of the Low Net group representing Morgan Murphy Media. Phil Lombardo’s Foursome won Second Low Net.

Low Net: Glen Kreig, David Sanks, Liz Burns, Scott Chorski

Second Low Net: Jim Thompson with winners from left, Ray Cole, the LPGA’s Ashley Gomes, Phil Lombardo, Ernest Liebre and Roger Levy

Women’s Longest Drive winner Lisa Karpowicz with Phil Lombardo and Jim Thompson

Men’s Longest Drive winner Dick Blackburn
Ashley Gomes makes a special presentation to Ryan DeBalko, the youngest player ever to compete in the tournament. Ryan played in a foursome with his Dad Jeff DeBalko of Broadcasting & Cable along with Karthik Krishnan and Bill McGorry.
Last year, the BFOA gave out $500,000 in grants...
Thank you for your support.

Buckley Radio: Chuck Dreifus, Patrick McMullen, Ashley Gomes, Andy Cozewith, Joe Bilotta

LIN-TV: Lyle Banks, Ashley Gomes, Scott Blumenthal, Gregory Schmidt

Kentucky Broadcasters: Glen Bastin, Francis Nash, Ashley Gomes, Tom Ulmer, Gary White

McKinnon Broadcasting: Dick Drilling, Mike McKinnon, Ashley Gomes, Mike McKinnon, Jr. and Sharon McKinnon

2008 Tournament Co-Chair Bill Moll with 2009 Co-Chair Dick Bodorff
Ashley Gomes appearing through Play Golf Designs with ghhMANAGEMENT President Gordon Hastings. ghhMANAGEMENT produced the tournament.
Your Help Literally Saves Lives

Young Family Devastated

A married couple that both worked as successful sales executives in the broadcasting industry find themselves today in a situation that is simply unimaginable. The wife and mother of two small children was diagnosed with Lou Gehrig’s disease in 2005. This rare and paralyzing disease, in a very short time, has claimed the exuberant life that she enjoyed. She is fed intravenously and relies on breathing support to survive. She is aware of her surroundings, can see and hear her children but can neither hold nor communicate with them.

Her heartbroken husband is now raising their children, ages 7 and 10, while he tries to cope with the cruel reality that confronts them every day. Their family situation appears as if it could not get any worse. But there is also a pressing financial need. The husband left his prosperous sales career five years ago because he needed to step in and save the family printing business since his own father’s health was failing. He made the commitment to invest most of his resources into the business only to watch it fail financially.

This loss of income coupled with staggering home health care costs have stripped away any safety net that the family saved. Although siblings are trying to assist financially, their contributions are meager compared to the monthly debt.

At this moment, our colleagues and their children are in jeopardy of losing their home due to foreclosure.

The Broadcasters Foundation of America is there for them.

You can help them by making a contribution to the Broadcasters Foundation of America.

This message was made possible by the McCormick Foundation Journalism Program

For more information, contact us at 203-862-8577 or visit www.broadcastersfoundation.org
The Broadcasters Foundation of America Endowment Fund was established in 1998 by a resolution of the Broadcasters Foundation of America Board of Directors.

The fund’s exclusive purpose is to ensure that financial assistance be available in perpetuity to fellow broadcasters who, through no fault of their own, are in acute personal financial need. The endowment is used exclusively to support the benevolent outreach of the Broadcasters Foundation of America.

To qualify for help, an individual must go through a detailed application process which includes a financial statement, income tax returns, reference checks, and a physician’s medical statement, when appropriate. Monthly grants vary in size depending on individual circumstances. All grants are approved and renewed annually by the Broadcasters Foundation of America Executive Committee. Grant recipients remain anonymous so as to preserve their dignity.

**Endowment Committee**

William O’Shaughnessy, Chair

George Beasley, Beasley Broadcasting

Larry Dunn, Broadcasting & Cable

Richard Ferguson, Cox Radio (Ret.)

Phil Beuth, ABC/CapCities (Ret.)

Erica Farber

Richard A. Foreman, Richard A. Foreman Associates

Ed McLaughlin, Foundation Chair Emeritus

Call (203) 862-8577 for more information
The Broadcasters Foundation of America Angel Initiative is entering its fourth year. We are delighted with the number of radio and television broadcasting companies that have made an annual commitment to the mission of the foundation by becoming a Corporate Angel.

The 2009 Angel corporate campaign is your company’s opportunity to join those already making an annual gift to help us insure that no call for help from a fellow broadcaster will go unanswered. The Angel Initiative is the way our industry can take care of its own people in their special time of need. It is all about “giving back.”

The number of requests for help made to the foundation is increasing dramatically. We have no way of accurately predicting what the future demand on our resources will be. The Angel Annual Corporate Giving Initiative is an essential element in our being able to provide critical assistance into the future.

We hope that we can count on you becoming an Angel in 2009. Contact Jim Thompson at 203.862.8577 for further details.

On behalf of all of those whom we serve, thank you for your support.
Your Help Literally Saves Lives

People Living Longer than Their Means

The story of this elderly couple in their late 70s is all too typical of the cases that come to the attention of the Broadcasters Foundation of America. The husband had worked in television until his retirement 13 years ago.

For several years, they managed to maintain their independence with Social Security, savings and part time work. Six years ago, the wife was diagnosed with a rare form of kidney cancer. The husband left his part time job and became his wife’s full-time caregiver. They struggled along quietly and independently with no family members able to offer support until all of their resources were completely exhausted.

This situation was brought to the attention of the Broadcasters Foundation of America, which made an immediate emergency grant to keep them in their apartment. The foundation then placed them on a monthly grant which combined with Social Security allows them to meet their monthly living expenses, thus somewhat relieving the day to day financial pressure which they had faced quietly and alone.

Your support of the Broadcasters Foundation of America has placed you by this couple’s side with a helping hand.

You can help them by making a contribution to the Broadcasters Foundation of America.

This message was made possible by the McCormick Foundation Journalism Program

For more information, contact us at 203-862-8577 or visit www.broadcastersfoundation.org
## Broadcasters Foundation of America Board of Directors

### 2009-2010

**Philip J. Lombardo**  
Chair  

**Stu Olds**  
Vice Chair  

**James B. Thompson**  
President  

### Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward F. McLaughlin</td>
<td>Chairman Emeritus</td>
<td></td>
</tr>
<tr>
<td>Joseph C. Amaturo</td>
<td>Chairman/CEO, Beasley Broadcasting</td>
<td>The Amaturo Family Foundation, Inc.</td>
</tr>
<tr>
<td>David J. Barrett</td>
<td>President/CEO, BMI</td>
<td></td>
</tr>
<tr>
<td>Richard M. Field</td>
<td>Chairman, Entercom</td>
<td></td>
</tr>
<tr>
<td>Skip Finley</td>
<td>Vice-Chairman, ICBC Broadcast Holdings, Inc.</td>
<td></td>
</tr>
<tr>
<td>Andrew S. Fisher</td>
<td>President, Cox Television, ret.</td>
<td></td>
</tr>
<tr>
<td>Richard A. Foreman</td>
<td>President, Richard A. Foreman Associates</td>
<td></td>
</tr>
<tr>
<td>Alan W. Frank</td>
<td>President, Post Newsweek Stations, Inc.</td>
<td></td>
</tr>
<tr>
<td>Ralph Guild</td>
<td>President, Guild Media LLC</td>
<td></td>
</tr>
<tr>
<td>Wade Hargrove, Esq.</td>
<td>Corporate Counsel</td>
<td></td>
</tr>
<tr>
<td>Brooks Pierce McLendon</td>
<td>Humphrey &amp; Leonard LLP</td>
<td></td>
</tr>
<tr>
<td>Thomas P. Kane</td>
<td>President/CEO, CBS Television Station Group</td>
<td></td>
</tr>
<tr>
<td>Paul Karpowicz</td>
<td>President/CEO, Meredith Broadcasting Group</td>
<td></td>
</tr>
<tr>
<td>N. Scott Knight</td>
<td>President, KQS</td>
<td></td>
</tr>
<tr>
<td>Jerry Lee</td>
<td>President, WBEB-FM</td>
<td></td>
</tr>
</tbody>
</table>

### Officers

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diana Wilkin</td>
<td>President, CBS Television Affiliate Relations</td>
</tr>
<tr>
<td>Colleen Gally</td>
<td>Assistant Treasurer &amp; CFO, Citadel Communications Company, Ltd.</td>
</tr>
</tbody>
</table>
September 14, 2009
Siwanoy Country Club
Bronxville, New York
For more information contact
Gordon Hastings,
ghhMANAGEMENT
(203) 862-8577