Celebrity Golf Tournament 2009
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.

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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.
I am very pleased to report that more than $100,000 was raised at the 11th Annual Celebrity Golf Fundraiser held at the Siwanoy Country Club in Bronxville, New York, this past September. Over 150 executives and celebrities turned out to support the charity event, which is one of our biggest fundraisers of the year.

We are grateful to the corporate benefactors who made such a successful benefit possible, including our signature sponsor, Evercore Wealth Management, and Carr Golf, for the big auction item of the evening—a deluxe trip to Ireland to play on four world-famous courses.

One thing we learned is that fundraisers of every size and scale can generate positive awareness and build resources. Well-known consultant Walter Sabo hosted a fundraising poker evening in his home that produced $5,000. Walter, we thank you for your innovation, and we hope other members will follow your lead and work with us to provide these personal events.

By now you’ve probably seen the advertisements from our “Do You Know a Broadcaster in Need” campaign. These ads appear in radio and TV trade publication newsletters and on their websites. Thanks to the generosity of these publications for providing complimentary advertising space, we have seen an increase of more than 100 percent in website traffic since the launch of the campaign.

We’ve also partnered with several state broadcast associations to increase recognition of the Broadcasters Foundation at a local level. Ads from our campaign are running on their websites, and personal emails from association presidents and executive directors have introduced their members to our unique charity. Exemplifying the power and influence of these associations, we immediately received applications from broadcasters in these states who had nowhere else to turn.

Lastly, we’ve redesigned On the Air. The new format delivers news and information about the Broadcasters Foundation in a cohesive presentation that reflects our purpose to help broadcasters in need.

As you can see, we have been very busy, but our focus remains solidly on our core mission: to help broadcasters in need. This coming year, we anticipate even more requests for aid. Individual membership to the Broadcasters Foundation remains only $150 a year, and a personal gift to the Guardian Fund or a corporate contribution to the Corporate Angel Initiative can make a significant difference to a desperate colleague.

Please, continue or begin to support the Broadcasters Foundation of America. Together, we can change the life of a broadcaster in need.

Thank you,

Jim Thompson
President
Broadcasters Foundation of America
Your support helps our colleagues in need.
We are grateful to the publications and state associations that have helped communicate the mission of the Broadcasters Foundation across our industry.

Broadcasting & Cable
Inside Radio
Radio Ink
Radio/TV Business Report
Talkers Magazine
Taylor on Radio-Info
TVNewsCheck

National Alliance of State Broadcasters Associations
New Jersey Broadcasters Association
New York State Broadcasters Association
Ohio Association of Broadcasters
Pennsylvania Association of Broadcasters

To learn how your publication or association can work with the Broadcasters Foundation of America, please contact Jim Thompson at jim@thebfoa.org or 212-373-8251
chairman’s message

Your Contribution Saves Lives.

This has been a difficult year for the Broadcasters Foundation of America. Our very important fundraising events all fell short of not only budget but last year’s performance. Our fundraising is also lagging behind last year’s levels.

In spite of this, the generosity of your giving in earlier years has enabled the Foundation to build a reserve so that we can meet our obligations to those broadcasters who have looked to us, both in their times of need and to weather the current economic storm.

2009 has been a year of transition and opportunity. Jim Thompson joined us as our new President. We have relocated our office from Greenwich to New York City, and have made great strides in reducing our overhead in order to conserve our reserves.

The fourth quarter of every year, and especially this year, is our major fundraising period.

Some years ago, we established the “Angel Initiative” to enable corporate giving. This initiative has grown in each of its years of existence. We sincerely hope that our corporate friends will find a way during these tough times to continue to support the Foundation in its mission to help broadcasters in need.

Individual giving has flowed into the Foundation in what we have described as the “Endowment” Fund. As we look to the future, we have decided to characterize this fund as our “Guardian” Fund, since we feel it more aptly identifies with our guardianship of those broadcasters who have come to us in time of need to help sustain them and to allow them to maintain their dignity.

The third fundraising vehicle is annual membership, where we ask people to contribute $150.00 per year.

These three fundraising activities, as well as net revenues derived from our events, come to the Foundation as non-restricted funds. As a result, the Foundation and its Board uses the funds to cover overhead and to send monthly grant checks ($500,000 this year) to our fellow broadcasters. In those years when we produce a surplus, the money goes into our reserve fund which is professionally managed. I am pleased to report that in spite of the turmoil that has occurred in the stock market, our reserve fund has had a positive return.

I know it’s challenging out there, we’re all feeling it, but I plead with you to not abandon our broadcasters in need and ask you to please find a way to make your corporate and individual contributions to help broadcasters in this year.

“Giving back” to those individuals in distress who have helped build our great business of broadcasting deserve your support.

Respectfully,

Philip J. Lombardo
Chairman
Support Our Mission of Helping Fellow Broadcasters.

JOIN OR RENEW your MEMBERSHIP TODAY

☐ Sign me up for 2009! (New members, please fill out all information.)
☐ I am delighted to renew my membership in the Broadcasters Foundation of America for the calendar year 2009. Enclosed is my tax-deductible check or credit card authorization for $150.

☐ Active Member’s Annual Membership ($150)
☐ Retired Annual Membership (fee at your discretion)
    Enclosed is my check or credit card authorization for $________.

☐ Enclosed is an additional tax deductible contribution of $________ to the Broadcasters Foundation of America Guardian Fund to be used exclusively for benevolent outreach.
☐ Please contact me regarding a gift of stock, bequest or remainder trust.

You may also join or renew on our website: www.broadcastersfoundation.org

Please print clearly and complete all information

Name___________________________________________________________

Street________________________________________________________________________

City_________________________ State_________ Zip__________

Office Phone______________________ Home Phone________________________

Facsimile_______________________ E-mail____________________________

Occupation:_____________ Radio________ TV______ Cable______ Other

Payment Method:___________ Check____________ Visa/MC________ Amex

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Card Number________________________________________________________

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City_________________________ State_________ Zip__________

Authorized Amount $_________________ Expiration Date_________________

Mail your application and check or credit card information to:

THE BROADCASTERS FOUNDATION OF AMERICA
125 WEST 55TH STREET
21ST FLOOR
NEW YORK, NY 10019-5366

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Giving Back.
The Guardian Fund Ensures Support for Years to Come.

Next year, I’m celebrating my 15th anniversary at *Inside Edition*. The years have gone by quickly and the occasion has caused me to reflect on all the great mentors and advisers who have provided guidance throughout my career.

I know I would not be where I am today without their support—and I am most grateful for the advice and life lessons they have imparted to me.

We all have role models who paved the way before us, by breaking new journalistic ground and setting new high standards for the best in broadcasting. We owe them our careers and our futures. That’s why I feel so strongly about supporting our fellow colleagues in need.

The Broadcasters Foundation of America does a tremendous job of reaching out to our distressed fellow broadcasters, who, through no fault of their own, have suffered great misfortune. But beyond that, the Foundation has also established a Guardian Fund to ensure financial assistance is available in perpetuity to those who are in acute personal financial need. The Fund is used exclusively to support the compassionate outreach of the Broadcasters Foundation of America. The Foundation supports those who have suffered a heartbreaking illness and are without health insurance or government assistance of any kind. Many are almost destitute and cannot afford doctors’ visits, medicine or physical therapy.

The Guardian Fund guarantees that our colleagues can count on some financial relief for years to come—a small way for our industry to thank them for their hard work and determination.

In gratitude for your mentors, please consider donating to the Guardian Fund today. Your gift will make a direct impact on our colleagues in need.

Deborah Norville
11th Annual CELEBRITY Golf Fundraiser

More than $100,000 Raised to Help Broadcasters in Need
Held on a beautiful September day at the Siwanoy Country Club in Bronxville, New York, the fundraiser drew more than 150 executives and celebrities in support of broadcasters in need.

Co-chairs Joe Bilotta of Buckley Broadcasting and Tom O’Brien of NBC Universal were inspirational in guiding our efforts through a challenging economic year to a truly successful and well-attended event.

During the day, golfers took a shot at the “Celebrity Power Drive Competition” sponsored by Heineken Light and the “Beat the Pro Competition” made possible by Knight Quality Sales. That evening, the Arbitron-sponsored dinner and awards ceremony was the site of spirited live-auction bidding for the deluxe Carr Golf Trip to Ireland to play on four world-famous courses.

Signature sponsorship was provided by Evercore Wealth Management. Additional sponsors included Arise Air, Atlantic Wines & Spirits, BMI, Broadcasting & Cable, CAO International Cigars, ESPN Deportes and Radio, Hearst Television, Katz Media Group, and Triton Radio Networks.
‘09 celebrity golf tournament

“I look forward to this tournament each year. It’s a great chance to get together while supporting a cause we all truly believe in.”

- Spencer Brown, TritonMedia

1. Tim McCarthy, Maurice DuBois, Mo Davenport, Lenny Garaffa, John Dunn
2. Kieran Clarke, Tom O’Brien, Kathleen Keefe
3. Larry Dunn, Neesha Sadekar, Bill McGorry, C.J. Papa, Amy McGorry
4. Rachael Grant, Scott Knight
5. Tom Kane, Maurice DuBois, Urs Livingstone, Dana Tyler, Peter Dunn
6. Randy Odeneal, Jim Thompson, Stu Olds, Aree Song, Naree Song, Craig Carton, Don Bouloukos, Allen Dick
“It was a great day for camaraderie with colleagues in pursuit of a noble goal—helping broadcasters in need.”

-Dana Tyler, WCBS-TV Anchor

1. Rich Doucette, Bob Fauser, Gary Starr, Dana Tyler, Scott Mcewan
2. Jim Beloianis, Joe Reilly, Preston Farr, Dick Bodorff, Aaron Spielberg
3. Mike O’Neill, Ged Young, Scott Shannon, Jose Gonzalez, Jack Murphy
4. Jen Buckley, Jerry Crowley, Spencer Brown, Joe Bilotta
5. Dave Widmer, Joe Reilly, Jim Thompson
6. Steve Casella, Jay Serniak, Nick Sampogna, Baldo Fodera
1. Leo McCourtney, Kathleen Keefe, Gerry McGavick, Mike Taffaro
2. Carl Butrum, Bill Hogan, Michael Steele, John Gambling, Joe Byrne
4. Bill Hogan, Rachael Grant, T.J. Lambert, Peter Doyle
5. Ryan Tarantino, Gino Toretta, Tom Maguire, Mark Herman, Brandon Long
6. Joe Connolly, John Killeen, Tom Score, Steve Swenson, Stan Gerber

“The Broadcasters’ annual Celebrity Golf Fundraiser brings together three of my favorite things— golf, friends, and giving back.”

-Leo McCourtney, Eagle TV Sales
“The Broadcasters Foundation gives hope and dignity to those it supports—helping my broadcasting family is the least I can do.”

—John Gambling, WOR Radio

1. Kevin Paige, Rich Rubin, Aree Song, Naree Song, Bryan Ellis, Bill Kehlbeck
2. Erik Weiner, Bill LeBlanc, Gail Goodrich, Mark Lund, Bob Harnaga
3. Jim Sloan, Tim Casey, Richie McDine, Mike Breen, Richie McDine, Jr.
4. Steve Muldering, Kieran Clarke, Max Gomez, Jim O’Hara, Kirk Miller
5. Kay Cole, Phil Lombardo, Joe Bodan, Ernest Liebre
6. Jim Sullivan, Jim Hughes, Brad Mont, Gib Gibson
1. Bill O’Shaughnessy, David O’Shaughnessy, Dick Foreman
2. Renee Cassis, Lung Huang, Pierre Bouvard
3. Rick Rubin, Joe McCallion, Alissa Pullack, Kevin Paige
4. Kevin Dreyer, Paul Swirbul, Chris Marangi, Brian Sponheimer
5. Connie Buckley, Kim Lombardo, Phil Lombardo, Jen Buckley
6. Jim Sullivan, Peter Dunn, Chris Wragge, Dana Tyler, Otis Livingston, David Branch

“I know my support is directly changing the life of someone in need. I can have a direct impact and that’s not true of every charitable organization.”

–Charlie Ryan, Evercore
“Seeing so many friends and colleagues out here supporting the Foundation gives me great hope for the difference we can make for those in need in our industry.”

-Don Bouloukos, CBS Radio

1. Jeff Mauer, Jim Holihan, Ahmad Rashad, Rachael Grant, Charlie Ryan, Nicole Troccia, John Apenzese
2. Randy Odeneal, Jim Thompson, Stu Olds, Dick Foreman, Carl Butrum, Don Bouloukos
3. Billy Craig, David Branch, Kevin Rustadt, Chris Wragge, Tom Parsekian
4. Steve Brackett, T.J. Lambert, Rachael Grant, Peter Doyle, Scott Knight
5. Rick Buckley, Gino Toretta
6. Tim McCarthy, Paul Rotella
'09 celebrity golf tournament

COMPETITION WINNERS

Power Drive Competition Winner
Spencer Brown wins a Heineken keg for a superb power drive

Winning Bidders for CAO Cigars
Joe Bodan, Rick Buckley, Ernest Liebre

First Gross Winners
Winners Kevin Rustadt, David Branch, and Tom Parsekian surrounded by LPGA's Kim Hall and Aree and Naree Song

First Net Winners
Kim Hall with winners Stu Olds, Allen Dick, Don Boulouskos, Randy Odenal, along with Aree and Naree Song

Second Net Winners
Brett Wilson, Tom Kane, Rick McGuire, Peter Dunn, Aree Song, Otis Livingston, Naree Song

Third Net Winners
Winners Brad Mont and Jim Sullivan flank Aree and Naree Song
Arbitron
Atlantic Wines and Spirits
Beck Family Foundation
Blackburn Company
BMI
Dick Bodorff
Broadcasting & Cable
Buckley Broadcasting
CAO International
Carr Golf
CBS Radio
CBS Television Station Group
Cambridge Financial Services
Citadel Communications, Ltd.
Clear Channel Radio
CoxReps
ESPN Deportes and Radio
Evercore Wealth Management
The Fauser Family
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Scott & Beth Herman
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Katz Media Group
Knight Quality Sales
Media Monitors
Meredith Corporation
National Association of Broadcasters
New York State Broadcasters Association
Nielsen
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Peerless Importers
Premiere Radio Networks
Radiolicious
Redlasso
Sir Speedy, Stamford, Connecticut
Smirnoff
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Triton Radio Networks
Warner Bros.
1050 ESPN Radio
WABC-TV
WCBS-TV
WNBC-TV
WLNY-TV

Thank You... to all of our sponsors
Two Days Short of Disability Coverage

Our colleague thrived in the fast-paced environment of a major market station ever since he knocked on doors as an account executive in 1980. He later became the type of general manager and vice president that any sales team would be proud to work alongside. Always challenging himself, he took on a position leading a major market group of stations when a health emergency changed his life in one day. He had worked for this new firm for fewer than 90 days, which meant he was ineligible for disability coverage.

His worst day was the result of a stroke suffered during open heart/bypass surgery, leaving him immobile. Whatever strength he could summon now would be needed for strenuous rehabilitation to stop any further physical decline and prepare himself for yet another day in the operating room.

His wife is staying at home to care for him and their three small children. While he strives to recover, she is holding the family together. Unimaginable medical bills have depleted their life savings.

Rehabilitation costs, medical bills, deductibles, in-home care, and a host of other unexpected day-to-day expenses have raised havoc upon the lives of this family. However, despite the circumstances they are fighting back, together, as a family.

You can help them by making a contribution to the Broadcasters Foundation of America.
Radio is a personal soundtrack for 230 million U.S. listeners every week. It has the power to drive us to action or move us to tears. Hit a preset button—and you’ve tapped a treasured memory. Hit another—and you’re at the stadium. For 45 years, Arbitron has gathered insights into the unique relationship between radio listeners and their communities. Listeners share with us their heartfelt comments, and now we are sharing some with you. We are the people of Arbitron.

www.arbitron.com

(These authentic comments were submitted by Arbitron diarykeepers in Spring 2009)
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.
We believe in leading by example, and donating to the Broadcasters Foundation of America through its Corporate Angel Initiative is one way to demonstrate our support to our employees. The Initiative was instituted by the Foundation to ensure it can provide financial assistance for the future without drawing down the bulk of the fund. Companies that make an annual gift to the Corporate Angel Initiative provide the bedrock for the Foundation’s future planning and service. The Initiative, along with its compounded investment income and proceeds from annual events, like the Golden Mike Awards, ensures the Foundation can provide for demands in the years to come. With this revenue stream, the Foundation can confidently make grants to needy broadcasters. Recipients count on the Foundation’s support, and the Corporate Angel Initiative helps ensure the Foundation’s longevity. The Foundation is here to help today and for the future.

Over the years, the Broadcasters Foundation has disbursed millions of dollars in aid to our colleagues nationwide. And we continue to provide timely and emergency aid to those who dedicated their careers to our industry. This would not be possible without your help. Now more than ever, support is needed for this initiative. With your generosity, we can help improve the quality of life for those in our field and literally help save lives.

Giving back not only benefits our industry, it reinforces your corporate compassion to your employees. Make the Corporate Angel Initiative a company priority for your organization – I urge you to please consider corporate giving through the Corporate Angel Initiative.
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.
2010 Golden Mike Awards

Monday, February 22, 2010

The Waldorf Astoria
New York City

For advance seating, advertising and sponsorship information please contact
The Broadcasters Foundation of America at 212-373-8250, info@thebfoa.org
Class of 2009 Inducted into the B&C Hall of Fame

Some of the broadcast industry’s most outstanding leaders were honored at the 19th Annual Broadcasting & Cable Hall of Fame induction ceremony and formal dinner held at the Waldorf Astoria Hotel in New York City on October 20.

The distinguished line-up of pioneers and innovators who were inducted this year are flanked by: Reed Publishing’s Bill McGorry (far left) and Broadcasting & Cable’s Larry Dunn (far right) and Ben Grossman (2nd to left from far right). The Class of 2009 inductees are (starting 2nd to left): NBC Universal’s Jeff Zucker; David Verklin of Canoe Ventures; Jack Sander from Belo Corp.; Patrick Esser from Cox Communications; A&E Television’s Abbe Raven; ESPN’s George Bodenheimer, who accepted for Monday Night Football; Linda Bell Blue from Entertainment Tonight and the Insider; CBS Television’s Bob Ross; Jorge Ramos from Noticiero Univision; TV One’s Jonathan Rodgers; Tony Vinciquerra from Fox Networks; and Initiative’s Richard Beaven.

*Entertainment Tonight’s* Mary Hart began the festivities as host of the first segment of the program. Then NBC’s Brian Williams took the reins and entertained the honorees and audience through the remainder of the evening.

Each year, Broadcasting & Cable donates a portion of the gala evening’s proceeds to the Broadcasters Foundation of America and to Cable Positive.
Capital Cities Reunion

The bi-annual Capital Cities reunion dinner attracted 50 veterans from the radio, TV, and newspaper divisions in Manhattan last month. Organized by Broadcasters Foundation board member Phil Beuth, this was the seventh reunion for these broadcasters.

The Walter Sabo Fundraising Event

The season for giving is here and a fundraiser in your home or at your station can help bring hope to a broadcaster in need. That’s how consultant Walter Sabo raised $5,000 to help the Broadcasters Foundation provide aid to colleagues in our industry who are in desperate need of assistance.

Looking for a way to give back – and have fun at the same time – Walter decided to host a night of poker in his home. He invited his broadcast friends and colleagues, and in the process started a new trend in our fundraising efforts.

If you are interested in hosting a local fundraising event for the Broadcasters Foundation, please contact Jim Thompson at 212-373-8250 or jim@thebfoa.org.

Radio Goes Sky-High for the Broadcasters Foundation

One of the most anticipated events at the NAB Radio Show in Philadelphia this past September was The Digital Meet-Up: A Toast to Radio’s Future. Presented by Redlasso, Triton Digital Media, Ando Media, VMIX, and Citadel Media, the event was held on the rooftop of the Phoenix Building, featuring spectacular views of the Philadelphia skyline.

Giving the evening even more local flavor, the 2008 Philadelphia Phillies World Trophy was on prominent display. With so many radio broadcasters gathered in one place, event sponsors recognized an excellent opportunity to raise money in support of the Broadcasters Foundation and its mission.

Party-goers were invited to have their picture taken with the Trophy for a small donation that will go far in helping broadcasters in acute need.