To make reservations or for sponsorship opportunities, please call 212. 373.8250, info@thebfoa.org
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.
On a beautiful New York City evening in March, over 250 broadcasters gathered at the Plaza Hotel to honor Mayor Michael R. Bloomberg with the 2010 Golden Mike Award for his outstanding contribution to the industry and to the community at large.

Mayor Bloomberg was inspiring, encouraging broadcasters to donate their money, time, and talent. He also was quite entertaining, ribbing Master of Ceremonies John Gambling -- morning host on WOR NewsTalk Radio -- about his challenged “tweeting” skills. The good-natured fun between these two professionals who share the microphone on WOR every Friday morning made for an enjoyable evening. But the real triumph of the event was the more than $250,000 that was raised to help support our mission.

In addition to Gambling, our thanks go out to the evening’s presenters for their gracious participation -- Katherine L. Oliver, Commissioner of the NYC Mayor’s Office of Film, Theatre & Broadcasting; Keisha Sutton-James, Vice President, ICBC Broadcast Holdings; and Dennis Swanson, President, Fox Television Stations Group.

The newly christened Philip J. Lombardo Charity Golf Tournament took place Sunday, April 11, at the Bali Hai Golf Club in Las Vegas, just prior to the opening of the NAB Show. Previously known as the NAB Golf Fundraiser, the Board of Directors renamed the event in recognition of our Chairman’s renowned courage to care and his unwavering commitment to helping broadcasters.

The Ward L. Quaal Pioneer Awards Breakfast at the Bellagio on Wednesday, April 14, also was held in conjunction with the NAB Show. The awards are underwritten by the Hubbard Broadcasting Foundation and the McCormick Foundation Journalism Program. Thanks to our sponsors -- the NAB, the National Association of Media Brokers, Arbitron, the Television Bureau of Advertising and Frank N. Magid Associates -- the breakfast was complimentary to all. If you were in Vegas, I hope you joined us to honor outstanding broadcasters Kerby Confer, Eddie Fritts, Wade H. Hargrove, Esq., Hal Jackson, I. Martin Pompadur and Bruce T. Reese.

During the breakfast, we also presented the new Lowry Mays Excellence in Broadcasting Award posthumously to James H. Quello, former FCC Commissioner and Acting Chairman.

We need to remember that our events are a source of revenue that goes to helping our colleagues. This issue of On the Air features real stories from grant recipients. Please take a moment to read about these broadcasters and learn why they and their families need and deserve our help. We also have reprinted a very moving letter from the widow of a broadcaster who truly had nowhere else to turn in a time of great need for her family. You all deserve our help. We also have reprinted a very moving letter from the widow of a broadcaster who truly had nowhere else to turn in a time of great need for her family. You all deserve our help.
Family’s Rent Money Gone

A monthly grant recipient who was a New York area radio program director and announcer passed away from cancer this past year at the age of 37, leaving a wife and four young children.

The funeral and high unreimbursed medical expenses depleted their savings. To cover the costs, his widow sold their home and moved her family into a more affordable rental unit.

Then, she encountered additional unanticipated expenses. She had to spend her rent money on emergency dental work and automotive repairs for the car she drives to work to pass inspection. She e-mailed the Foundation and asked if it was possible to get an emergency grant for one month’s rent.

The Board of Directors quickly convened and unanimously approved an emergency grant for $1,650 to cover the rent. When we informed her that she would receive the funds – and in just two days --she wrote back:

Good morning,
I can’t tell you the relief that I feel. When I saw your e-mail, my heart skipped a beat. I was afraid to open it in case you said “no.”

I can’t thank you and the Broadcasters Foundation enough! I was sick with worry trying to figure out ways to come up with the money.

God bless the Broadcasters Foundation.
THANK YOU, THANK YOU, THANK YOU.

This broadcaster’s wife and their children continue to receive a monthly grant.
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.
Helping Our Friends and Colleagues
The Guardian Fund Ensures Support for Years to Come

Last December, I joined the Good Morning America team as an anchor and entered yet another chapter in my 15-year broadcasting career. During my tenure, I’ve had the privilege of working with numerous talented colleagues, brilliant minds, and charismatic individuals. I continue to enjoy the opportunity to interview world leaders and first-class experts and to report the news to Americans across the nation.

I’m grateful for each day that I get to pursue my passion on the air. I can only imagine the devastation I would feel if suddenly my livelihood slipped away from me, through health complications or another life crisis. That’s what many of our colleagues are facing. Through no fault of their own, they find themselves in desperate need of help. Burdened with perhaps a crushing medical condition or an overwhelming loss, these individuals — our coworkers and friends — are in desperate need of aid. The simple remedies we take for granted, such as doctors’ visits, medicine, or physical therapy, are out of reach to many of them.

We have the power to provide for our colleagues in need. The Broadcasters Foundation of America was created to serve our fellow broadcasters who find themselves in acute need. The Foundation reviews each request for aid and provides an appropriate grant to help ease the financial strain of each individual case. To ensure financial assistance is available in perpetuity, the Foundation also established the Guardian Fund. The Fund guarantees our television and radio coworkers in need can count on some monetary relief for years to come.

As members of this incredible industry, we have much to be grateful for. And it is in that spirit of gratitude that I ask you to please consider donating to the Guardian Fund today. Your gift will make an immediate and lasting impact on our friends in need.

George Stephanopoulos
Stars come out for the Golden Mike Award to Honor NYC Mayor Michael Bloomberg

$250,000 Raised to Help Broadcasters
A star-studded crowd gathered at the Plaza Hotel last month to honor New York City Mayor Michael R. Bloomberg, recipient of the 2010 Golden Mike Award.

Celebrated attendees included Broadcasters Foundation Board Member George Stephanopoulos from Good Morning America; Dr. Joy Browne and Steve Malzerg, each a syndicated host on the WOR Radio Network; Judge Jeanine Pirro from Fox-TV; Hal Jackson, legendary radio air personality; David Price, weather anchor on CBS’ The Early Show; and Melissa Russo from WNBC-TV, New York.

Popular WOR News Talk Radio host John Gambling served as Master of Ceremonies, and our guest presenters were some of the most highly respected names in the industry -- Katherine L. Oliver, Commissioner of the NYC Mayor’s Office of Film, Theatre & Broadcasting; Keisha Sutton-James, Vice President, ICBC Broadcast Holdings; and Dennis Swanson, President, Fox Television Stations Group. Acclaimed broadcast journalist and interviewer Charlie Rose was also scheduled to be a presenter, but after inclement weather diverted his flight to Washington, he sent a congratulatory e-mail message that was read onstage by Gambling.

Event photographer: Wendy Moger-Bross
2010 golden mike award

“...It’s one of the most important things that we can do and one of the most satisfying things that we can do. I urge you all to do a little bit of giving back.”

- Michael Bloomberg
NYC Mayor and Golden Mike Award Recipient

1. Fox-TV personality Judge Jeanine Pirro; jazz singer John Pizzarelli; Brazilian jazz singer Marianni Ebert; Fox-TV Stations President Dennis Swanson; Diana Taylor; NYC Mayor Michael R. Bloomberg; Broadcasters Foundation Chairman Phil Lombardo; President Jim Thompson; ESPN Chairman Emeritus Herb Granath; and NAB President and former US Senator Gordon Smith.

2. Peter Doyle and Carl Butrum

3. Jim Thompson, Ann and Herb Granath, and Phil Lombardo

4. Joe Reilly from the NY State Broadcasters Association, Stu Olds from Katz Media and Phil Lombardo

5. CBS-TV’s Dave Price, Citadel Communications’ Ray Cole, Susan Cole, George Stephanopoulos, Phil Lombardo, WOR’s Dr. Joy Browne, Marianni Ebert, and the NYC Mayor’s Office of Film, Theatre and Broadcasting Commissioner Katherine Oliver
1. Joe Reilly, Scott Herman from CBS Radio and Robert Ausfield from Regent Communications
2. Radio Ink's Deborah Parenti and Nielsen's Lorraine Hadfield
3. Jim Thompson with Sharon Smith and NAB's Gordon Smith, Janet McGregor and Marcellus Alexander
4. Jay Isabella, Tom Kane, Marianni Ebert and Phil Lombardo
5. Brad Kelly and Rich Tunkel from Arbitron with Susan and Larry Patrick
6. Maurica Kamp and Pierre Bouvard from Arbitron
7. Emcee of this year's Golden Mike Award, WOR’s John Gambling
“I’m a big supporter of the Broadcasters Foundation. We’ve received more and more requests from people who need help -- That’s why we wanted to get a good turnout tonight and I’m excited that we did.”

– George Stephanopoulos
Good Morning America

1. From Broadcasting & Cable, Publisher Larry Dunn, Louis Hillelson, Sandy Friedman, Tom McGowan and Jason Greenblatt
2. Dennis Swanson
3. NYC Mayor Michael Bloomberg, Phil Lombardo; Diana Taylor (seated), Jim Thompson, Katherine Oliver and George Stephanopoulos
4. Debi Jackson with Inner City Broadcasting’s Pepe Sutton and Keisha Sutton-James
5. Joe Bilotta from Buckley Broadcasting, BMI’s Jose Gonzalez and Michael Steinberg, WOR’s Steve Malzberg and BMI’s Mike O’Neill
1. Steve Jones from the ABC News Radio, Joe Bartlett from WOR, Stan Brooks from WINS and Ron Rivlin from RTT News
2. Bonnie and Nick Verbitsky
4. WOR’s Joe Bartlett and Steve Malzberg, Judge Jeanine Pirro from Fox-TV, John Gambling, WOR’s Joan Hamburg and Dr. Joy Browne
5. From Katz Media – Bonnie Press, Michael Sherman and Chickie Bucco
6. Katherine Oliver
7. Paul Rotella from the NJ Broadcasters Association with Harry Jessell, Editor, TVNewsCheck
“We are gathered here this evening not only to honor Michael Bloomberg, but to honor those in our industry who need our help. The money raised from tonight’s event will help many broadcasters who deserve our assistance and our respect.”

- Nick Verbitsky, United Stations Radio Networks

1. Susan Cole with Ray Cole and Colleen Gally from Citadel Communications and Ernest Liebre from Cambridge Financial Services
2. Phil and Kim Lombardo
3. Phil Lombardo, Debi Jackson, legendary air-personality and a 2010 Pioneer Award recipient Hal Jackson and Jim Thompson
4. From NAB, General Counsel Jane Mago, Dennis Wharton and Financial Officer Janet McGregor
5. From Katz Media - Jeff Howard, Brian Benedik and Mark Gray
1. Fox Television’s Dennis Swanson, Judge Jeanine Pirro, Lew Leone and Dari Alexander
2. Golden Mike recipient, Mayor Michael Bloomberg
3. Broadcasters Foundation Chairman Phil Lombardo
4. Dennis Swanson, Katherine Oliver and Phil Lombardo
5. Chris Knight, Inner City Broadcasting’s Skip Finley, Karen Finley and Scott Knight
6. George Stephanopoulos and Phil Lombardo
7. Richard Leibner with Rick Buckley
1. Horizon Media’s Aaron Cohen, Katz Media’s Jim Beloyianis and United Stations’ Kathi Iannacone
2. Greater Media’s Buzz Knight and Heidi Raphael
3. Keisha Sutton-James
4. Dick and Ann Foreman with Phil Lombardo
5. WBEB’s Jerry Lee with Phil Lombardo
6. Fox TV’s Dennis Swanson with NBC’s Tom O’Brien
7. The John Pizzarelli Trio
Setting a Corporate Example

Alan Frank | President | Post-Newsweek Stations

Broadcasters have always been on the front line of serving our communities. We know that we provide unique and crucial information to our local communities, and these days it seems that our value is greater than ever.

We thrive on taking care of our communities, of representing their concerns and triumphs and reflecting their daily lives.

But it’s also become clear that this economy has unequally affected us, geographically and demographically. The stories of need are numerous, some of those who were affected simply weren’t prepared for how deep this recession has become or how widespread the effects, and the result is a much larger group of people need help to dig out. The Broadcasters Foundation was established some years ago to help our colleagues who find themselves needing assistance, and like many other groups the need is now greater than ever.

The Broadcasters Foundation established the Corporate Angel Initiative as a way to make it easy for corporations to be involved. One yearly commitment by the corporate office reflecting each of our stations is a simple way to sign up as a supporter of this most worthy charity. 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 compound investments 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 Broadcasters Foundation is here to help today and for the future. Over the years, millions of dollars in aid have been disbursed 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 the Corporate Angel Initiative. The Foundation continues to receive more requests for aid than ever before.

Make the Corporate Angel Initiative a company priority for your organization. I urge you to please consider joining Post-Newsweek and many other companies who participate in the Corporate Angel Initiative. Please join us—together we can make a difference in people’s lives.

Alan Frank
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.

(These authentic comments were submitted by Arbitron diarykeepers in Spring 2009)
The Ward L. Quaal Pioneer Awards and The Lowry Mays Excellence in Broadcasting Award

The Broadcasters Foundation of America presented the 2010 Ward L. Quaal Pioneer Awards and the inaugural Lowry Mays Excellence in Broadcasting Award during its annual breakfast held on April 14 at the Bellagio Hotel in Las Vegas, in conjunction with the National Association of Broadcasters Show (NAB).

Named in honor of iconic broadcaster Ward L. Quaal, the Pioneer Awards are underwritten by the Hubbard Broadcasting Foundation and the McCormick Foundation. The Broadcasters Foundation presented the 2010 Pioneer Awards to six outstanding broadcasters whose careers impacted our industry and whose lives made a difference in the community at large.

The Lowry Mays Excellence in Broadcasting Award was established to recognize annually a broadcaster whose work exemplifies innovation, entrepreneurship, issue-advocacy, community service and philanthropy. Nominations were submitted by the industry at large and voted on by the Broadcasters Foundation Board of Directors.

Our 2010 Ward L. Quaal Pioneer Awards recipients are:

- Kerby Confer, owner, Forever Broadcasting
- Eddie Fritts, Chairman of the Fritts Group and former President and Chief Executive Officer of the NAB
- Wade H. Hargrove, Esq., Partner, Brooks Pierce, McLendon, Humphrey & Leonard, LLP
- Hal Jackson, legendary air personality
- I. Martin Pompadur, Metan Development Group Chairman and renowned global media-industry executive
- Bruce T. Reese, President and Chief Executive Officer, Bonneville, International

The first Lowry Mays Excellence in Broadcasting Award posthumously honored:

- James H. Quello, former Commissioner of the Federal Communications Commission (FCC).

Look for pictures from this widely attended event in the next issue of On the Air.
Stroke Felled Broadcaster

A broadcast personality and industry entrepreneur needs our help. Our colleague was in the forefront of the community as the founder of a national publication dedicated to the industry. He later pursued several independent entrepreneurial ventures, unfortunately to no lasting financial success.

In December of 2006, he suffered a massive stroke resulting in serious brain damage. This once dynamic communicator now contends with short-term memory loss and is at this time critically delusional. Fighting for his life, he has made enough physical improvement to be transferred to a local rehabilitation center, where his present condition is complicated and unstable. Known as a bold risk-taker, he is now in the unfathomable position of being unable to manage his own life.

His health problems are compounded by dire financial need. He is without health insurance, pension or other resources necessary to afford the high-level quality of health care he needs. His children are presently navigating a complicated state health care system in order to identify any support possible. But they will only be able to help their father if we can help them. We have the ability to make a difference in our colleague's quality of life today.

The Broadcasters Foundation of America is there for them.

You can be there for them also by making a contribution to the Broadcasters Foundation of America.
Broadcasters Foundation Board of Directors Recognize Chairman Phil Lombardo for His Courage to Care

Charity Golf Tournament Named in His Honor

Citing his courage to care and his dedication to championing on behalf of broadcasters in need, the Broadcasters Foundation of America Board of Directors voted unanimously to rename the NAB golf fundraiser to the Philip J. Lombardo Charity Golf Tournament.

A firm believer in giving back to the community, Lombardo noted that the Broadcasters Foundation “provides the perfect opportunity to help colleagues who have fallen on hard times. I would encourage everyone in our great business to become involved with this worthwhile mission.”

Lombardo is known for his leadership roles with the Foundation and as a past Joint Board Chairman of the National Association of Broadcasters. He is the founder and CEO of Citadel Communications Company, Ltd.

Look for pictures from this event in the next edition of On the Air.

SVG Donates $25,000 to Broadcasters Foundation

At the Sports Broadcasting Hall of Fame induction ceremony in December, the Sports Video Group (SVG) presented the Broadcasters Foundation with a $25,000 donation.

Deborah Norville, host of Inside Edition and member of the Broadcasters Foundation Board of Directors, accepted the check on the Foundation’s behalf, and shared insights with attendees about the Foundation’s mission.

SVG supports the professional community that relies on video, audio, and broadband technologies to produce and distribute sports content. Each year, SVG honors visionaries in the field at the Hall of Fame dinner.
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