The Taishoff Family Foundation was established by the late Lawrence B. Taishoff and his son Rob in honor of their legendary father and grandfather Sol Taishoff, the founder and editor-in-chief of Broadcasting magazine.

As journalists and publishers, Sol and Larry Taishoff played a seminal role in the development of the radio and television industry in America. As champions of a free and unfettered broadcasting profession, Broadcasting magazine was created as the instrument and manifestation of their devotion to resemble a “sentinel on the Potomac” to warn against government intrusion into the creative processes and activities of radio and television broadcasters.

The Taishoffs devoted their entire lives to extending the values and protections of the First Amendment to “The Fifth Estate” which was the designation bestowed upon the broadcasting fraternity by Sol Taishoff so many years ago.

The vision and foresight of both Taishoffs often caused them to be allied on many of the great issues of the day with the work and example of one of our own founding chairman Ward L. Quaal. In 2009, the Taishoff family was honored with a Ward L. Quaal Pioneer Award.

In addition to their commitment to journalistic causes and a free press, the Taishoff Family Foundation is also active in health and education and has been a national leader in aiding research on Down syndrome. The Foundation has developed resources to help educate society about the special skills and talents of young people with Down syndrome and autism. Toward this goal, the Taishoff Family Foundation has committed $1 million to establish the Lawrence B. Taishoff Center for Inclusive Higher Education at Syracuse University to attract expert faculty, host conferences and symposia, and become the primary destination for future educators studying Down syndrome.

The Taishoffs also provided critical initial funding for the Library of American Broadcasting, now located at the University of Maryland. Sol Taishoff himself was one of the founders of the Broadcast Pioneers organization which, as you know, has now become the national charitable endeavor known as the Broadcasters Foundation of America which you and so many of our colleagues support.

Today, the Taishoff Family Foundation is administered by the third generation of family members who support, among their many worthwhile endeavors, the National Press Foundation which annually presents the Sol Taishoff Award for Excellence in Electronic Journalism.

Retired Captain Robert Taishoff USN, is the chairman of the Taishoff Family Foundation.

The Broadcasters Foundation of America extends its deep gratitude to the Taishoff family for carrying on the legacy of their illustrious forebears by underwriting On The Air magazine, which is distributed widely throughout the broadcast industry.
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. The Broadcasters Foundation of America is a 501(c)3 Public Charity.
I am delighted to share with you that On the Air is now being underwritten by The Taishoff Family Foundation. With this generous act, the Taishoff Family expands on their tradition of assisting the Broadcasters Foundation of America in its mission to help broadcasters in need. It is the Taishoff Family Foundation that underwrites our Annual Report each year, as well. We are very fortunate to have their support and applaud their example of “giving back.”

I always have perceived The Broadcasters Foundation Annual Breakfast as an opportunity for us to “give back” to our supporters. At this year’s Breakfast, in addition to recognizing six exceptional broadcasters with The Ward L. Quaal Pioneer Awards, we introduced the very first Lowry Mays Excellence in Broadcasting Award, giving us the opportunity to honor a total of seven outstanding individuals whose careers have impacted broadcasting.

The Breakfast is always complimentary, and we thank the National Association of Media Brokers, Arbitron, the Television Bureau of Advertising and Frank N. Magid Associates for making that possible. You can read more about the Breakfast and our honorees beginning on page 6.

The NAB Show also gives the Foundation an occasion to raise much-needed funds from the large gathering of television and radio professionals. The Philip J. Lombardo Charity Golf Tournament, which recently was renamed in honor of our Chairman, took place at the Bali Hai Golf Club and raised money to support the Foundation’s mission to provide aid to colleagues in our industry.

Our next fundraiser is the Celebrity Golf Tournament on Monday, September 13th at the Siwanoy Country Club in Bronxville, New York. If you are going to be in the New York area, please contact us to reserve your spot.

We have received a lot of positive feedback about the new style and format of On the Air and we thank you for the kind words and compliments. On the Air now can be viewed as a digital flipbook on our website at www.broadcastersfoundation.org. Be sure to check out our new easy-to-use photo gallery.

Whether it’s our website, On the Air or a charity golf event, our only goal is to raise money to help every broadcaster in need. This is our mission and everything we do is driven by that single purpose.

Please help us through a personal or corporate donation, by telling colleagues about us or by conducting a membership drive at your station, company or in your market. Together, we can help save the life of a broadcaster in need.

Thank you,

Jim Thompson
President
Broadcasters Foundation of America
An A-list crowd assembled for the annual Broadcasters Foundation of America Breakfast to honor seven of the most prominent figures in broadcasting with six Ward L. Quaal Pioneer Awards and the very first Lowry Mays Excellence in Broadcasting Award. The Breakfast took place in conjunction with the NAB Show in Las Vegas.
The 2010 Ward L. Quaal Pioneer Awards, which are underwritten by the Hubbard Broadcasting Foundation and the McCormick Foundation, recognized six outstanding broadcasters for their contribution to our industry:

Kerby Confer—legendary air personality and partner in 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 and counsel to the NAB and numerous broadcasting companies.

Hal Jackson—legendary air personality heard on ICBC’s WBLS, New York.

I. Martin Pompadur—Chairman of the Metan Development Group and global media executive including management positions at ABC, President, Ziff-Davis and advisor for the Fox Television Network.

Bruce T. Reese—President and Chief Executive Officer, Bonneville, International.

The inaugural 2010 Lowry Mays Excellence in Broadcasting Award was presented posthumously to:

James H. Quello—former Commissioner and acting Chairman of the Federal Communications Commission

Thanks to the generosity of the National Association of Media Brokers (NAMB), Frank N. Magid Associates, the Television Bureau of Advertising (TVB) and Arbitron, the Breakfast was complimentary to all.
Ward L. Quaal Pioneer Awards Breakfast

“What an incredible morning! Every seat was filled in tribute to these great leaders who paved new paths for all of us.”

- Glenn Serafin

1. Jim Thompson (far left) and Phil Lombardo (far right) with the 2010 Pioneers of Broadcasting (left to right): Eddie Fritts, Hal Jackson, Marty Pompadur, Bruce Reese, Kerby Confer and Wade Hargrove.

2. Don West and Dick Wiley

3. Susan Quello

4. Jim Thompson, Steve Newberry and Rick Buckley

5. Steve Rivers, Frank Boyle, Russ Withers and Jack Messmer
1. Norm Feuer, Jerry Lee and Stu Olds
2. Phil Lombardo
3. Mike Mahone, Deborah Parenti and Rodney Brady
4. Phil Lombardo, Lowry Mays, Susan Quello and Jim Thompson
5. John Kueneke, Wade Hargrove and Ray Cole
6. Jenna Pompadur and her husband Tim Kierstead
7. Jim Thompson
“I am always in awe of the broadcasters who are honored annually at The Pioneer Awards Breakfast. It truly is an opportunity for us to recognize those who made such a significant contribution to our business.”

– Ron Ruth

1. Bruce Reese, Ron Ruth and Gavin Reese
2. Eddie Fritts
3. Phil Lombardo, Wade Hargrove and Jim Thompson
4. Jim Beloyianis and Warren Spector
5. Chuck Roth, Brady Dreasner and Leo Henning
1. Phil Lombardo posthumously inducting Jim Quello
2. Dick Wiley
3. Phil Lombardo, Hal Jackson and Jim Thompson
4. Phil Lombardo, Bruce Reese and Jim Thompson
5. Barry Baker, Kerby Confer and Phil Lombardo
6. Wade Hargrove
7. Kerby Confer
“The Broadcasters Foundation Annual Breakfast seems to get better and better each year. It really is one of the highlights during the NAB Show.”

- Christine Merritt

1. Diane Warren, Bill Moll, Dick Wiley and Dick Bodorff
2. Warren Spector and Perry Sook
3. Lowry and Mark Mays with Jim Thompson
4. Dick Foreman and Stu Olds
5. Phil Lombardo, Kerby Confer and Jim Thompson
1. Bill McElveen, John David and Erica Farber
2. Bruce Reese
3. Phil Lombardo, Marty Pompadur and Jim Thompson
4. Phil Lombardo, Eddie Fritts and Jim Thompson
5. Dennis Lyle, Art Brooks, Mark Allen and Doug Easter
6. Hal and Debi Jackson
7. Doc and Will Fuller
Family’s Rent Money Gone

A monthly grant recipient who was a New York 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.

This message made possible by the McCormick Foundation Journalism Program.
Remembering Our Common Thread
The Guardian Fund Ensures Support for Years to Come

Over the years, my career has allowed me the privilege of working with hundreds of affiliates in locations around the country. Doing so has given me an appreciation for our similarities. No matter the locale, we all share the same day-to-day struggles and successes.

As members of the broadcasting industry, our offices may be scattered across the country but these common threads bind us together.

These past few years have particularly challenged our industry. And, in addition, many of our colleagues and friends have also endured significant personal tragedies that have left them in severe need. Faced with overwhelming medical conditions and enormous expenses, some of them have nowhere to turn. They feel forgotten. After years as dedicated broadcasting professionals, they find themselves struggling to afford necessary basics, such as medication, and even rental payments and food.

We have the ability to change their lives. The Guardian Fund’s exclusive purpose is to ensure that financial assistance is available to fellow broadcasters who, through no fault of their own, are in dire personal financial need. The Foundation reviews each request for aid and provides an appropriate grant to help ease the financial strain of each individual case.

As members of the same profession, we share a mutual understanding and appreciation for the power of broadcasting. Please remember your colleagues and friends in need and consider a donation to the Guardian Fund today. Your gift will make a direct impact.

Diana Wilkin
President,
CBS Television Affiliate Relations
PHILIP J. LOMBARDO

CHARITY GOLF TOURNAMENT
The Philip J. Lombardo Charity Golf Tournament debuted on Sunday morning just prior to the opening of the NAB Show in Las Vegas this past April. The Broadcasters Foundation Board of Directors voted unanimously earlier this year to rename the annual golf fundraiser in honor of the Foundation’s Chairman.

Scott Blumenthal of LIN-TV, Dick Bodorff of Wiley Rein LLP and Liz Bums of Morgan Murphy Media chaired the 2010 Tournament. The Bali Hai Golf Club, where the Broadcasters Foundation traditionally has held the pre-NAB golf outing, continues to be a favorite of NAB attendees.

Actor Michael J. Fox, who was in Las Vegas to receive the NAB Distinguished Service Award, joined the multitude of radio and television professionals who came out in support of the Foundation’s mission to raise money for broadcasters in need. Fox received the NAB award in recognition of the impact his career has had on the television industry, as well as his commitment to raising awareness for Parkinson’s disease. LPGA player Bridget Dwyer also joined the Broadcasters Foundation for a day on the links, giving broadcasters a chance to “Beat the Pro.”

A special thanks to our sponsors, Broadcasting & Cable and the NAB.
“We had a lot of fun and raised money for the Broadcasters Foundation – I can’t think of a better combination.”

- Eddie Fritts

1. Caddy, Scott Blumenthal, Greg Schmidt, Sally Brown and Lyle Banks
2. TJ Lambert, Eddie Fritts, Lew Paper and Bill Powers
3. Sharon McKinnon
4. Phil Lombardo, Lance Evans and Jim Thompson
5. Bill Moll, Tom Buono, Bridget Dwyer, Doc Bodensteiner and Dick Bodorff
1. Phil Lombardo, Todd Fowler, Louis Hilleston, Frank Boyle, Larry Dunn and Jim Thompson
2. Bridget Dwyer and Jim Thompson
3. Glen Bastin, Gary White, Jeff Ray and Art Brooks
4. Ray Cole, Gordon Smith, Michael J. Fox and Phil Lombardo
5. John Cottingham, Kevin Reed, Jim Conschafter and Doug Lowe
6. Sharon McKinnon and Michael J. Fox
7. Paul Karpowicz
“Having Michael J. Fox on the course with us was such an inspiration. We can all benefit from his example of helping others.”

-Jim Beloyianis

1. Marc Morgan, Stu Olds, Mike Owens, Ron Ruth and their caddy
2. Gordon Smith and Phil Lombardo
3. Phil Lombardo, Lyle Banks, Scott Blumenthal, Sally Brown, Greg Schmidt and Jim Thompson
4. Lance Evans, Dana Withers and Ed Gillis
5. Mike McKinnon Sr., Dick Drilling, Sharon McKinnon and Mike McKinnon Jr.
1. Leo MacCourtney, Bridget Dwyer, Ben Tucker, Ralph Oakley and Jim Beloyianis
2. Michel J. Fox and Ray Cole
3. Phil Lombardo, Mike McKinnon Jr., Sharon McKinnon, Mike McKinnon Sr., Dick Drilling and Jim Thompson
4. Lyle Banks, Dennis Wharton and Ben Tucker
5. Michael Steinberg, Jose Gonzalez, Karen and Gary Chapman
6. Michael J. Fox and Louis Hillelson
7. Scott Blumenthal and Bridget Dwyer
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.
One of the most important ways we honor our profession is by supporting broadcasters in need. We do so each year through our annual gift to the Broadcasters Foundation of America’s Corporate Angel Initiative.

For more than 60 years, the Broadcasters Foundation of America has provided millions of dollars in financial assistance to radio and television broadcasters in need. Many of our colleagues and friends find themselves suddenly destitute after harrowing medical diagnoses or other tragic losses, and need support to cover basic necessities such as doctors’ visits and medicine.

The Corporate Angel Initiative was created as a separate fund to enhance the Foundation’s reach with annual funding from corporations. These donations help provide the bedrock for future planning and services.

Broadcasters in need count on the Foundation’s support. The Corporate Angel Initiative makes it possible for the Foundation to confidently offer grants to recipients and continue to support them throughout his or her lifetime.

Please consider how your company’s donation to the Corporate Angel Initiative can make a huge impact and literally help save lives. Join us and many other industry leaders as we support our fellow broadcasters.

Dennis Lyle
President & CEO
Illinois Broadcasters Association

At Illinois Broadcasters Association, our mission is to be the leading advocate for the broadcast industry in our state. We serve our membership through continuing education, legal support services, compliance issues and public service outreach, as well as through shaping public policy.
The Pennsylvania Association of Broadcasters (PAB), the nation's oldest state broadcast association, recently honored three outstanding individuals during its 2010 annual convention in Hershey, Pennsylvania, May 2-3.

The convention's Gold Medal dinner honored Carmen Finestra, the writer and producer of Home Improvement and The Cosby Show, and Vince Giannini of WPHL-TV and PAB Chairman.

Dr. Frank Conrad, a Westinghouse Engineer, was inducted in the PAB's Hall of Fame. His great grandson, David Conrad who plays a role in the Ghost Whisperer on CBS, accepted the award from Michael Young and Kelly Pigeon of KDKA AM, Pittsburgh.

In addition, Dick Wiley, a former FCC Chairman and current managing partner of Wiley Rein LLP in Washington DC, received the Janet and Lew Klein Award. Plus, Joe Lewin of WHTM TV in Harrisburg and Dick DiAndrea of WFBG in Altoona were named PAB Broadcasters of the Year for Television and Radio, respectively.

PAB is an active supporter of the Broadcasters Foundation of America.
Board of Directors
62nd Annual
NAB Dinner

Recording artists mingled with radio and television executives at the BMI Board of Directors dinner, held annually in conjunction with the NAB Show in Las Vegas. This year’s dinner honored the legendary Willie Nelson, who also gave a rousing performance.

Colbie Caillat, Toby Keith and Graham Nash were in attendance also, adding even more star-power to the evening.
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 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.
Support our mission of helping fellow broadcasters.

JOIN or RENEW YOUR MEMBERSHIP TODAY
and Receive On The Air magazine!

☐ Sign me up or renew my membership.
Enclosed is my tax-deductible check or credit card authorization for $150.

☐ Enclosed is an additional tax deductible contribution of $________ to the Guardian Fund.

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Enclosed is my check or credit card authorization (fee at your discretion) for $_______.

☐ Please contact me regarding a gift of stock, bequest or remainder trust.

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125 West 55th Street, 21st Floor
New York, NY 10019-5366

You may renew or join at
www.broadcastersfoundation.org

Questions?
Please telephone 212.373.8250
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info@thebfoa.org
Improve the quality of life of the men and women in the radio and television broadcast industry.