BROADCASTERS FOUNDATION OF AMERICA

On The Air

Funding provided by the Taishoff Family Foundation

Summer 2011

Ward L. Quaal
Pioneer Awards

Lowry Mays
Excellence in Broadcasting Award
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 improving the lives of people with intellectual disabilities. The Foundation has developed resources to help educate society about the special skills and talents of people with Down syndrome, autism and traumatic brain injury, to name a few. Toward this goal, the Taishoff Family Foundation has established the Lawrence B. Taishoff Center for Inclusive Higher Education at Syracuse University.

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.
chairman’s message

The Broadcasters Foundation of America continues to reach out to the broadcasting community through various outlets including the state associations.

Through coordination with the Missouri Broadcasters Association, we were able to help 40 individual families with an emergency grant of $1,000 each to help them get their lives back together after the tornados devastated the Joplin area. Please be sure to read about it in the article by MBA President and CEO Don Hicks in this edition of On the Air.

Last month the executive committee approved four new monthly grant recipients. We are helping more individuals and families with more money, then ever in the history of our organization.

Your support allows the Broadcasters Foundation to provide emergency grants in times of unforeseen and sudden tragedy like this. Please continue to support our mission with your generous donation or membership.

president’s message

The annual Broadcasters Foundation Breakfast, which is held in conjunction with the NAB Show is always complimentary and we thank the National Association of Media Brokers, Arbitron, TVB, and Frank N. Magid Associates for making this possible.

During the breakfast, the Ward L. Quaal Pioneer Awards were given to John Dille, Dick Ferguson, Andrew Fisher, Erwin Krasnow, Robert Sillerman and Dennis Swanson, and the Lowry Mays Excellence in Broadcasting Award was given posthumously to Stu Olds, the former head of Katz Media who passed away this past December.

Raising awareness of the Foundation is a top goal of ours so we may help more TV and Radio broadcasters who have fallen on hard times. 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, of helping our colleagues.

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.
MAKE YOUR RESERVATIONS NOW

Broadcasters Foundation of America Celebrity Golf Tournament

Sleepy Hollow Country Club

Tarrytown, New York
Monday, September 26, 2011

Co-Chairs:
Peter Smyth/Greater Media
Jim Beloyianis/Katz TV Group

For more information and to reserve your spot, please visit www.broadcastersfoundation.org or contact the Broadcasters Foundation of America at 212-373-8250 or info@thebfoa.org.
The Broadcasters Foundation of America is a 501(c)3 Public Charity.
Your Help Literally Saves Lives

Scared and Alone

It's hard to imagine the one/two punch the family of this broadcaster was dealt. An announcer and program director in radio for more than 15 years, he was diagnosed with cancer. The treatment left him unable to work. Even with his wife's income, the couple was desperate to support themselves and their four children. The Broadcasters Foundation awarded them a monthly grant to help make ends meet.

Unfortunately, fate had more in store for this family. Unable to win the battle with cancer, this broadcaster passed away at only 37 years old. The funeral costs wiped out what little the family had left. When two family emergencies arose in one month, the now single-mother faced an unimaginable dilemma. She felt alone and really scared.

In desperation, she wrote to the Broadcasters Foundation which immediately gave her a one-time emergency grant to cover the unexpected costs.

She wrote back:

"I can't tell you the relief that I feel. My heart skipped a beat when I opened your email. I was worried sick trying to figure out ways to come up with the money. Thank you, Thank you, Thank you."

With your help, this broadcaster's wife and their children can continue to receive a monthly grant from the Broadcasters Foundation of America.

This message made possible by the McCormick Foundation Journalism Program.
No Finer Legacy
Remembering Stu Olds and his commitment to the Guardian Fund

By Joe McCallion of Media Monitors

All of us in the broadcasting industry fondly remember Stu Olds and his legacy of compassion and generosity. I certainly do, as I was privileged to both work with Stu, through RER and Media Monitors/RCS, and play golf with him as members of Knollwood Country Club.

Stu introduced me to an organization close to his heart—the Broadcasters Foundation of America. He shared its important mission and support of those in our industry who struggle to afford even the most basic necessities due to a significant medical or other life setback. Stu also told me about the Guardian Fund. This specific fund is designed to provide needy individuals with a revenue stream throughout his or her lifetime. It provides some peace of mind, as those who receive it know they can count on financial assistance now and in the future.

Needless to say, I was impressed by the mission, not only of the Broadcasters Foundation but also that of the Guardian Fund. To me, the very essence of humanity means to engage in “private initiatives for public good.” That’s why our organization has chosen to support the Guardian Fund. Plus, it makes us feel good to support our fellow colleagues within the broadcasting community. As Stu used to say, “you take care of family first” and we truly are a family in this industry.

I urge all members of the Broadcasters Foundation to consider supporting the Guardian Fund. When communities such as ours see themselves as resource-rich instead of asset-poor we are in a better position to solve our community’s problems. Especially those of our fellow colleagues in need.

As Stu said in one of his letters to me, I cannot think of a finer legacy.
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 Lowry Mays Excellence in Broadcasting Award. The Breakfast took place in conjunction with the NAB Show in Las Vegas.
The 2011 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:

**Joan Dille** - President - Federated Media

**Dick Ferguson** - COO - Cox Radio - Retired

**Andy Fisher** - President - Cox Television - Retired

**Erwin G. Krasnow** - Partner - Garvey Schubert Barer

**Robert F.X. Sillerman** - Founder CKX Inc.

**Dennis Swanson** - President Station Operations, Fox Television Stations, Inc.

The 2011 Lowry Mays Excellence in Broadcasting Award was presented posthumously to:

**Stu Olds** - former President and CEO, Katz Media Group

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

“The warmth and ambience in that room of those who have given so much to their colleagues was very apparent.”

— Dick Foreman

1. Dick Foreman, Bob Sillerman, Jim Thompson and Carl Butrum
2. Stanley Hubbard and Marcellus Alexander
3. Kim Olds
4. Mark Mays and Ron Ruth
5. Scott Herman, Erica Farber, Marc Morgan
1. John Dille, Steve Newberry and Erwin Krasnow
2. Ron Ruth and Renee Cassis
3. Jim Beloyianis, Dick Bodorff and Dick Blackburn
4. Phil Lombardo, Kim Olds, Lowry Mays and Jim Thompson
5. Harry Jessell, Phil Lombardo and Paul Rotella
6. Lowry Mays
7. Joe McCallion and Frank Cammarata
“The Broadcasters Foundation Annual Breakfast is attended by a who’s who of broadcasters gathered to honor seven of our industries finest.”

– Ron Ruth

1. Rolland Johnson, Jim Yager, Mike Fiorile
2. John David
3. Phil Lombardo, Mark Mays, Jim Thompson and Kim Olds with Lowry Mays
4. Joe DiScipio, Dennis Swanson, Scott Herman
5. Larry Wilson, Leah Ramon and Peter Doyle
1. Phil Lombardo, Dick Ferguson and Jim Thompson
2. John Dille
3. Phil Lombardo, Erwin Krasnow and Jim Thompson
4. Phil Lombardo, Andy Fisher and Jim Thompson
5. Phil Lombardo, Dennis Swanson and Jim Thompson
6. Andy Fisher
7. Dennis Swanson
“The Pioneer Awards breakfast is broadcasting history come alive. An event not to be missed if you truly want to know how the great became great in this business.”

– Jeff Haley

1. Marc Morgan, Kim Olds and Ron Ruth
2. Diana Wilkin and Phil Lombardo
3. Lowry Mays, Dick Bodorff and Mark Mays
4. Gary Chapman and Phil Lombardo
5. Erica Farber, Deborah Parenti and Heidi Raphael
1. Dick Ferguson, Deborah Parenti and Rob Williams
2. Dick Ferguson
3. David O’Shaughnessy, Phil Lombardo and Bill O’Shaughnessy
4. Steve Lanzano and Jim Thompson
5. Jim Beloyianis, Kim Olds and Mark Gray
6. Phil Lombardo
7. Erwin Krasnow
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. 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.

The Broadcasters Foundation of America is there for them.

This message made possible by the McCormick Foundation Journalism Program.
Broadcasters Helping Broadcasters

Don Hicks | President & CEO | Missouri Broadcasters Association

Broadcasters Foundation of America Provides $40,000 to Broadcast Employees in Joplin.

Every year broadcasters devote millions of dollars in airtime to support worthy causes in their communities. The results help these communities in numerous and varied ways. The sum total of these efforts help make these communities better places to live. No other industry can match broadcasting’s impact in this regard. The employees of radio and television stations recognize this and take a great deal of personal satisfaction from their community service work.

While broadcast employees are accustomed to helping their communities, especially in times of natural disaster, they are not accustomed to receiving help. Most are unaware that there is an organization that exists for the sole purpose of providing help to broadcasters in financial need. For over 60 years, the Broadcasters Foundation of America has been there to help individual broadcasters by providing financial assistance when needed.

After the tornado ravaged Joplin one of the first calls I received offering assistance was from Jim Thompson of Broadcasters Foundation. Following our conversation, the MBA office reached out to the broadcast community in Joplin to advise them that employees that suffered personal loss were eligible to apply for assistance grants from the Broadcasters Foundation of America’s Corporate Angel Initiative. As a result, 40 broadcast employees received $1,000 grants to help in their personal recovery.

During its six decades of operation the Broadcasters Foundation of America has provided millions of dollars in financial aid to broadcasters who find themselves in need of help. While this may come in the form of temporary or one time assistance, such as Joplin, some recipients receive lifetime financial aid. We all know of people who have been financially devastated from the impact of medical diagnosis or other tragic loss. Individuals and families that were financially secure suddenly find themselves destitute. We’ve all seen it happen and we all pray that it never happens to us.

Through its Corporate Angel Initiative broadcasters in need can count on the Foundation’s support. The Corporate Angel initiative was created as a separate fund to increase the Foundation’s ability to help through annual donations received from corporations. It is this funding that provides the solid financial support that allows this important mission to continue to expand to meet the increased demands for assistance.

The Missouri Broadcasters Association gives annually to the Foundation’s Corporate Angel Initiative. We do this because it is our way of giving back to those who have done so much to help our industry. We ask that you consider becoming a contributor, as well. Your donation will help in many ways. Please join the MBA and many other industry leaders as we continue our efforts to support broadcasters in need.
PHILIP J. LOMBARDO

CHARITY GOLF TOURNAMENT

BEAT THE PRO

LPGA Tour

SARA BROWN
On April 10th of this year, at the National Association of Broadcasters Convention, the Philip J. Lombardo Charity Golf Tournament was played at the beautiful Bali Hai Golf Club. A multitude of players from Radio and Television participated in what has become a favorite NAB event.

The Tournament also serves as a key fund raiser that enhances our ability to help broadcasters in need. In addition to our ongoing monthly grants, the Foundation recently came to the aid of broadcasters struck by natural disasters in Alabama, Kansas and Missouri, making your support of the Tournament that much more important.

Ladies Professional Golf Association player Sara Brown joined us for a day “on the links” and offered all our players a chance to “Beat the Pro”.

A special thank you to our sponsors, Broadcasting & Cable and the NAB.
The combination of a beautiful day and a wonderful cause make the tournament a highlight of the NAB Convention."

- Jim Beleqianis

1. Jim Thompson, Doug Franklin, Marc Morgan and Steve Palm
2. Jim Conschaffer, Douglas Lowe and Ardell Hill
3. Nick Verbitsky, Bonnie Verbitsky, Scott Herman and Chris Miller
4. Louis Hillelson, Billie Sims and Jason Greenblatt
5. Chuck Dreibus, Peter Doyle, Zeena Sadekar, Nisha Sadekar, Sara Brown, Joe Bilotta and Frank Boyle
1. Bill Powers, Dana Withers, Laura Clark and Rob Williams
2. Neil Perchuk and Joe McCallion
3. Jim Beloyianis, Ben Tucker, Leo MacCourtney and Scott Blumenthal
4. Steve Schwald, Darrin MacDonald, Ed Munson and Paul Karpowicz
5. Doc Bodensteiner, Mike Linn, Jim Devis and Dick Bodorff
7. Gary White
“The Tournament served as another key fundraiser to support the Broadcasters Foundation mission.”

- Dick Bodorff

1. Ray Cole, Gordon Smith, Dave Boylan and Phil Lombardo
2. Sara Brown and Carl Butrum
3. Phil Lombardo, Doug Franklin, Steve Palm, Marc Morgan and Jim Thompson
5. Mike McKinnon Jr., Paul Franklin, Mike McKinnon Sr. and Justin Hollman
1. Justin Hollman, Mike McKinnon Jr., Mike McKinnon Sr., Paul Franklin and Jim Thompson
2. Phil Lombardo, Frank Boyle and Jim Belovianis
3. Phil Lombardo, Steve Schwaid, Paul Karpowicz, Ed Munson, Darrin McDonald and Jim Thompson
4. Mike McKinnon Jr., Phil Lombardo and Bonnie Verbitsky
5. Scott Criley, Ed Adams, Charlie Henrich and Gary McArthur
6. Seema Sadekar and Sara Brown
7. Jim Thompson and Jim Conschaffer
Friends of Stu Olds gathered to celebrate the life and career of the beloved and respected former head of Katz Media Group at the Stu Olds Memorial Golf Classic on June 14th at The Knollwood Country Club in Elmhford, New York. Don Bouloukos, Senior Vice President and Market Manager, CBS Radio, New York, and Mark Gray, President, Katz Radio Group, co-chaired the event that drew more than 150 of Stu’s friends and colleagues.

Proceeds from The Classic went directly to the Stu Olds Memorial Fund of the Broadcasters Foundation of America, and a record-breaking raffle raised an additional $6,500 to help broadcasters in dire need. In the spirit of giving back, Kelly Harrington, General Sales Manager at Clear Channel’s Total Traffic Radio Network who won the New York Sports Experience Grand Prize, donated the prized tickets back to the Foundation for use at a future fundraiser.

As most of our members are aware, Olds was a staunch supporter of the Foundation and served on the Board of Directors as Vice Chairman. Olds had an extraordinary 33-year career guiding the nation’s largest media representation firm until his untimely death last December.

The Stu Olds Memorial Fund has generated more than a half a million dollars to benefit the mission of the Broadcasters Foundation of America. Donations to the are being accepted at the Broadcasters Foundation website at www.broadcastersfoundation.org, or by calling 212-373-8250, or emailing info@thebfoa.org.
During the recent New York State Broadcasters Association Executive Conference (NYSBA), Emmy-winning TV personality Regis Philbin was inducted into the NYSBA's Hall of Fame (above).

NBC News Anchor and Managing Editor Brian Williams was honored by the NYSBA 2011 Broadcaster of the Year Award (right).

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Veteran News Broadcaster Frank Cipolla Publishes New Book and Donates Portion of Proceeds to the Foundation

“It Shocked Even Us!” the new book by veteran news broadcaster Frank Cipolla launched in May with a portion of the proceeds going to the Broadcasters Foundation of America. Cipolla, who is heard on the Wall Street Journal Radio Network, had a great turn-out of guests for his launch party, which was attended by many radio and TV celebrities. “It Shocked Even Us!” reveals all the behind-the-scenes activities in a local TV newsroom.

Frank Cipolla with WCBS-AM Anchor Wayne Cabot, WCBS-AM Anchor and Dave Kelber, morning host at WRINJ-AM in New Jersey
On The Air salutes our newly named Statesman as an extraordinary example for our profession.

Marty Beck was one of our great statesmen. He excelled in two careers. First, in the rep field as one of the founders of Katz. And then he was a shrewd, astute and enlightened broadcaster here in the New York area and in several other markets across the country for many decades.

But he will be remembered mostly for his brilliant contributions as a real diplomat in the high councils of our profession. Marty was one of the best presidents of our New York State Broadcasters Association. And he was surely one of the most illustrious and respected NAB Radio Board chairmen.

These entities and organizations always looked to Marty for his wisdom and warm, intelligent counsel on the critical issues of the day. He was very strong on Free Speech and First Amendment matters. And his great patience and agreeable personal style was a key factor in persuading the NRBA to come into the NAB tent so that our industry could speak with one, clear, unified voice.

Marty led the “delicate” negotiations with Sis Kaplan, Bernie Mann and the other well-meaning elders of that break-away radio organization. And as a result of his vision and foresight, NAB created our own Radio Show, whose very first sessions in Chicago in 1978 I had the privilege to chair.

He was also a key player in the decision to endow the New York State Broadcasters Association with the leadership of Joe Reilly some 30 years ago ... which has benefited every broadcaster in the Empire State and beyond.

Marty was an early and consistent supporter of the Broadcasters Foundation of America. When we were struggling for recognition and badly-needed funding, he was there with his generous purse.

For those of us who know him, he was a reminder of gentle sunlit days at the Otesaga in Cooperstown and the Gideon Putnam in Saratoga when our profession was populated by marvelous, endearing characters.

And ... always ... there was the reassuring presence of the graceful mandarin from Long Island who was respected and loved by our tribe. He was a gracious, magnetic guy whose charming smile lit up our lives. He left us on October 21, 2010.

I guess you can say Marty Beck was a class act in every season.

William O’Shaughnessy
Chairman, Guardian Fund
Broadcasters Foundation of America
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Enclosed is an additional tax-deductible contribution of $_________ to the Guardian Fund.

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Improving the quality of life of the men and women in the radio and television broadcast industry