On The Air
BROADCASTERS FOUNDATION OF AMERICA
Spring 2012

2012 Golden Mike Recipient
Dennis Swanson

Funding provided by the Taishoff Family Foundation
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.

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.

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.
chairman’s message

The hope of the Board of the Broadcasters Foundation is that no call for help from a broadcaster will ever go unanswered. In 2012, we anticipate that the Foundation will disburse more than $700,000 in assistance. The requests for aid are coming in at a faster pace than the donations. Our goal is to close that gap and we need every broadcaster to help us do it.

In tribute to Jim Delmonico, the former Chairman whose leadership and vision had a dramatic influence on the growth of our organization, I ask you to help us answer these cries from help from our colleagues. Jim passed away earlier this year, but his legacy for resurrecting the Broadcasters Foundation lives on. You can read more about Jim in the Statesmen columns of this issue of On the Air. I hope you will be inspired by his commitment to giving back with your membership or a personal or corporate donation today. The Broadcasters Foundation is an organization that you may never need, but with your help, we will always be there for you or someone you may know.

Thank you,

Philip J. Lombardo
Chairman

president’s message

Every year, our spring edition of On the Air celebrates the accomplishments of our most recent Golden Mike Award recipient. This year, we honored Fox-TV’s Dennis Swanson, a broadcaster who has profoundly impacted the broadcast industry. From hiring an unknown young woman named Oprah Winfrey in Chicago, to persuading the International Olympic Committee to stagger its winter and summer games, Dennis is a leader whose influence has been industry-wide. The black-tie Golden Mike dinner on February 27th at the Plaza hotel in New York City raised more than $250,000 to help the mission of the Broadcasters Foundation to provide aid to broadcasters in desperate need.

To further help raise funds for our mission, we held the annual Philip J. Lombardo Charity Golf Tournament at the Wynn on Sunday, April 15 during the recent National Association of Broadcasters (NAB) Show in Las Vegas.

The annual Broadcasters Foundation Breakfast was held at the Wynn on Wednesday, April 18, also in conjunction with the NAB Show. The Ward L. Quaal Leadership Awards were presented to, Carl Brazell, Brian Cobb, John Dimling, Ralph Guild, Jack Sander and Larry Wilson. The Lowrey Mays Excellence in Broadcasting Award was given posthumously to Dick Buckley, former CEO of Buckley Broadcasting who passed away last July. The Foundation also honored Jim Delmonico with the Chairman’s Award. We’ll have more details and photographs from both NAB events in our next issue of On the Air.

During this past holiday season, you may have noticed our Giving Campaign ads in radio and television trade publications. Our heartfelt gratitude to all of the industry trades for their support and for providing us with a means of getting our message to the thousands of radio and television professionals across the country. These messages help us raise money and also alert those who need us that we are here to help.

Thank you,

Philip J. Lombardo
Chairman

BROADCASTERS FOUNDATION OF AMERICA Celebrity Golf Tournament

Baltusrol Golf Club
Springfield, New Jersey Monday, September 17, 2012

Co-Chairs:
Mark Lund/E.V. P. Sales
NBC Owned Television Stations
Spencer Brown/CEO, Dial Global

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@thebfa.org

The Broadcasters Foundation of America is a 501(c)-3 Public Charity
A Commitment
We Share Together,
Let’s Support the Guardian Fund.

By Dan Mason

Each day, we all face tests of the commitments we hold. Whether it’s a personal commitment or a professional one, our character is often determined by how well we adhere to our values and honor the promises we’ve made to those around us. As fellow broadcasters, I believe there’s one commitment that has the potential to bind our community together—to support our colleagues in need.

Regardless of your company or job title, we all share a passion for radio and television, and a desire to further our industry and honor those who paved the way.

Many of our fellow broadcasters in need, through no fault of their own, face enormous medical costs, a devastating diagnosis or personal loss. Some are simply trying to get back on their feet after encountering horrific natural disasters that have destroyed their homes and communities. Many are at the end of long and dedicated broadcasting careers, while others are young and only just beginning.

Together, we have the capacity to provide dignity, encouragement and especially hope to those who are suffering among us. Please consider donating to the Guardian Fund created by the Broadcasters Foundation of America. This fund was created to ensure those in need will receive assistance in perpetuity.

It is not surprising that this year, the Foundation is receiving more requests for aid than ever before. Each one is carefully reviewed and grants are awarded based on the needs of each individual case. Some recipients receive one-time emergency grants, while others need monthly assistance. The Foundation’s mission is to serve as many as possible.

I encourage you to join me and make a commitment to this worthy and invaluable cause. I see the work that they do and more importantly the results for those who need a helping hand. Your support will make a world of difference to a fellow broadcaster in need.
More than 250 radio and television celebrities and broadcasters gathered to honor Dennis Swanson, President of Station Operations for FOX Television Stations, at the black-tie gala at the Plaza Hotel in New York City on February 27th.

Inside Edition’s Deborah Norville hosted the event. She was joined by presenters Roger Ailes of Fox News, Dr. Mehmet Oz, the syndicated TV show host and cardiac surgeon, Elsie McCabe Thompson of the Museum for African Art, and Larry Wert of NBC-TV.

Celebrity attendees included Gianni Russo, the actor who played Carlo in *The Godfather*, Fox 5 News Anchors Ernie Anastos and Dari Alexander, Fox News Political Commentator Dana Perino, Mayor David Dinkins, TV and radio sportscaster CJ Papa, WABC-TV News Anchor Sade Baderinwa, and WABC-TV News Meteorologist Lee Goldberg.

Songwriter and former American Idol judge Kara DioGuardi regaled the audience with a stirring performance of popular hits she co-wrote for some of today’s biggest artists.
1. Jim Thompson, Dr. Mehmet and Lisa Oz, Dennis Swanson, Deborah Norville, and Phil Lombardo
2. Dave Davis and Sada Baderinwa
3. Scott Pinker, Kevin Bristol, Maria Dwyer, Dr. Mehmet and Lisa Oz, and Tia Yong
4. Dick Bodoff and Peter Lehrman
5. Dave Widmer, Dick Novik, and Ed Levine
6. Dennis Wheaton, Louis Hildson, Deborah Norville, and Bill McGrey

7. Ed Levine, Maire Mason, David Feinblatt, and David Donovan
8. Dave Widmer and Michael Fiore
9. David Wirta, Preston Fire, Mike O’Neill, Dave Conner, and John Orlando
10. Larry Wett and Deborah Norville
11. Alan Frank, and Roger Ailes
12. Michael Harrison and Deobrah Parenti
13. CJ Papa and Dave Widmer
1. Dolores Nolan, Jim Thompson, Renee Cassis, and Cindy Sivak (standing) Connie McKiernan and Janice Garjian (seated)
2. Dennis Swanson, and Dr. Sapna Parikh
3. Scott Knight, Kate Iacocca Hentz, Molly Hentz, CJ Papa, Deidre Lorentz, and Ned Hentz
4. Scott Moody, Juan Dienta, Chris Cornelius, and Randy Bongarten
5. Dennis Swanson, David Driskill, and Dr. Mehmet Oz
6. Herb and Ann Granath, Kathy and Dennis Swanson

1. Deborah Norville, Phil Leachowski, Dr. Mehmet and Lisa Oz, Jim Thompson, and Jack Abernathy
2. Elise McCabe Thompson
3. Max Kinkaid, Julie Marenghi, Dennis Swanson, John Moczulski, Dave Cornetta
4. Dave Apert and Greg Hughes
5. Ginger Russo and Joe Reddy
6. Ray Cole, Lisa and Dr. Mehmet Oz
2012 golden mike award

1. Fred and Sue Schwien, Dennis and Kathy Swanson, Carol and Ward Glassmeyer, and Erika Vasconcellos
2. Joe Bilotta, Dan Spears, and Greg Bilotta
3. Dari Alexander, Ernie Anastos, and Dr. Mehmet Oz
4. Alan Frank, and Dennis Swanson
5. Ray Cole, Deborah Norville, and Wade Hargrove
6. Kim and Phil Lombardo
7. Michael Frank, Jim Yager, Chris Cornelius and Dennis Wharton

1. Ned Harms, Don Lowery, Spike McClure, Mark Lund, and Scott Knight
2. Denise and Brian Coble
3. Phil Lombardo, Jim Yager, and Chris Cornelius
4. Al McGowan, Jim Thompson, and Tim Chambers
5. Dick Foreman, Jerry Lee, and Joe Bilotta
6. Wade Hargrove, Deborah Norville, Phil Lombardo, and Ray Cole
The 2012 Ward L. Quaal Leadership Awards

The Lowry Mays Excellence in Broadcasting Award

And the Special Chairman’s Award

During its annual industry breakfast, the Broadcasters Foundation of America continued its tradition of presenting The 2012 Ward L. Quaal Leadership Awards and The Lowry Mays Excellence in Broadcasting Award, plus the special Chairman’s Award.

Held in conjunction with the National Association of Broadcasters (NAB) Show in Las Vegas on Wednesday, April 18th, the complimentary event was made possible by the National Association of Media Brokers (NAMB), Arbitron, the Television Bureau of Advertising (TVB), Frank N. Magid Associates, and the NAB.

The Ward L. Quaal, Leadership Awards are named in honor of the iconic broadcaster. The awards are presented each year to six broadcasters whose careers have impacted the industry and whose lives have made a difference in the community at large. The Awards are underwritten by the Hubbard Broadcasting Foundation.

The Lowry Mays Excellence in Broadcasting Award annually honors an individual in broadcasting whose work exemplifies innovation, community service, advocacy and entrepreneurship. The Award salutes its namesake, who is a legend in the broadcasting industry, and is underwritten by The Clear Channel Foundation, Wiley Rein, LLP, and Dick Bodorff.

The 2012 Ward L. Quaal Leadership Awards Recipients are:
Carl Brazell, Chairman & CEO of Metromedia International Group, Retired;
Brian Cobb, President, Cobb Corporation
John Dimling, Former Chairman, Nielsen Media Research
Ralph Guild, Former Chairman, Interep and President, Guild Media
Jack Sander, Vice Chairman, Media Operations, Belo Corporation, Retired
Larry Wilson, Former Chairman and Chief Executive Officer, Citadel Radio and current radio station owner

The 2012 Lowry Mays Excellence in Broadcasting Award posthumously honored:
Rick Buckley, Former President and Chief Executive Officer of Buckley Broadcasting

The 2012 Chairman’s Award posthumously presented to:
Jim Delmonico, Former Chairman of the Broadcasters Foundation of America

Look for pictures from this widely attended event in the next issue of On The Air.
Jim Delmonico: A Leader For Lean Times.

Jim Delmonico was a dear man and a respected member of our profession all the days of his life. His remarkable leadership qualities were recognized early on when he ran some of the most important stations in our Empire State...

...the legendary heritage station WGY ... and WRGB-TV ... and when the elders of a tired, fading institution known as The Broadcast Pioneers made him National Chairman.

Legend has it that when Jim Delmonico took over, the Pioneers organization was $19,000 in the red. He built it up by improving the quality of the board and by broadening and extending its outreach.

With an agreeable personality and a strong sense of mission, Delmonico got things on a firm, solid footing before turning the reins over to the midwestern broadcasting legend Ward L. Quaal who succeeded him as chairman.

Ward Quaal brought on board former ABC Radio Network chief, and Rush Limbaugh discoverer, Ed McLaughlin ... and current Foundation chairman Phil Lombardo ... when the organization, which was founded by H.V. Kaltenborn, grew to be known as the Broadcasters Foundation of America.

Today, as a respected national charity, the Foundation provides a safety net for down and out broadcasters who have fallen on hard times.

But it all started with the affable, gregarious upstater who steadied the ship during lean times. As a contemporary of C. Glover Delaney, E.R. “Curly” Vadeboncor, Rick Buckley, Tony Malarza, Martin Stone, Marty Beck, Les Arries, Harry Thayer, Paul Sidney, Bob Peabody, John Van Buren Sullivan, Wally Schwartz, Phil Spencer and Sy Goldman, he came out of the time when giants walked the land in our profession. And he outlived all of them. Jim was 91 when he left us.

Jim Delmonico became a broadcast legend in New York State over the years and was a member of our Hall of Fame. But he did some of the best work of his life with his dynamic charitable efforts in our high councils in New York City.

He really was a pioneer.

William O’Shaughnessy
Chairman, Guardian Fund
Broadcasters Foundation of America
Improving the quality of life of the men and women in the radio and television broadcast industry