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 goal of the Board of the Broadcasters Foundation of America is to ensure that no call for help from a broadcaster will ever go unanswered. Last year, the Foundation distributed more than $675,000 in assistance to broadcasters in need – a 35 percent increase over the previous year, and this year the requests are coming in at a faster pace.

We are launching a Giving Campaign across our industry to alert broadcasters in markets all over the country that we are here to provide help when needed. We are making it effortless for broadcasters to help their colleagues with easy-to-use remittance envelopes. You will find one in this edition of On the Air, and I urge you to please use it to make your donation. Be an ambassador for our cause and to let your colleagues know that we exist and the good work that we do. 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.

president’s message

More than ever before, broadcasters who are in need of help are reaching out for assistance. That is why fundraisers like the Celebrity Golf Tournament are not only necessary, but vital for continuing our mission to serve those in unfortunate circumstances.

This year saw a new location for the annual Celebrity Golf Tournament, which took place at the renowned Baltusrol Golf Club in Springfield, New Jersey. More than 150 celebrities and broadcasters turned out to help us raise more than $200,000. The Celebrity Golf Tournament is one of the Foundation’s biggest annual fundraising events.

Our heartfelt thanks to this year’s co-chairs, Spencer Brown, President and Chief Executive Officer, Dial-Global, and Mark Lund, Executive Vice President, Sales, NBC Owned Television Stations, who led us to one of our most successful golf fundraisers. We are also grateful to our title sponsors, the Tri-State Mercedes-Benz Dealer Group and Evercore Wealth Management. Please read more about the Celebrity Golf Tournament in the special section beginning on page 6.

We already are working on our next major fundraising event -- the 2013 Golden Mike Award honoring David Barrett, President and Chief Executive Officer, Hearst Television Inc. The Golden Mike Award dinner and presentation will take place at the Plaza Hotel in New York City on February 25. I hope to see you there.

Philip J. Lombardo
Chairman
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For more information, call 1-800-FOR-MERCEDES or visit MBUSA.com.
Over $200,000 Raised to Help Broadcasters in Need
The 2012 Celebrity Golf Tournament, held at the Baltusrol Golf Club in New Jersey, attracted more than 150 executives and celebrities.

The list of celebrities include: Amani Toomer, NY Giants, Dial Global-NBC Sports Radio Network; Sean McDonough, ESPN, ABC Sports; Dana Tyler, Maurice Dubois, Don Dahler, and Mary Calvi, WCBS-2 TV; Rachel Grant, James Bond Girl; Michael Woodson, NY Knicks Coach; John Schriffen, ABC News Network; Bill Raftery, CBS Sports; Jeremy Schaap, ESPN; Michael Gargiulo, WNBC-TV’s Today in New York; CJ Papa, SportsNet and Fios 1; Ann Liguori, WFAN Sports and author of A Passion for Golf; Rick Cerone, NY Yankees; Nick Buoniconti, NFL Hall of Famer; Deb Placey, NY Islanders Host; Duke Castiglione, FOX-5 Sports; Anita Marks, WFAN Sports, Giants Pre & Post Game Host; Jim Spanarkel, All-American Duke, NBA, CBS Sports, ESPN, Fox Sports; Chad Cascadden, NY Jets; and Bobby Carpenter, NJ Devils.

This year’s Co-Chairs, Spencer Brown, President and Chief Executive Officer, Dial-Global, and Mark Lund, Executive Vice President, Sales, NBC Owned Television Stations, made it a memorable and successful day for everyone.

Signature sponsors of the 2012 event were Evercore Wealth Management and the Tri-State Mercedes-Benz Dealer Group, who also provided players with the chance to win a Mercedes-Benz convertible. Additional sponsors included Dial Global, Marketron, Norman Knight Charitable Foundation, Nielsen, NBC Sports Network, NBC-Owned TV Stations, CBS Radio, Arbitron, Rocky Patel Cigars, Johnnie Walker, Under Armour, White Elephant Resort, Flight Options, and Belvedere Vodka.

Event Photographer: Wendy Moger-Bross
1. Nick Bouniconti, Bill LeBlanc, Jon Camera, Selane Henderson, Mark Lund, and Bob Harnaga
2. Seema and Nisha Sadekar with Ned Hertz
3. Peter Doyle, Jeff Haley, Rachel Grant, Gary Rozynek, and Jeff Bartoli
4. Chad Cascadden
5. Nick Verbitsky, Bill Hogan, and Phil Lombardo
6. Tina Cervasio, Duke Castiglione, Amani Tooner, and Anita Marks
1. Greg Bilotta, Jim Beloyianis, Joe Bilotta, Deb Placey, and Jerry Crowley
2. Amy and Bill McGorry
3. Neal Perchuk, Dan Savadove, Cindy Thompson, Spencer Brown, and Jim Thompson
4. Doug Wells, Michael Woodson, Joe Pepe, and Tom McCarthy
5. Michael McCafferty, Gary Butler, Brendan Nolan, and Charles Mayer
6. Bill McGorry, Dennis Wharton, and Gordon Smith
1. Rachel Grant, Michael Woodson, Nisha Sadekar, Herb Williams, Selanee Henderson, and Seema Sadekar
2. Maurice Dubois, Dana Tyler, and Don Dahler
3. Phil Lombardo, Greg Frasca, John Scutella, Rich Zabel, Jim Thompson, and Fred D’Alessandro
4. Steve Brackett, Scott Knight, Tim Drzewinski, and John Devin
5. Ray Cole, Colleen and Ernest Liebre, and Chris Tzianabos
6. Tom Parsekian, Rick McGuire, Rick Cercone, Kevin Rustard, and Scott Wracher
1. Jeff Platek, Kathy Keefe, Leo MacCourtney, and Mike Taffard

2. Amani Toomer

3. Mike Pallad, Mark Gray, Tucker Flood, and John Hesano

4. Chris Camera, Dom Camera, Don Bouloukos, and John Giovatto

5. Dan Savadove, Dick Foreman, and Mike O’Neill

6. Tim McCarthy and Lenny Garaffa

7. Cindy Thompson and Sheila Knight
2012 Celebrity Golf Tournament

1. Jim Monaghan, David Palmer, Sean McDonough, John Shea, and Charlie Lizzo
2. Jim Thompson and Paul Karpowicz
3. T.J. Lambert, Amani Tooner, Chris Carcoran
4. Dolores Nolan
5. Dick Foreman, Renee Cassis, and Dick Bodorff
6. Jim Fitzgerald, Bill Hogan, Bill Raftery, Joe Polizano, and Nick Verbitsky
1. Bobby Carpenter, Rachel Grant, and Scott Knight
2. Mike Pallad, and John Hesano
3. Phil Lombardo, Charlie Ryan, Joe Pepe, and Jim Thompson
4. Jim Spanarkel, Neal Perchuk, and Joe McCallion
5. Cindy Thompson, Julie Kapler, Christine and Jim Ancey
6. Bonnie Verbitsky
7. Sean McDonough
1. Mike O’Neill, Rich Glancy, Jose Gonzalez, and Paul Karpowicz
2. Scott Knight and Doug Wells
3. Phil Lombardo, Paul Karpowicz, Duke Castiglione, Bill Whittle, Jim Thompson, Klarn DePalma, and Bob O’Neil
4. Michael Woodson, Gary Rozynek, and Herb Williams
5. Joe Reilly and Mike O’Neill
6. Dan Savadove, Dick Bodorff, and Carl Butrum
7. Howad Levy, Steve Mulderrig, Ken Doyle, Kirk Miller
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Dear Connie and Jim, there aren’t words enough to tell you all what the Broadcasting Foundation meant to George. He was the one on the list of very few people who could give you and the foundation many prayers to do this work. George was so grateful for the help you and the Foundation gave him. He would not know where he would be without your help.

Now that we both have our trouble — George with his cancer and now the doctors have told me there is nothing more they can do for me. They just turned me over to spine pain management and all they can do is give me shots or pain pills to go on, as I need all the help I can get with my body and this helps. We have each other to do the best we can taking care of each other. I spread the word around to all the nurses how much your help means to us.

Bob Bless You all.
Giving Back.
The Guardian Fund Ensures Support for Years to Come.

Imagine that one of your employees or friends needed a kidney transplant. While they wait for a match, they remain on dialysis and are unable to work. Your employee or friend is at the end of their rope.

Wouldn’t it be great if an organization could help? That’s the exact case for one of our former employees, a really good person living alone who could no longer help or care for himself. Although our stations conducted fundraisers and a variety of things to help his situation, it simply wasn’t enough.

I notified the Broadcasters Foundation of this person’s situation. The proper information was submitted and the Broadcasters Foundation has been providing a grant each month to help him along. It truly has been a “life saver.” He has since found a kidney match and is currently undergoing testing. We hope the transplant will be approved soon, but we know there is still a long recovery road ahead.

The Broadcasters Foundation is doing great work to help families and colleagues in need. And it’s all very quiet and confidential — I was not even aware that our former employee was receiving aid from the Foundation until he told me.

I have been contributing to the Broadcasters Foundation for a long time. It felt like the right thing to do. But I never considered that one of our former staff members would need such help. Now I have a very tangible example of what a difference a pledge to the Broadcasters Foundation can mean to those it serves.

We all are asked to give to many good causes. One of those should be the Broadcasters Foundation of America. Please give it some serious consideration.

Bayard “Bud” H. Walters
President
The Cromwell Group
David Barrett
President/CEO
Hearst Television Inc.

February 25, 2013
The Plaza Hotel, New York City

For details contact:
The Broadcasters Foundation of America
212 373-8250 · info@thebfoa.org
www.broadcastersfoundation.org
The 2012 Giants of Broadcasting

The Library of American Broadcasting (LAB) inducted 10 Giants of Broadcasting at its annual luncheon ceremony at the Waldorf-Astoria in New York City.

Among this year’s honorees were two members of the Broadcasters Foundation of America Board of Directors: Erica Farber, President and Chief Executive Officer of the Radio Advertising Bureau, and George Beasley, Chief Executive Officer and Founder of Beasley Broadcasting Group. Also inducted this year were: Ted Turner, Sir Howard Stringer, Robert McNeil and Jim Lehrer, Norman Lear, Dinah Shore, Andy Rooney, and Don Cornelius.
The Illinois Broadcasters Association held IBA2012, their annual conference, on June 20, 2012 at the Marriott Hotel & Conference Center in Bloomington/Normal, Illinois.

Over 500 broadcasters from small markets such as Galesburg, medium markets such as Champaign, and the Chicago market heard from some of the best sales trainers in the country. Appropriately themed, “Goin Mobile” explored broadcast’s importance in the new digital age as presenters focused on over-the-air broadcast media’s newest opportunities. IBA paid tribute to a few broadcasters, instrumental not only to Illinois, but to the broadcasting industry as well. Ralph Oakley of Quincy Inc. became the newest IBA Vincent T. Wasilewski “Broadcaster of the Year” and legendary sports announcer for Chicago’s WGN, Jack Rosenberg was honored as the 2012 IBA Broadcast Pioneer. The event closed with the awarding of the IBA Silver Dome Awards, recognizing the “Best of the Best” in Illinois broadcasting.
As attendees at the Radio Show in Dallas gathered for the popular “Insiders Party,” presented each year by Inside Radio, they had the opportunity to drop a few dollars into donation jars to help the mission of the Broadcasters Foundation.

This is a terrific example of how stations and companies can implement easy fundraising tools that help the Foundation’s mission.

Our congratulations and thanks to Jeff Warshaw and Wynter Kullman, who really gave new meaning to the term “giving back.”

Jeff, Chief Executive Officer of Connoisseur Media, and Wynter were recently married and found a way to help broadcasters by asking their guests to make a donation to the Broadcasters Foundation of America in lieu of wedding gifts.

Through their generous gesture, more than $17,000 was raised on their behalf from friends and loved ones. Please let this example of giving inspire you. There are many ways to help raise money for the mission of the Broadcasters Foundation.

Please join us in wishing Jeff and Wynter the best of luck as they embark on their livelong journey, together.
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 cluster 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.
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