On The Air

Funding provided by the Taishoff Family Foundation

Spring 2013

2013 Golden Mike Recipient

David J. Barrett
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.
The goals of the Broadcasters Foundation are to be there when one of our TV or radio colleagues needs assistance and that no call for help goes unanswered. This year, the Foundation will distributed over $700,000 in aid -- more than at any other time in our existence, and the requests for aid continue to multiply at a significant rate.

The miracles of science have extended life expectancy in the face of advanced age and disease. But without the funds to pay exorbitant medical bills, broadcasters across our industry are hurting. That’s why we are always looking at ways to extend our reach, and to ensure that the Foundation will be here for future broadcasters in need.

To help achieve this, we recently launched new fundraising initiatives, which include the formation of The Foundation’s Legacy Society. You can read more about this way of giving on page 22. As you plan for your future, and that of your family’s, please consider joining The Legacy Society of the Broadcasters Foundation.

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

This year’s Golden Mike Award and black-tie fundraiser honored David Barrett, Chairman and Chief Executive Officer of Hearst Television Inc. More than 300 broadcasters turned out to honor David and to raise more than $375,000 to help broadcasters in need. Held on February 25 at the Plaza Hotel in New York City, it was a fun-filled evening that included a rousing performance from the legendary Darlene Love.

Fundraisers are a major source of revenue, and some of our members and supporters have found ways to help through their own endeavors. Gary Stone, former President of Univision Radio, donated a portion of the proceeds from his book, For the Love of Radio and Mexican Food, to the Foundation. We thank and applaud Gary for his generosity, and hope this act of charity and kindness will spur ideas for individual fundraising opportunities from all of you.

Please join me in extending heartfelt gratitude to all of the industry trade publications for their support during our Holiday Giving Campaign. By providing print and online advertising space, these publications performed an invaluable service to our industry and helped us get our message to thousands of radio and television professionals across the country.

Thank you,

Jeffrey H. Smulyan
President
Broadcasters Foundation of America
Are we there yet?
Introducing the all-new 7-passenger GL.

The question of every road trip. And the one we continually ask. Are we at the technological cutting edge? The pinnacle of design? Are we at the place which separates a Mercedes-Benz from everything else on the road today?

Introducing the all-new GL. The question has been answered. See your authorized Mercedes-Benz dealer today. MBUSA.com/GL

Mercedes-Benz
The best or nothing.

SearchMercedes.com
Your source for everything Mercedes-Benz.
THE 2013 GOLDEN MIKE AWARD HONORS HEARST-TV’S DAVID J. BARRETT

$375,000 Raised to Help Broadcasters in Need

Raised to Help Broadcasters in Need
The 2013 Golden Mike Award was presented to David J. Barrett, Chairman and Chief Executive Officer, Hearst Television Inc, at a black-tie fundraiser on Monday, February 25, at the Plaza Hotel in New York City. More than 300 television and radio industry executives and celebrities were in attendance.

Legendary sports broadcaster and “voice of the San Francisco Giants” Jon Miller hosted the event, which included two of America’s most popular television personalities--Steve Harvey and Dr. Mehmet Oz--as presenters, along with Barrett’s son Casey, former President and CEO of Post-Newsweek Stations and winner of the 2011 Golden Mike Alan Frank, and President of Hearst Television Inc Jordan Wertlieb. Ellen DeGeneres provided some laughs via a video presentation, as did Kelly Ripa and Michael Strahan.
2013 golden mike award

1. Matt Gallery, Kate Barrett Gallery, Beth and David Barrett, Anne Barrett, Teri and Casey Barrett
2. Donald O’Toole and Jim Conschafter
3. Lew Leone, Frank Comerford, Peter Dunn, Dennis Swanson and Ken Doyle
4. Jon Miller, David Barrett and Emilie Miller
5. John Orlando, Jane Mago and Susan Fox
1. Michael Weiss, Gary Ganaway, Craig Broitman and Laura Cupelo
2. Jim Carter, Marty Faubell and Kathleen Keefe
3. Phil Lombardo, David Barrett and Jim Thompson
4. Larry and Susan Patrick with Brian Byrnes
5. Ellen Turkelson, Monica Sanchez and Linda Lange
6. Jim Casey and John Devin
7. Rebecca Campbell and Dave Davis
2013 golden mike award

1. Phil Lombardo, Regina and Mario Gabelli, Ray Cole, Bill Hoffman and Dick Foreman
2. John Rouse, Susi D’Ambra Coplan and John Lansing
3. Deborah Norville, Alan Frank, Joe DiSalvo and Marcellus Alexander
4. Jordan and Kathy Wertlieb with Jim Carter
5. Roger and Lou Keating with Suzanne Grethen and Joe Colyer
6. David Comisar, Preston Farr, Chris Cornelius, Jim Yager and Chris Ornelas
1. Jim Sullivan, Peter Dunn, Diana Wilkin and Paul Karpowicz
2. David Barrett and John Conomikes
3. Kathy and Dennis Swanson with Lisa and Dr. Mehmet Oz and Ken Lowe
4. Mike Hayes, Jon Mintzer and Mark Prak
5. John Conomikes, Wade Hargrove, Ken Lowe and Jean Dietze
6. Phil and Kim Lombardo
7. Steve Harvey
2013 golden mike award

1. Phil Martzolf, Jay Isabella, Bill Hoffman and Jim Monahan
2. David Barrett
3. David Barrett, Rebecca Campbell, Dr. Mehmet Oz, Deborah Norville and Lisa Oz
4. Bianca De La Garza, Wendy Murphy and Deirdre Lorentz
5. Candy Altman, Barbara Maushard and Jim Carter
6. Darlene Love and her backup singers
1. Dick Ferguson, Connie Buckley, Joe Bilotta and Peter Doyle
2. Dennis and Kathy Swanson
3. Phil Martzolf, Phil Lombardo, Lisa and Mehmet Oz and Scott Pinker
4. Steve Harvey, Jordan Wertlieb and Jeana Stanley
5. Paul Karpowicz and Dennis Wharton
6. Jim Thompson
7. Al and Jodi Lustgarten
1. Krys and Ron Doerfler with Ann and Herb Granath
2. Jon Miller
3. Jim Hughes, John Drain, David Palmer, Alan Frank and Linda Lange
4. John and Dena Drain
5. Wade Hargrove and David Barrett
6. Joe DiSalvo, Alan Frank, John Conomikes and Paul Franklin
1. Bill O’Shaughnessy, Harry Jessell, Michael Harrison and Bill McGorry
2. David Barrett and Rebecca Campbell
3. Connie Buckley, Phil Lombardo, Dick Bodorff and Joe Bilotta
4. John Conomikes and Ray Cole
5. Gordon Smith and Louis Hilleston
6. Casey Barrett
7. Dick Novik and Deon Levingston
1. Mike Berry, Marty Faubell, Joan Roth and Sandy Genelius
2. Renee Cassis, Paul Rotella, and Alissa Pollack
3. Mike Hayes, Leo MacCourtney, Phyllis Eagle Oldson, Joyce Tudryn and Steve Lanzano
4. Diana Wilkin, Phil Lombardo and Lynn Beal
5. Joe Bodan, Diana Rugolo, with Ernest and Colleen Liebre
6. Richard Leibner, Carole Cooper, Dick Foreman and Jim Thompson
7. Jim Beloyianis and Carl Butrum
We do more than match the right aircraft to your mission. We match the right program to your needs. With three powerful options. A jet card that joins the low rates of charter with the safety and consistency of ownership. A membership club that links the benefits of fractional ownership and the flexibility of a jet card. And fractional ownership that gives you outright interest in a specific plane. Which program is right for you?
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.
A Passion for Broadcasting.
Let’s Support the Guardian Fund.

By Louis Hillelson

I am fortunate to have a unique perspective on the broadcasting industry – one that gives me the opportunity to work with a variety of broadcasters from a diverse range of companies and corporations. One thing they all have in common is a passion for broadcasting. From CEO to local producer, the dedication to delivering the best in entertainment and information is exceptional.

That’s why when one broadcaster is in trouble, we all need to chip in and help. I serve on the Board of Directors of the Broadcasters Foundation of America and I have been moved by the real stories of lives that have been upended by unforeseen and disastrous circumstances. Hardworking colleagues, who devoted their careers to excellence in broadcasting, suddenly find themselves unable to pay for medical expenses from a debilitating disease, a tragic accident, or even advanced age. These are long-term problems in many cases, but there are also those who have been impacted temporarily because of catastrophes such as hurricanes, tornadoes, or floods.

Today, more broadcasters are aware of the Foundation and its mission, but unfortunately more of them need us. Creating awareness is one of several ways Broadcasting & Cable contributes to the Foundation, and we also donate part of the proceeds from our annual Hall of Fame Dinner. But it isn’t enough. The requests for aid continue to increase every year. Even though people save for a “rainy day,” it is all too often that the unexpected expenses are overwhelming for a family of four with a moderate income or a retired broadcaster living on social security. A contribution to The Guardian Fund can help a broadcaster make ends meet while recuperating from a life-saving operation, provide life-sustaining monthly medications, or rebuild the roof of a home after a calamitous event.

We cannot allow our colleagues’ cries for help to go unanswered. The Foundation exists solely to provide aid to broadcasters in need, but we need your help -- and your contribution -- to continue our charitable work. Please consider making a donation to the Guardian Fund today, and help a colleague in desperate need.

Louis Hillelson
Vice President/Publisher
Broadcasting & Cable/New Bay Media
Broadcasters Foundation of America Celebrity Golf Tournament

Baltusrol Golf Club

Springfield, New Jersey
Monday, September 23, 2013

Co-Chairs:
Peter Dunn, President, CBS TV Stations
Mark Gray, President, Katz Radio 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@thebfa.org

The Broadcasters Foundation of America is a 501(c)3 Public Charity
The Broadcasters Foundation of America Annual Breakfast

The 2013 Ward L. Quaal Leadership Awards and Lowry Mays Excellence in Broadcasting Award

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

Held in conjunction with the National Association of Broadcasters (NAB) Show in Las Vegas on Wednesday, April 10, the complimentary event was made possible by the National Association of Media Brokers (NAMB), Arbitron, Marketron, 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 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 2013 Ward L. Quaal Leadership Awards Recipients are:

- Skip Finley - Radio Executive, Managing Partner, Noepe Communications
- Alan Frank - President/CEO, Post-Newsweek Stations, Retired
- David Kennedy - Former President/CEO, Susquehanna Media Co.
- Mike McKinnon - President/CEO McKinnon Broadcasting
- Charles Osgood - TV News Anchor, Radio & TV Personality
- Bob Schmidt - President/CEO Eagle Communications, Retired

The 2013 Lowry Mays Excellence in Broadcasting Award Recipient is:

- Stanley S. Hubbard, Chairman of Hubbard Broadcasting, Inc

Look for pictures from this widely attended event in the next issue of On the Air.
The Broadcasters Foundation of America recently launched the Foundation Legacy Society, a new initiative to ensure its ability to help Broadcast Colleagues in the future. To date, Foundation board members have committed in excess of $1,000,000 in their estate plans. A matching challenge for an additional $450,000 exists until June 30th, which could bring the total to more than $2,000,000.

There is no more important group of supporters than the generous members of the Legacy Society. Please consider making a Bequest to the Broadcasters Foundation in your will or revocable living trust. Any assets, including cash, securities, real estate or tangible personal property, may be transferred to the Broadcasters Foundation through your estate. A bequest offers many benefits, including:

- Retention of full ownership and use of your assets throughout your life
- Flexibility: a bequest is not permanent and can be changed if your life circumstances change
- Potential reduction in taxes payable by your estate
- Ease of arrangement: your attorney can incorporate gift language as part of your will

Your bequest can be a specific amount, a specific asset, or a specific percentage of the remainder of your estate after all other obligations have been met.

Please consider joining the Broadcasters Foundation’s Legacy Society

For more information Contact the Broadcasters Foundation at 212-373-8250 or info@thebfoa.org
Evercore Wealth Management serves high-net-worth individuals, families and related institutions, delivering customized investment management, financial planning, and trust and custody services.

The firm was founded on four core principles:

**INDEPENDENT ADVICE**

**DIRECT RELATIONSHIPS**

**INVESTMENT AND PLANNING EXPERTISE**

**PARTNERSHIP VALUES**

It now ranks among the leading wealth management companies in the United States.

**Contact:**

**CHARLES RYAN**

**Partner**

212.822.7624

ryan@evercore.com