On The Air

Funding provided by the Taishoff Family Foundation

Fall/Winter 2015

Celebrity Golf Tournament 2015

THE STANWICH CLUB | SEPTEMBER 21, 2015 | GREENWICH, CT
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

More and more, our broadcasting colleagues are reaching out for assistance. This year the Broadcasters Foundation of America will give out a record amount in financial assistance to radio and television broadcasters across the country. Requests for help continue to come in and demands on our resources are high. Please continue to support the Foundation.

We are currently gearing up for our year-end fundraising campaign. You may have already received a letter appealing to your generous spirit with a self-addressed envelope to simplify the act of giving. That same remittance envelope is included with this edition of On the Air magazine, or you can donate online at www.broadcastersfoundation.org or by calling 212-373-8250. Please consider increasing your gift to help us be sure that no call ever goes unanswered.

On behalf of our Board of Directors and grateful grantees, we thank you for your continued support.

Thank you,

Jim Thompson
President

president’s message

It has been a busy season for the Broadcasters Foundation of America. We just launched a Spanish version of our website, thanks to the efforts of our in house staff, Peter Doyle and Emily Barratt, and our translator, Helena Escalante. You can visit the site at www.broadcastersfoundation.org, using the language toggle in the header. We also launched an outreach campaign for those affected by the devastating flooding in South Carolina. For more information about getting help, please visit our website.

In September, we held a very successful Celebrity Golf Tournament at The Stanwich Club in Greenwich, CT, Connecticut’s #1 golf course. We raised over $240,000 thanks to this year’s co-chairs, Paul Karpowicz, President & CEO of Meredith Broadcasting Group, and Nick Verbitsky, Chairman of United Stations Radio Networks. We are grateful to our title sponsors, Mercedes-Benz Tri-State Dealers and Evercore Wealth Management for helping make this event possible. You can read more about the tournament on page 6.

We are currently soliciting year end donations and organizing our next fundraiser, the Golden Mike Award Gala, being held on February 29th at the Plaza Hotel in New York City. I hope we can count on your financial assistance and look forward to seeing you at the Golden Mike dinner.

Thank you,

Jim Thompson
President
Introducing the all-new GLC. Whatever your vantage point, the GLC is a game-changer. From its showstopping exterior to its technology-filled cabin. From a suite of intelligent assistance systems that think, monitor and adjust as you drive to an infotainment system so smart, it can read your handwriting. “All-new” in every possible sense, the GLC resets the bar for the luxury SUV. MBUSA.com/GLC

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$240,000 Raised to help broadcasters in need
More than 150 broadcasters and celebrities turned out to support the mission of the Broadcasters Foundation at the 2015 Celebrity Golf Tournament at The Stanwich Club in Greenwich, CT.

Celebrity golfers included Bruce Beck, WNBC-TV; Dick Brennan, CBS; Rick Cerone, NY Yankees; Tina Cervasio, MSG Network; Maurice DuBois, WCBS-TV; Don Herrmann, NY Giants; Jay Harris, ESPN; Ann Liguori, WFAN/CBS Radio; Otis Livingston, WCBS-TV; Sean McDonough, ESPN; Karl Nelson, NY Giants; Lonnie Quinn, WCBS-TV; Lee Saltz, New England Patriots; actor Bill Smitrovich and more.

Co-Chairs for this year’s event were Paul Karpowicz, President & CEO, Meredith Broadcasting Group, and Nick Verbitsky, Chairman, United Stations Radio Networks. Title sponsors of the 2015 event were the Mercedes-Benz Tri-States Dealers and Evercore Wealth Management. Additional sponsors included ABC, CBS, NBC, ESPN Radio, Marketron, Nielsen, Flexjet, the Connors Family Foundation and the Norman Knight Charitable Foundation, among others.

Event Photographer: Wendy Moger-Bross   Team Photo Photographer: Dan McKean
1. Perry Sook, Leo MacCourtney, Rachel Grant, Phil Swartz, Brad Mont
2. Seema Sadekar and Jonathan Coachman
3. Evan Tracey, Jeff Brown, Seema Sadekar, Rick Cerone, Ray Karczewski, Jordan Wertlieb
4. Shasta Averyhardt and Bruce Beck
5. Scott Herman, Tim McCarthy, Scott Shannon
6. Rick McGuire, Bob Lindsay, Otis Livingston, Jorge Baraque, Mike Whittman
1. Scott Knight, Steve Brackett, Scott Vallary, Karl Ravich, Patrick Delahunty
2. Jeff Martindale, Tim McCarthy, Jeff Juden, Traug Keller, Mike Connolly
3. Jay Harris, Seema Sadekar, Ray Cole
4. Matt Cowper, Chad Brown, Paul Blake, John Fullman
5. Bill Strauss, Alexa Harnett, Ann Liguori, Larry Bellorado
6. Jonathan Coachman and Tina Cervasio
7. Jerry Crowley, Ray Cole, Jay Harris, Phil Lombardo, Richard Bodorff
2015 Celebrity Golf Tournament

1. Matthew Gabelli, Jim Scanlon, Dick Brennan, CV McGinity, Mark Gabelli
2. Jen Buckley, Joe Bilotta, Connie Buckley, Jerry Crowley
3. Mark Zurzola, Bill Whittle, Klarn DePalma, Bob O’Neill
4. Mark Lefkowitz, Scott Herman, Seema Sadekar, Don Bouloukos, Dom Camera
5. Bill Norberg, Jeff Swanson, Bobby Carpenter, Paul Murphy, Chris Knight
6. Jordan Wertlieb and Phil Lombardo
7. Scott Shannon, Bill Hogan, Bonnie Verbitsky, Nick Verbitsky
1. Lonnie Quinn, Maurice DuBois, Alice Gainer, Dick Brennan, Dana Tyler, Otis Livingston
2. Mark Gabelli, Shasta Averyhardt, Phil Lombardo, Seema Sadekar
3. Tucker Flood, Mark Gray, Seema Sadekar, Chad Cascadden, Matt Kluf, Mike Pallad
4. Alex Capano, John Schreiffen, Anthony Madonna, Shasta Averyhardt, Gerry McGavick, Charlie Lizzo
5. Bonnie Verbitsky
6. Jose Gonzalez and Mike Steinberg
7. Gordon Smith, Jim Thompson, Dennis Wharton, Chris Ornelas, Dan Mason, Bill McGorry, Sean McDonough
2015 Celebrity Golf Tournament

1. Nick Verbitsky and Bill Hogan
2. Sean McDonough announcing Celebrity Players
3. Scott Knight, Scott Vallary, Karl Ravech, Patrick Delahunty, Steve Brackett
4. Nisha Sadekar and Seema Sadekar with the Stanwich caddies
5. Ed McLaughlin and Bill O’Shaughnessy
6. Tim McCarthy and Jonathan Coachman
7. Jim Thompson, Dan Mason, Scott Knight
1. Chad Cascadden, Leo MacCourtney, Perry Sook
2. Diana Wilkin
3. Bonnie Verbitsky, Pat McLaughlin, Connie Buckley
4. Brett Adamczyk, Stephan Posnack, Susan Tremblay, Brad Smith, CJ Papa
5. Nick Verbitsky, Ed McLaughlin, Bill Hogan, Phil Lombardo, Richard Foremanlanc
7. Ann Liguori and Alexa Hartnett
8. (clockwise from top) Tim Welsh, Pete Doherty, Joe Bilotta, Jen Buckley, Jamie Russo
2015 Celebrity Golf Tournament

1. Ann Liguori, Rick Cerone, Rachel Grant
2. John Schriffen, Ray Cole, Tina Cervasio, Jonathan Coachman
3. The Stingers
4. Peter Doyle, Charlie Ryan, Jim Thompson, Sean McDonough
5. Emily Barratt, Colleen Liebre, Renee Cassis, Meghan Buonocore
6. Jen Buckley and Connie Buckley
7. Don Bouloukos, Joe Bilotta, Scott Herman

Claws for celebration. Here's to the Broadcast Foundation.
Claws for celebration. Here's to the Broadcast Foundation.
You never think it will happen to you: unspeakable tragedy, devastating illness, the sudden death of a loved one, a reversal of fortune. And yet daily, as broadcasters, we hear and tell stories of tremendous loss, never imagining it could be our own.

WHEN IT HAPPENED TO ME, I was 42. My husband, Geoff, died suddenly leaving me lost, devastated and too young to be what I was – a widow. And I was lucky. I had a job, a safety net and people there to help me navigate through my darkest hour. I learned very quickly that many, many people aren’t as fortunate. I met other young widows on my journey, women who not only lost a spouse and children’s father, but their source of income. All at once, bad luck snowballed into losing a home, choosing which child eats dinner or wondering where the family will sleep that night.

Perhaps this year’s senseless shooting of reporters in Roanoke was as close as we’ve come as an industry to collectively experiencing such loss. As much good fortune as we all have to be in this fantastic industry, nothing insulates us from calamity. I hope in reading this letter you realize if you have a safety net, you are lucky, too. So many of our fellow broadcasters do not have such luck. They are just a disaster and one missed paycheck away from total chaos. Without the Broadcasters Foundation of America, the sole charitable organization dedicated to radio and television, these nameless, faceless colleagues would have nowhere to turn.

The grants received by fellow broadcasters in their time of need are not given without thorough consideration. These are not handouts. These grants are truly a “hand up” to friends who, until now, feel forgotten by the industry they helped to build. Don’t we have an obligation to pay our own good fortune forward?

Won’t you join me in supporting this incredibly worthy cause? Please consider making a donation to the Guardian Fund and count your blessings to be on the giving end. Your help and concern will mean more than you could ever know. I promise.
Save the Date
February 29, 2016
The Plaza Hotel
New York City
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.

Improving the quality of life of the men and women in the radio and television broadcast industry
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 and supporters have committed in excess of $3,000,000 in their estate plans.

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

The Broadcasters Foundation is a 501 (c)3 Public Charity
The IRTS Foundation presented the Library of American Broadcasting’s 13th Annual Giants of Broadcasting Luncheon in New York City on October 15th. This year’s honorees were: The Carter Family (accepted by Michael Carter), Herb Granath, Gene Jankowski, Mel Karmazin, Gracia Martore, Don Mischer, Jarl Mohn, Bill Persky, and Don West.
seen & heard

Broadcasters Turn It Up at this year’s Radio Show in Atlanta

Steven Tyler rocked out during “Music and Mimosas”

The iconic rocker talked branding, what it takes to make a hit and the importance of radio during the closing event of the 2015 Radio Show.
25th Annual Broadcasting & Cable Hall of Fame

Broadcasting & Cable welcomed its 25th class of honorees into the Hall of Fame on October 20th, during a sold-out gala at New York’s famed Waldorf-Astoria Hotel. The evening was co-hosted by Regis Philbin, Hoda Kotb, NBC’s “TODAY”, and David Muir, ABC News.

This year, B&C honored: Ed Carroll, COO, AMC Networks; Mike Fries, President & CEO, Liberty Global; Don Garber, Commissioner, Major League Soccer; Chris Geraci, President of the National Broadcast OMD; Kathie Lee Gifford, Co-Host, Fourth Hour of NBC News’ “TODAY”; Robert A. Iger, Chairman & CEO, The Walt Disney Company; Lou LaTorre, former President Advertising Sales, Fox Cable Network; Alfred C. Liggins III, Chairman & CEO, TV One; Philip J. Lombardo, CEO, Citadel Communications; Dave Lougee, President, TEGNA Media; Dr. Phil McGraw, Host and Executive Producer, “Dr. Phil”; and Donna Speciale, President, Turner Broadcasting Ad Sales. The Lifetime Achievement Award was posthumously awarded to Frank Gifford.
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