SLEEPY HOLLOW COUNTRY CLUB    |   SEPTEMBER 12, 2017    |   BRIARCLIFF MANOR, NY
Taishoff Family Foundation

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

This has been a most unusual year at the Broadcaster’s Foundation of America. It opens all our eyes as to the feelings of our fellow broadcasters who one day are fine and then the unexpected happens. Over the past several months, the Broadcasters Foundation of America has increased its outreach efforts, especially to those broadcasters in Texas, Florida, Puerto Rico that were devastated by floods and hurricanes and now in California by wildfires. Thanks to your support, the Foundation has given out over $200,000 in Emergency Grants to these areas. It is a certainty that number will continue to grow in the coming months, so now we need your support more than ever.

Now, we are in the final stages of 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 reach every broadcaster in need.

Thank you,

Dan Mason
Chairman

president’s message

We have been busy with our Hurricane and Wildfire relief efforts and we’re still accepting applications for support. To learn more about how to get help and how to give back visit www.broadcastersfoundation.org.

This year’s Celebrity Golf Tournament was a record success. Held in September at the beautiful Sleepy Hollow Country Club, the event raised over $275,000 for broadcasters in need. A special thank you to this year’s event chair, Leo MacCourtney, President & CEO of Katz Television Group.

We are grateful to our title sponsor, Evercore Wealth Management, for making this event possible. You can reach 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 March 5, 2018 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
Putnam stands with the Broadcasters Foundation of America and applauds its commitment to colleagues in need.
$275,000
Raised to help broadcasters in need
More than 150 broadcasters and celebrities turned out to support the mission of the Broadcasters Foundation at the 2017 Celebrity Golf Tournament at Sleepy Hollow Country Club in Briarcliff Manor, NY.

Celebrity golfers included: Bruce Beck, WNBC-TV; Tina Cervasio, CBS Sports; Rachel Grant, actress and philanthropist; Jay Harris, ESPN; Otis Livingston, WCBS-TV; Karl Nelson, NY Giants; Lee Saltz, New England Patriots; Bill Smitrovich, film & television actor; John Starks, NY Knicks; Bob Wischusen, voice of the New York Jets, and more.

This year’s Event Chair was Leo MacCourtney, President & CEO, Katz Television Group. The event Title Sponsor was Evercore Wealth Management and additional sponsors included Putnam Investments, ABC, CBS, NBC, ESPN Radio, Marketron, Nielsen, Flexjet, ION Media, the Connors Family Foundation and the Norman Knight Charitable Foundation, among others.
1. Scott Herman, Tina Cervasio, Robert Phillips, Matt Siegel, Mark Zulli
2. Ann Liguori, Monica Persaud, Renee Cassis
3. Philip Lombardo, Richard Bodorff, Richard French
4. Scott Knight, Stephanie Edgar, Ned Hentz
5. Villa Nicola Brunello Di Montalcino, donated by Ned Hentz
6. Marc Manahan, Tucker Flood, Mark Gray
7. Bonnie Verbitsky, Bill Hogan, Nick Verbitsky
1. Dade Hayes, Dennis Warton, Matt Beaton, Bill McGorry, Jordan Wertlieb
2. Andrew Kaplan, Jose Gonzalez, Ann Liguori, Susan Austin, Sean Healey
3. Micahel Donato, Paul Smith, Lee Salzr, Sally Preston, Dan Donovan
4. Marc Gabelli, Brian Sponsheimer, Maurice DuBois, Tony Bancroft, Geoff Astle
5. Johnny Gaffney, Kevin Jackson, Duke Castiligone, Connor Hickey, Rich Nestro
6. LPGA Pro Anna DePalma
7. LPGA Pro Miko Page
2017 Celebrity Golf Tournament

1. Mark Lund, Scott Knight, Steve Brackett, Traug Keller, Donny Marshall
2. Mark Gray, Otis Livingston, John Eck, Tucker flood, Marc Manahan
3. Wally Szerbiack, Tim Busch, Perry Sook, Richard Bodorff, Charles Ryan
5. John Keegan, Jeff Wender, Howard Cross, Kate Vanek, Adam Levy
6. Brad Smith, Chris Wragge, Adam Weyne, Jason Morrow, David Palmer
7. Ernest Liebre, Joe Bodan, Philip Lombardo, Ray Cole, Kane Johnson
1. Brandon Long, Ryan Goldstein, Chris Adams, Tim McCarthy, Mike Breen
2. Bruce Miller, Ned Hentz, Bill Norberg, Scott Burrell, Chris Knight
3. Bill LeBlanc, Bruce Beck, Mike Vassi, Bruce Kalner, Robert Haranga, Tony Chiulli
4. Allan Stanton, Kevin Bjorkdhal, John Starks, Maurice Hogan, Sean McGeough
5. Miko Page & Anna DePalma
6. Mark Gray, Charles Ryan, Philip Lombardo, Jordan Wertlieb
7. Colin Mooney, Daniel Zaretsky, Anita Marks, Jamie Russo, Damian Riordan
2017 Celebrity Golf Tournament

1. Scott Knight, Mary Calvi, Mark Lund
2. Breakfast
3. Dade Hayes, Bill McGorry, Ray Cole, Kane Johnson
4. Maurice DuBois & Susan Austin
5. Meghan Buonocore & Emily Barratt
1. Jim Thompson, Jason Morrow, Adam Weyne, David Palmer
2. Philip Lombardo, Marc Gabelli, Susan Austin
3. Tony Chiulli, Jim Thompson, Rob Haranga, Bill LeBlanc, Bruce Kalner
4. Jerry Crowley & Scott Herman
5. Kevin Burke & Damian Riordan
6. Robin Roberts & Artie Altman
It’s one thing to know what she’s watching today. But what about tomorrow? When you have the right data and the right science, you won’t only know what’s next—you’ll get there first.

Learn more about The Science Behind What’s Next™ at nielsen.com.
Hurricane & Wildfire Relief

Right now, there are thousands of our TV and Radio colleagues and their families whose lives have been devastated by the recent hurricanes and wildfires. They are left to wonder how they will feed, clothe, house and provide for their families.

The Broadcasters Foundation of America is here to help. We have already distributed over $200,000 in one-time, $1,000 emergency grants and we anticipate that amount to swell to nearly $500,000.

Here are just a few messages of "thanks" to show how your generosity can make an important difference...

"I can't say thank you enough. I was just able to get access to my house yesterday and it is a mess, but this goes such a long way to helping me and my family on our journey of recovery after Hurricane Harvey. Thank you again so much."
- Radio Broadcaster, Houston, TX

"I want to say a HUGE THANK YOU to you and the Broadcasters Foundation. I received the grant and you have no idea how much and how many tears we shed when we received it. I LOVE Broadcasting and have been in it for about 30 years and there is no other job that I would rather be doing than radio!"
- Radio Broadcaster, Beaumont, TX

"I received a grant check in the mail for Harvey Relief and just wanted say ‘thank you’. This grant will go a long way to address our immediate needs. The past 4 weeks have been very difficult but thanks to the Broadcast Foundation’s generosity we’ll be able to recover and get on with our lives’ a little bit quicker. Thank you again.
- TV Broadcaster, Houston, TX

Visit broadcastersfoundation.org to learn how to get help or give back.
The Broadcasters Foundation of America launched the Foundation Legacy Society 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
Past Chairman of the Louisiana Association of Broadcasters, Bob Holladay, and his wife, current Board member Sherri Holladay, headed into the storm to help their radio station in the Florida Keys as Hurricane Irma approached. Their station, WWUS (aka U.S. 1 Radio), became a lifeline to locals as the storm wiped out power and cellphone communication in the area. With two generators going, the station was able to stay on the air to deliver weather and news updates... and so much more.

The Florida Keys Media team bunkered down in the station as the storm hit, sometimes physically holding transmitters in place to ensure they could continue to serve their Keys community. The station, having power and telecommunication service, acted as a refuge and contact point for volunteers and paramedics. The on-air talent shared information on where to find food and water and when water service would be working.

In an age when technology can fail us during our most desperate times, it is good to know that radio has our back.
In October, the New York State Broadcasters Association hosted their annual luncheon during the NAB Show at the Javits Center in New York City. This year’s honorees represented the best in broadcasting from across New York.

Bob Pittman, Chairman and CEO of iHeart Media receives, 2017 Broadcaster of the Year Award from Ed Levine, CEO of Galaxy Communications and Chairman of NY State Broadcasters.

New York State Broadcasters hosts the 8th Annual Digital Leadership Academy during NAB/New York Show. The two-day seminar provides the most up to date digital sales and digital news information.

Class of 2017 New York State Broadcasters Association Hall of Fame (from left to right): Ed Levine, CEO Galaxy Communication and Chairman of the Board New York State Broadcasters Association; Sandy Beach, morning host for Newsradio 930 WBEN Buffalo; Janet Lomax, former anchor WHEC-TV Rochester; Art McFarland, former anchor and education reporter for WABC-TV New York city; and David Donovan, President NY State Broadcasters Association
NJBA 70th Anniversary Gala

In November, the New Jersey Broadcasters Association honored 60 Minutes as the inaugural Television Inductee of the 2017 Class of the NJBA Hall of Fame. In addition, the NJBA honored Ben Ferencz, Chief Prosecutor for the US Army at the Einsatzgruppen Trial.

“I am so happy we had a chance to have a meaningful, as well as entertaining event! I hope more broadcast events will provide the social leadership the NJBA is engendering; advocacy coupled with such leadership is required, particularly because of the prominent role broadcasters play in shaping the public discourse, and it is essential if we are to maintain our moral and social prominence, as an industry, and as a society!”

-Paul S. Rotella, President & CEO, NJBA
Save the Date
March 5, 2018 - The Plaza Hotel, New York City

The 2018 Golden Mike Award Recipient is Emily Barr, President & CEO of Graham Media Group
YOU WON'T JUST BE FLOWN, YOU'LL BE MOVED.

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- Heated infinity pool
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- Daily housekeeping service
- Change of all linen
- Full concierge services
- Airport pick-ups and drop offs

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The Library of American Broadcasting Foundation’s 15th Annual Giants of Broadcasting and Electronic Arts Luncheon took place in New York City on September 27th. It was produced by the IRTS Foundation.

Congratulations to Broadcaster’s Foundation Board Director Michael Fiorile on being inducted as a Giant. Pictured with Joyce Tudryn, Giants Chair and President/CEO of the IRTS Foundation.

Austin was Radio’s Ultimate Destination
This past September, the Radio Show headed to Texas to champion all things radio.

RAB President and CEO, Erica Farber, sat down with Comcast Media for the Advertiser Breakfast featuring, Pankaj Kumar, Vice President, Media Sciences, Comcast Media; Kim Thompson, SVP, Managing Director, Spark Foundry; and Larry Schweber, Div. VP, Marketing & Communications, Comcast Media.

Music & Mimosas

Friday’s Music & Mimosas was closed out with Grammy nominated and multi-platinum singer, songwriter, actress, advocate, philanthropist, Demi Lovato.

WCBS-AM was awarded Legendary Station of the Year at this year’s Marconi Awards. In attendance to accept the award was, CBS Radio President & CEO, Andre Fernandez; COO, Scott Herman; SVP, Market Manger, Marc Rayfield; Jeff Sottolano, VP Programming, and Dan Mason, Chair, Broadcasters Foundation of America.

Over 120 students from around the country attended this year’s Radio Show thanks to broadcaster scholarship donations.
Broadcasting & Cable Magazine welcomed its 27th class of honorees to the Hall of Fame on October 16th, during a black-tie gala at New York City’s Grand Hyatt Hotel. The event was co-hosted by Maurice DuBois, anchor for CBS News, and Emmy-Award winning actress & New York Times best-selling author, Susan Lucci.

2017 Class Photo (pictured left to right): Bill McGorry, B&C Hall of Fame; Robert Kennedy and Susan Swain, C-SPAN; John W. Waller III, Waller Capital Partners; John Landgraf, FX Networks & FX Productions; Robert Greenblatt, NBC Entertainment; William J. Abbott, Crown Media Holdings, Inc. & Crown Media; Peter Dunn, CBS TV Stations; Cyma Zarghami, Viacom’s Nickelodeon Group; Maria Elena Salinas, Noticiero Univision; Charlie Weiss, B&C; Kevin Beggs, Lionsgate Television Group; Gary Bettman, National Hockey League; and Sen. Gordon Smith, NAB.
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