

INSIDE RADIO

THE BLUE PAGE

HELPING BROADCASTERS IN TIMES OF NEED.

When a veteran broadcaster suffers a stroke and hasn't got the financial resources to pay for his care, the Broadcasters Foundation of America is there.

When a broadcaster dies suddenly, leaving two young children and a wife who, tragically, is diagnosed with multiple sclerosis just weeks later, the Broadcasters Foundation of America is there.

The Broadcasters Foundation of America reaches out across the country to provide financial assistance to radio and television broadcasters who are in acute need because of illness, advanced age, death of a spouse, accident or other life-altering misfortune.



The president of the foundation, Jim Thompson says the charity was formed over 60 years ago by broadcast pioneers who met at lunch one day and decided to help a colleague. "They all threw money on the table to help a broadcaster who was out of work, and an idea was hatched. Around 15 years ago a group took the idea to a national scale."

"What we do now is help broadcasters who have fallen on hard times. We come in as a giant safety net to allow them to live out their life with dignity."

"The Foundation Has Helped More Than 400 Individuals Over the Years."

Thompson reports, "We'll apportion over \$500,000 dollars in 2009. Every broadcaster is eligible. A TV or radio employee, no matter what department they work in, can go through our process to see if they qualify for help. Help is available for illness, but not unemployment."

"You Can Make a Difference When It Matters Most."

As broadcasters, you know how it feels to make a difference in the community and in the world. When a member of our own ranks is in need, the Broadcasters Foundation of America is there to make a difference in the life of a colleague. There are many ways to contribute to the mission...

Become a Member:

Membership serves a valuable purpose beyond your financial contribution. You can help us identify colleagues who need our assistance. Membership for working broadcasters is \$150 per year.

Give an Individual Gift:

The endowment is used exclusively to support the benevolent outreach of the Broadcasters Foundation of America.

Corporate Contribution and support of annual events:

Corporate sponsorship of annual events have provided a substantial portion of the resources for the Broadcasters Foundation of America.

"We're There When Bad Things Happen to Good People."

The Broadcasters Foundation of America wants to help every broadcaster in need. Your membership, individual gift or corporate contribution will make a difference. To learn more, please visit our website.



**Broadcasters
Foundation
of America**

www.broadcastersfoundation.org



Your Opportunity To Give Back

Tell your story on THE BLUE PAGE - 800-640-8852