

**All Golfers at the  
BATEY CHEVROLET  
65 ROSES GOLF TOURNAMENT**

**Receive:**

- A Golf Shirt
- Lunch
- Greens Fees
- Golf Cart
- All-Day Beverages
- Contests
- Prizes
- Dinner
- And the opportunity to  
have FUN while raising  
funds for a great cause!

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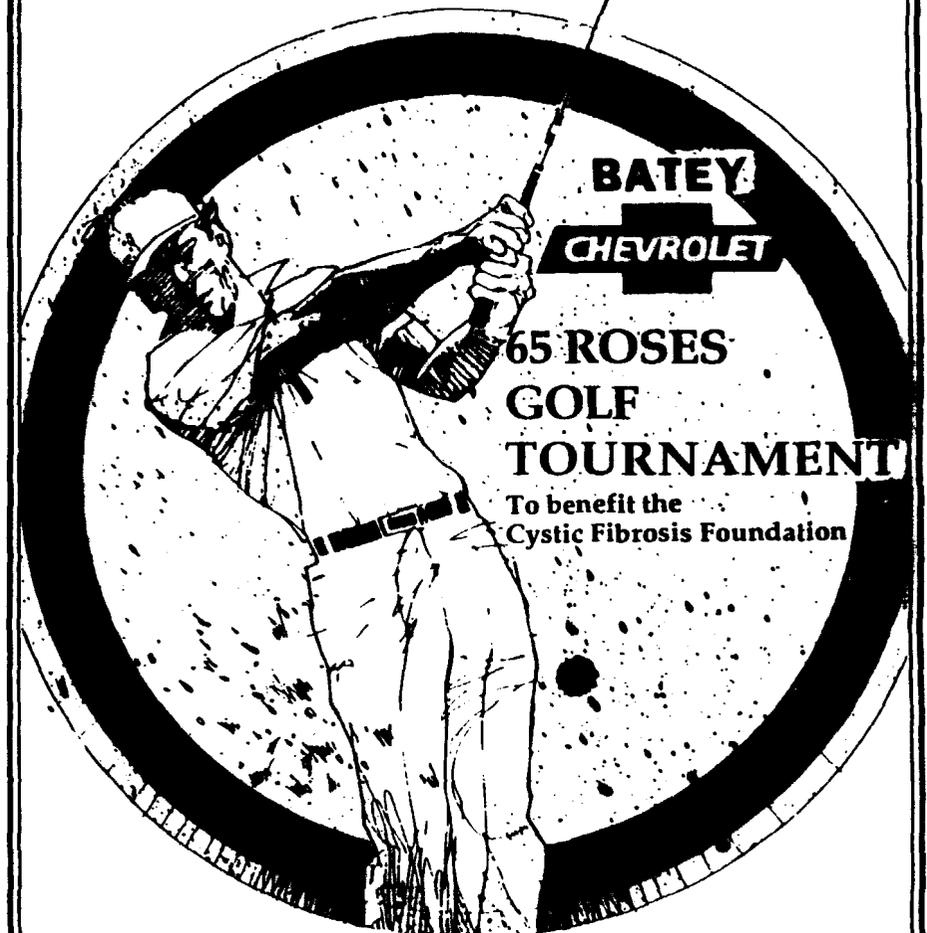


Radio Sponsor



Prize Sponsor

**MONDAY, AUGUST 5, 1991**  
**Rolling Hills Country Club**





The 65 Roses Invitational Golf Tournament gets its name from the way a child learns to say cystic fibrosis (sounds like "sixty-five roses").

### Golf with a Pittsburgh Penguin!

Sign up now to spend the day golfing with one of the Stanley Cup Champion Penguins. Participating Penguins will be announced at a later date and will be available to individual golfers for \$500 or a threesome for \$1,000 on a first-come, first-served basis.

### Golf as a Foursome!

Bring three friends or business associates and enjoy a full day of golf. (\$1,000)

### Golf as an Individual in a Foursome!

Come out by yourself and meet three new friends as you spend the day on the golf course. (\$250)

### Be a Supporting Sponsor!

Your corporate name/logo will appear in the program and on a banner at the awards banquet. (\$1,000)

### Be the Cart Sponsor!

Your corporate name/logo will appear on signage on all carts used during the tournament and will appear in the program. (\$1,000)

### Be the Driving Range Sponsor!

Your corporate name/logo will appear on signage on the driving range and in the program. (\$500)

### Be a Hole Sponsor!

Your name will appear on signage on the hole of your choice on a first-come, first-served basis. Your name will also appear in the program. (\$250)

If you aren't able to golf on August 5th, you can still show your support by sending a donation to the Cystic Fibrosis Foundation at the address below.



**Cystic  
Fibrosis  
Foundation**

119 Federal Street, Room 509  
Pittsburgh, PA 15212  
(412) 321-4422

## TEE OFF FOR CYSTIC FIBROSIS -

the #1 genetic disease that takes the lives of children and young adults, half before the age of 26.

You can help the approximately 30,000 young people in the United States who have cystic fibrosis, which clogs the lungs and digestive systems with a thick, sticky mucus, making breathing and digestion very difficult and eventually impossible. One in 20 Americans is a symptomless carrier of the gene that causes CF.

An exciting medical breakthrough occurred in August 1989, when researchers discovered the gene that causes CF. Exactly one year after this breakthrough, the researchers were able to correct the defect in the laboratory. It won't be long now before they can correct it in a child.

They say the cure will come within the lifetimes of most of us. With your support, it will come in the lifetimes of the young people with CF.



### SCHEDULE OF EVENTS

10:30 a.m.	Registration
11:00 a.m.	Luncheon Buffet Driving Range Opens
1:00 p.m.	Shotgun Start
6:00 p.m.	Cocktail Party
7:00 p.m.	Awards Dinner Raffle Drawing

May 30, 1991

Mr. Jeff Tyson  
B-94 FM  
1715 Grandview Ave.  
Pittsburgh, PA 15211

Dear Jeff:

Thanks for talking to John Roberts about the golf tournament. Enclosed is a copy of the letter I sent to him.

At the last committee meeting, we discussed B-94's sponsorship and the committee is looking forward to working with you to put together a first-class tournament. At the meeting we went over the points you and I had discussed, and the only problem I ran up against was the foursome.

Our title sponsor, Batey Chevrolet, who contributes \$7,500, serves on the committee, donates prizes and recruits golfers, receives only a foursome. The reason for this is that the cost per golfer is extremely high. If we want to raise any money at all for kids with CF, we have to be careful how many complimentary golfers we take in. With this in mind, the committee felt that a twosome would be appropriate for the radio sponsorship with the option to purchase another twosome at cost and possibly send additional golfers at a discount. I hope this doesn't affect B-94's decision to sponsor the tournament.

As we would like to put B-94's logo on the invitations, which are scheduled to be printed June 7, I'd really appreciate it if you would send me a B-94 logo sheet by June 7.

Also, if B-94 is planning to provide a hat, visor, towel, etc. with the B-94 logo on it, you are going to need to order that right away.

If you would like to start promoting it on the air, you can go ahead and do that with the information that you have. Or let me know, and I will write something up for you.

Give me a call if you'd like to talk about anything. Thanks again for getting things started.

Talk to you soon -

  
Cyndi

May 30, 1991

Mr. John Roberts  
B-94 FM  
1715 Grandview Ave.  
Pittsburgh, PA 15211

Dear Mr. Roberts:

I'm happy to hear from Jeff Tyson that B-94 would like to be the radio sponsor for the annual "65 Roses" Golf Tournament.

The tournament gets its name from the way children learn to say "cystic fibrosis," which sounds like "sixty-five roses." This year the tournament will take place Monday, August 5, at Rolling Hills Country Club. Registration will begin at 10 a.m. followed by a brunch then tee off at 1 p.m. Cocktail hour will begin at 6 p.m., followed by the Awards Dinner at 7 p.m.

As the radio sponsor, B-94 will receive:

1. Logo on all printed materials, including
  - a. 1,000 invitations
  - b. 200 golf programs
  - c. 200 dinner programs
2. Recognition in a press release mailed to all local newspapers and publications in June
3. The opportunity to hang a B-94 banner at the event (It can be hung outside during registration and moved to the ballroom for the Awards Dinner.)
4. Recognition at the Awards Dinner
5. The opportunity for representatives of B-94 to participate in the tournament, including:
  - a. a complimentary two-some, valued at \$500, with the option of sending an additional two-some at cost. If B-94 would like to send additional golfers, we will be glad to negotiate a discounted price off the \$250-per-golfer tournament fee.
  - b. Banana Don Jefferson (and Jim Quinn if possible) serving as master(s) of ceremonies at the Awards Dinner, which will begin at 7 p.m. and end no later than 9:30 p.m.

c. Disc jockeys welcoming golfers (9:45 a.m.-1 p.m.) and possibly playing music at the registration area. The B-Van can be there that day as long as you'd like.

d. Having a B-94 representative on the committee to provide input and participate in the planning of the tournament

As the radio sponsor, B-94 will provide:

1. A client list to use in recruiting golfers and assistance in compiling a mailing list of potential golfers. As the invitations are scheduled to be mailed June 15, we will need this list by then.
2. PSAs throughout the day beginning the first week in June and running through the date of the tournament, August 5
3. Items with the B-94 logo on them for "goody" bags given to each golfer (preferrably an item such as a visor or towel, but if that's not possible, then a small item such as a key chain) (Quantity: approximately 200)

Our next committee meeting is Wednesday, June 12, beginning at 5:30 p.m. and lasting approximately one hour at the Batey Chevrolet dealership in Carnegie. Although Jeff Tyson as our contact person would like to attend the meetings, he is unable to be there on the 12th. If you would like to send another representative, please call me at the Cystic Fibrosis Foundation. I will be glad to give directions to whomever is planning to attend.

Feel free to call if you would like to discuss B-94's involvement. If the above-listed areas of involvement meet your approval, please sign the enclosed copy and return it in the return envelope by June 7.

On behalf of the children with cystic fibrosis who benefit from this tournament, thank you in advance for your support. We look forward to working with you to make this event a success.

Sincerely,



Cyndi Nace  
Associate Executive Director

cc: Tex Meyer  
Jeff Tyson  
Chairmen: Frank Fleming  
Tom Hileman

Exhibit 1-P

**Statement of  
Anita M. Sinicrope  
Executive Director, Pennsylvania Educational  
Network for Eating Disorders**

## STATEMENT OF ANITA M. SINICROPE

I am the Executive Director of the Pennsylvania Educational Network For Eating Disorders, a non profit organization which provides education, support group information, and liaison between members of the public and service providers, related to anorexia, boulimia, and compulsive eating. I was a founder of our organization, which was organized in 1984 and incorporated as a non profit organization in 1985. WBZZ has consistently been very responsive to all of our requests for help, by broadcasting public service announcements for us and also by helping us to inform the public about eating disorders through interview programs.

The WBZZ interview programs in which we have participated have been very helpful to us, particularly since we have had ample time to make effective presentations and have been able to include people who have recovered from eating disorders. Being able to do this creates a sense in listeners that the situation is not hopeless, and that there are things which can be done. Short public service announcements, while very helpful, do not do this.

In an April, 1988 Dialogue interview, we were able to include a young woman named Rhonda, who had recovered from an eating disorder. Like between 50% and 75% of the people who suffer from eating disorders, she had been sexually abused. Somehow, sexual abuse seems to make people more vulnerable to developing eating disorders. During the program, we were able to discuss these things in an informative, sensitive, non-sensational manner.

In November, 1989, I again appeared on Dialogue, with another individual who had recovered from an eating disorder. Lisa, who appeared with me on that program, had been depressed about her environment and her perceived inability to change it for the better. Consequently, she had directed to efforts toward her body, and had developed an eating disorder.

Later, she had found ways to channel her energies more productively and less self-destructively. We discussed all of these things during the interview. We also discussed how parents could help prevent eating disorders in their children by helping them to develop self esteem by emphasizing that "its what's inside that counts," rather than physical appearance.

As a result of these Dialogue programs, we had calls from several people whom we were able to assist by putting them into contact with support groups and other resources.

Shelley Duffy, the Dialogue host, was very well informed and had obviously done a lot of preparatory research on both occasions. Her questions were intelligent, and she handled the interview with great sensitivity. At no time did I feel that she was attempting to sensationalize the subject matter or to emphasize its shock value -- something which has frequently happened on other interview programs I have been involved in. At all times, the emphasis of the program was on the seriousness of the problem, and prevention. We have also been able to get across our message on the help which is available.

WBZZ's audience is comprised largely of young adults, and WBZZ has made itself very much a part of our community by involving itself

intensively in local events important to young adults -- appearances at schools, promotion of charitable events, and the like. Our primary target audience also consists of young adults, since they are the ones most at risk of developing eating disorders. WBZZ is therefore a very valuable resource to us in reaching that segment of the population.

All of the statements made herein are, to my personal knowledge and belief, true and correct.

  
Anita M. Sinicrope

Subscribed and sworn to before me  
this 27 day of July 1993.

\_\_\_\_\_  
Notary Public

My commission expires on  
\_\_\_\_\_  
1993

Notarial Seal  
Marianne Pace, Notary Public  
Pittsburgh, Allegheny County  
My Commission Expires Oct. 5, 1993

Member, Pennsylvania Association of Notaries

Exhibit 1-Q

**Statement of  
Julie Stark  
Director of the West Penn Chapter of the March of  
Dimes Birth Defects Foundation**

## STATEMENT OF JULIE STARK

I am the Director of the West Penn Chapter of the March of Dimes Birth Defects Foundation, a position I have held for the past nine years. Our mission is to reduce birth defects and infant mortality, through research, education, advocacy, and community service. We are not a United Way organization, and are completely self supporting through fund raising within the community we serve. We rely heavily on local media to promote our fund raising efforts.

WBZZ has materially assisted our efforts in several ways. For example, we have put on a walkathon, WalkAmerica, in each of the past twenty-three years. WBZZ has been a major supporter of these efforts since at least 1984. In 1989, WBZZ was one of two Pittsburgh area radio stations providing major support *via* public service announcements. WBZZ also presented remote broadcasts from the walkathon, and provided many of the prizes which we awarded. In 1990, WBZZ played a flagship role in WalkAmerica by broadcasting numerous public service announcements on our behalf during the two month period leading up to the event. Several of our volunteers spoke on WBZZ programs about the event and the March of Dimes. WBZZ provided many of the prizes for the walkathon, and on the day of the walk, provided entertainment by nationally recognized music groups. WBZZ also provided coverage through live remotes. In 1991, WBZZ again performed the same services for us. We were extremely pleased with WBZZ's participation, which contributed very substantially to

the successes of these events, through which we raise approximately one half of our annual budgets.

During the period 1987 - 1990, WBZZ was the official media sponsor for a Best Pizza in Town fund raising event for us. In this promotion, local pizza shops had coin canisters in which patrons were encouraged to drop "votes" for their favorite pizza. The top ten pizza shops then competed in contests judged by celebrity panels. WBZZ personality Jeff Tyson served as master of ceremonies for the taste-offs. WBZZ promoted these month-long efforts extensively on the air.

In 1987, WBZZ sponsored a volleyball tournament for us, in which teams made contributions to the March of Dimes in order to compete. WBZZ promoted the tournament extensively on the air.

In 1985, WBZZ was the radio sponsor for Mr. Hot Legs, a March of Dimes promotion featuring Pittsburgh's major league indoor soccer team members for whom listeners voted by making one dollar contributions to the March of Dimes. Again, WBZZ promoted this event extensively on the air.

WBZZ has also helped us by interviewing March of Dimes representatives on Dialogue, a public affairs talk show. In June, 1990, David and Elaine Gordon, parents of the March of Dimes Ambassador Child, Jessica Hope, appeared with Susan Watters, our Director of Development, and spoke about what the March of Dimes does and our work

in research and development. March of Dimes representatives also appeared on Dialogue in October of 1990.

WBZZ is an outstanding radio station to work with, and we are highly appreciative of the station's efforts. Rather than merely do what we ask, it tries to use its resources creatively, in a productive partnership with us, to promote our events. Its support has been consistent, and its level of commitment has been outstanding.

All of the foregoing statements are true to the best of my personal knowledge and belief.

Julie K Stark  
Julie K. Stark

Subscribed and sworn to before me  
this 29<sup>th</sup> day of July, 1993.

Stephanie A. Higby  
Notary Public

My commission expires on

