

Valerie Smaldone

Press Kit



Valerie Smaldone

Media Personality/Actor/Host/Producer/Writer

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AFTRA-SAG

Represented exclusively by:

Robyn Stecher (DBA and associates): Voice-overs, promos, live announce, imaging

Radio and Voice Work

Announcer for The Boomer Esiason Show, MSG, Fox Sports Net, 2004-2009

XM on Broadway, Drama Desk Awards, Co-host of Awards Ceremony, May, 2008

WOR Radio: Joan Hamburg Show, fill in host, WOR Morning Show, fill in host,
March, 2008

WLTW (106.7 Lite-FM) New York: Award winning mid-day radio personality
consistently #1 in my demo and #1 in the station in NYC. Cume: 2 1/2 million listeners
per week, Feb. 1984- Dec. 2007

J-WAVE, Tokyo, Japan, host of daily program 1990-1995

**Voice over artist: Promos for NBC, CBS, Lifetime, HBO/Cinemax, Commercials,
Narrations, Trailers**

Voice of God: Clinton Global Initiative, September, 2009

CBS TV Pre-Tony Awards Preview Show, June 2008, 2009 (national carry),

Broadway on Broadway, 2006-Present

Broadway Under the Stars, Broadway Meets Country live events.

**Charitable organizations: The Point Foundation, The Trevor Project, Glaad Media
Awards, Cable Positive.**

Syndicated radio

Blank Canvas (Two Sides of a Coin Productions) originally created content for HD and
online radio format for Clear Channel Online, currently 80 interviews and 37 one hour
shows are the property of Valerie Smaldone's production company. *Blank Canvas* is
a one hour entertainment/music program geared to women. Conducted interviews with
celebrities, authors, entrepreneurs, newscasters, artists including: Cyndi Lauper, Phoebe

Snow, Virginia Madsen, Mary Higgins Clark, Paulo Coehlo, Renee Siler, Duncan Sheik and dozens more.

Spotlight On...(Premiere Radio Production) monthly two hour weekend specialty show focusing on one major recording artist per program. Wrote and produced the show, and conducted interviews with artists like: Paul McCartney, Billy Joel, Elton John, Faith Hill, The Bee Gees, Lionel Richie, Gloria Estefan and many more.

Weekend Morning with Jim Brickman and Valerie Smaldone (A Viacom Radio/ABC Radio Production) three hour weekend specialty show incorporating music and entertainment features and interviews with celebrity guests.

Television and On-Camera Work

Interviewer/Host: CBS Radio Networks, TonyAwards.com, TheaterMania.com, The Broadway League, BroadwayBulletin.com, MyBroadway.com, 2006-present
Italian American Network.com, 2007-present

Channel 13, Host, 1987-2003

Theatre

Spit it Out!, a play with music, co-writer and featured performer in the role of Kara Angelo, 2003-present

Spalding Gray: Stories Left to Tell, role of "Celebrity" at Minetta Lane Theatre, May, 2007

Vagina Monologues, actor, co-starring with Ally Sheedy and Kathryn Erbe, April 2006

Host/Emcee

Host/Producer/Interviewer: Sunday Salon with Valerie Smaldone, live on stage interview with Broadway Stars, NYC, 2008-present

Host/Producer/Interviewer: Intimate Conversationalists for The Three Tomatoes e-newsletter, live on stage interviews with noteworthy women, NYC, present

Host of numerous "**Up Close and Personal**" events for 106.7Lite-FM, including hosting concerts with:

James Taylor, Phil Collins, Rod Stewart, Kenny Loggins, Cyndi Lauper, Brian McKnight, Luther Vandross, Martina McBride, Michael Buble and more.

Presenter: Radio City Music Hall/Theatre at the Garden: including Tony Bennett, Gloria Estefan, Phil Collins, Rod Stewart, Michael Buble

Presenter/Host: Broadway in Bryant Park: introducing Broadway performers and shows in the park

Speaker (partial list)

Keynote Speaker, Oncology Conference, Bari, Italy, September, 2009
Featured speaker, My Reality TV school, New York, NY January, 2009
Featured speaker, Women Against MS Luncheon, Westchester, NY, October, 2008
Host, Gilda's Club NYC luncheon, May, 2008
Speaker, Staten Island Business Development event, April 2008
Moderator of panel ("Lessons Learned") The Three Tomatoes, April 2008
Host, Westchester Oratorio Society, April 2008
Emcee, New Jersey Italian American Heritage Foundation, April 2008
Emcee, Montfort Academy fundraiser honoring Lidia Bastianich, April 2008
Panel member, AWRT, April 2008
Auctioneer, Partnership with Children Gala, April 2008
Host, MS Society Gala, March, 2007

Featured speaker at Bristol Myers Squibb National Sales Conference Oncology Sales, Miami, Jan.2002

Writer

The Examiner.com, weekly theater column, June, 2009-present
The Three Tomatoes e-newsletter, writer, Valerie's Gallery, weekly nightlife column, February, 2008-present
The Italian American Network, writer, Valerie's Column, weekly Italian American lifestyle column, February, 2008-present
Valerie Smaldone.com, writer, Reflections, January, 2008-present
Spit it Out!, a play with music, Co-author

Instructor

School of Visual Arts, Internet Radio Course, Summer 2009 to Present
Private coaching: Voice-over, Radio/TV/Live event, October 2008 to Present

Honors/Awards

Sass Foundation for Medical Research, Humanitarian Award, April, 2008
Italian Heritage and Culture Committee, Il Leone di San Marco Award for Achievement in Radio, April, 2008
Grand Marshal Columbus Day Parade, Howard Beach, New York, October, 2008
World Foundation for Medical Studies in Female Health, for work with Ovarian Cancer awareness, December, 2007

AWRT, Golden Apple Award for Achievement in Radio, May, 2006
Grand Marshal Columbus Day Parade, Bronx, New York, October, 2006
Italian Welfare League, Woman of the Year, October, 2005
Five time **Billboard Magazine**, Radio Personality of the Year
Five time **Radio and Records**, Radio Personality of the Year
Three time **Metro Air Award Winner**, Host of Specialty Show

Special Talents/Interests

Food preparation, wine tasting, travel, antiques, animals, winter sports, searching for the perfect pair of shoes.



Valerie Smaldone
Mid-Day Personality

106.7 Litefm

www.1067litefm.com

ALLIANCE ACTION

Volume 6, Number 2 Spring 2003

Ovarian Cancer National Alliance *Ovar'coming Together*

*Our Mission:
To conquer ovarian cancer
by uniting organizations
and individuals in
a national movement*

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THE ALLIANCE GOES "ON THE AIR"

A May 1st press briefing in New York City launched the Alliance's nationwide awareness campaign featuring veteran radio personality and former ovarian cancer patient Valerie Smaldone. For the entire month of May, listeners of Clear Channel radio stations in the New York tri-state area and the nationwide Premiere Network heard public service announcements urging women, as well as the general public, to learn the symptoms of ovarian cancer so that it can be detected in its earliest, most treatable stages. The announcements were aired on 7,800 radio stations and reached an estimated 180 million people.

The educational PSAs highlighted the deadly nature of ovarian cancer, the importance of early detection as a life saving measure and the urgent need for national attention to be focused on the

disease. Since Valerie's own diagnosis with stage I ovarian cancer just two years ago, she has been on a mission to alert women and educate the medical community about the often vague symptoms of this disease. "The PSAs are what I call using the media for a positive purpose," says Valerie.

With the team effort that included the leadership of Clear Channel Radio, a zealous commitment from Valerie and the Alliance staff, and financial support from Bristol Myers-Squibb, this campaign took on a life of its own. "We are overwhelmed by

the enormous display of generosity by Clear Channel, Premiere Radio Network and Valerie Smaldone," remarked Alliance President Patricia Goldman. "It is our hope that through this campaign we will educate millions of women about ovarian cancer, thereby saving countless lives."



Valerie Smaldone on the air for awareness

Visit www.ovariancancer.org to learn more about the PSA campaign and to listen to the public service announcements. 

SEPTEMBER 17-19, 2003 • SAN FRANCISCO



OVARIAN CANCER
NATIONAL ALLIANCE

SIXTH ANNUAL CONFERENCE

SPANNING THE WORLD WITH HOPE

OCNA HEADS WEST

Spanning the World with Hope

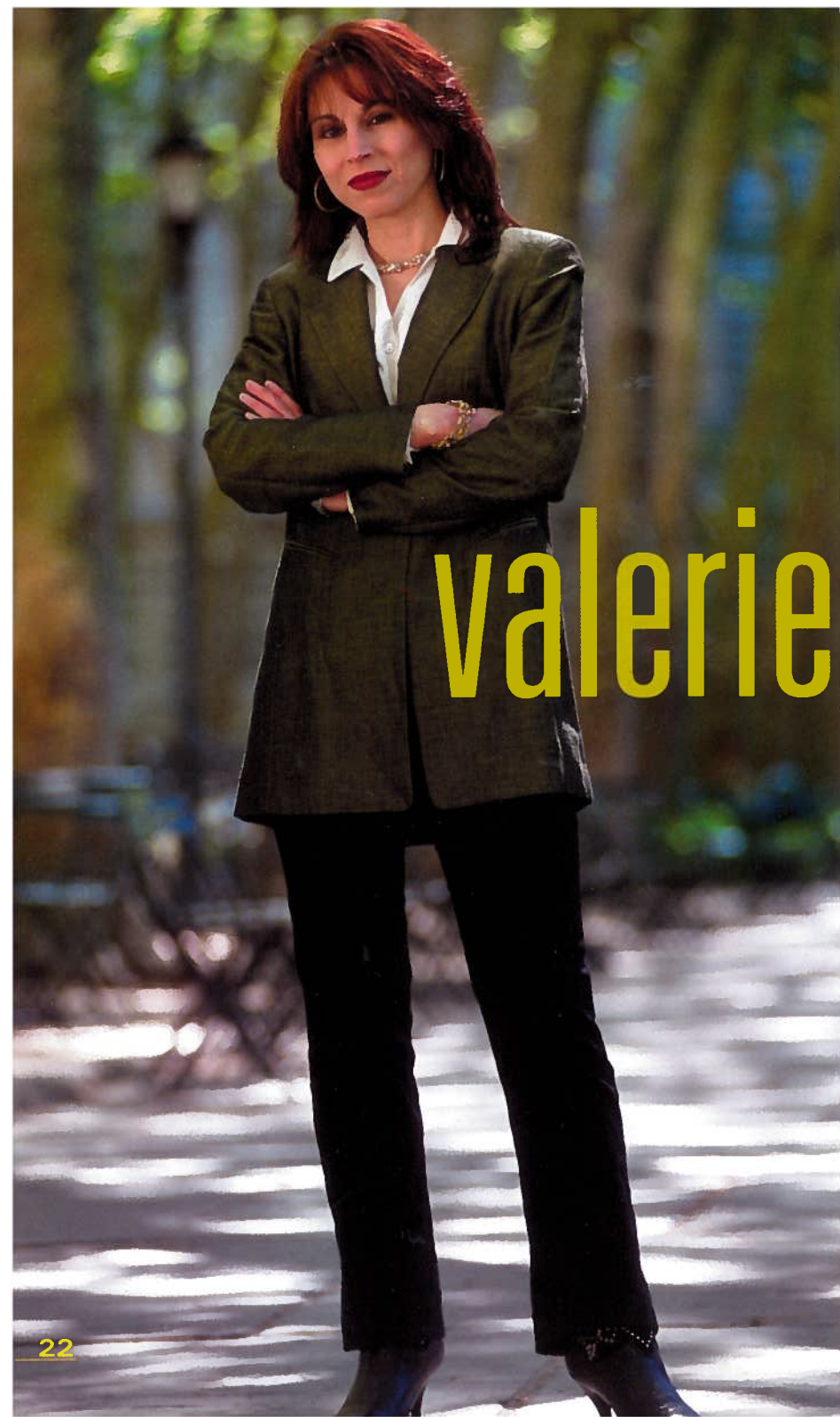
In yet another pioneering move for the Ovarian Cancer National Alliance, the organization heads to the west coast this September for its national conference. San Francisco, the beautiful city by the Bay, will host the Sixth Annual Advocacy Conference, September 17-19.

With five increasingly motivating and successful conferences under its belt, the Alliance's upcoming conference will bring together both seasoned activists and new ovarian cancer survivors, healthcare professionals, family members, caregivers and women's health advocates, all committed to eradicating this disease altogether. Top experts and medical professionals will speak about:

- ◆ cutting edge research,
- ◆ public policy and advocacy,
- ◆ emerging therapies,
- ◆ palliative care,
- ◆ nutrition and complementary healing,
- ◆ media training.

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Email: ocna@ovariancancer.org
Web site: www.ovariancancer.org

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“I don’t like to think
of myself as a
cancer survivor.”

valerie smaldone

“I’ve gone through it
but I’ve lived my life
and stayed focused
on what I enjoy.”

One of the most recognizable voices on the New York airwaves has a remarkable story to tell. A four-time *Billboard* magazine "Personality of the Year" award winner, Valerie Smaldone is a top-rated radio host on the Big Apple's number one station, WLTW (106.7 Lite-FM). But in April 2001, Valerie was given a diagnosis that could have silenced her 20-year career in broadcasting — ovarian cancer.

Fit, energetic and health-conscious, the 43-year-old broadcaster had never anticipated that she was at risk for cancer. However, during a routine outpatient procedure, Valerie's gynecologist noticed an abnormality on the right ovary. He biopsied the lesion and found that it was cancerous. "I was stunned," she says.

In May, doctors removed the tumor and advised Valerie to undergo chemotherapy. But, she says, "The concept of chemo was frightening to me. I told them I didn't want chemotherapy."

As it happens, Valerie's sister Laurie Smaldone, M.D., is an oncologist and senior vice president of Regulatory Science and Outcomes Research at Bristol-Myers Squibb. Laurie knew that knowledge is the best antidote for fear. "As a patient, you need to understand your treatment," says Laurie. "Knowledge gives you the power to control your destiny." The two sisters spent a lot of time discussing Valerie's options.

Valerie agreed to the chemotherapy treatment, and her doctors recommended that she be given *Paraplatin* (carboplatin). Generally, *Paraplatin* is indicated for the treatment of advanced ovarian cancer in combination with other chemotherapies. However, based on the findings of recent clinical studies, Valerie's doctors felt that *Paraplatin* would be an appropriate therapy following surgical removal of her tumor. Valerie was told that nausea, vomiting and anemia were the most likely side effects. Throughout her treatment, Valerie remained committed to stay as healthy as possible. She exercised, took Yoga classes, and became a devotee of traditional Chinese medicine. Ultimately, she found

that the side effects of chemotherapy were sometimes unpleasant, but usually manageable.

Soon after completing therapy, Valerie was asked by the Gynecologic Cancer Foundation (GCF) to be a patient spokeswoman. According to GCF, a woman is diagnosed with gynecologic cancer in the U.S. every seven seconds. But most women do not know their risks or the symptoms of gynecologic cancers.

"I was a little hesitant at first," says Valerie, "but then I thought I had to do it. I'm a media person. Who better than me?" Valerie felt that by speaking out, she could help reduce the fear and stigma of cancer and help people assess their risks, get screened and seek early treatment.

"I don't like to think of myself as a cancer survivor," says Valerie. "I've gone through it but I've lived my life and stayed focused on what I enjoy. Cancer has been a part of me but it does not define me. I'm a cancer thriver." ☀

Undefeated since 2001.

VALERIE SMALDONE,
CANCER SURVIVOR

"Nobody expects to be diagnosed with cancer, especially when you are very healthy and live a healthful lifestyle, but the fact is that I was diagnosed with ovarian cancer, and so it remains a part of my life. It's what happened and I'm making the best of it," says Valerie Smaldone, radio broadcaster, producer and actress. "You can't feel like a victim or let the fear control you, because then it wins.

I will not let it win. It's not going to happen."

LAURIE SMALDONE, PHYSICIAN

"We're going to work on this together."

That's what Dr. Laurie Smaldone told her sister Valerie. It turned out that one of the cancer agents Valerie received was a drug Laurie had helped develop at Bristol-Myers Squibb. "I realized that not only was I in some small way having impact on millions of people through the drugs I helped develop, but I was also helping my sister. And it makes you proud."



Their will.



Our medicines.

Together we can prevail.

BRONX

OCTOBER 12, 2006

Times

REPORTER

ITALIAN POWER!...Hundreds of residents packed the streets of Morris Park on Sunday, October 8, to celebrate their Italian heritage in the Bronx Columbus Day Parade. (Above) Senator Jeff Klein makes a stop along the parade route to meet with Miss Allerton Avenue Teresa Trapasso, Alexandra Stinziano and Daniella Gusmano.

- PHOTO BY WALTER POFELDT/JM

(Left) Grand Marshal Valerie Smaldone receives an award from Francesco Capobianco during speeches held at the reviewing stand.

- PHOTO BY MIKE BRUMMETT/JM

(Below) Enjoying the traditional Columbus Day breakfast at Maestro's Caterers were Julia DiGiambattista, Frank and Camille Agovino, Vinny Tolentino, Sindia and Luis Cruz, Chris Amarosa and Tony Signorile.

- PHOTO BY WALTER POFELDT/JM

**See story, pictures
on pages 34 & 35**



Grand Marshal Valerie Smaldone is flanked by elected and community leaders, which included the likes of Councilman Jimmy Vacca, Borough President Adolfo Carrion, Jr., Senator Jeff Klein and Assemblyman Michael Benedetto. - PHOTO BY WALTER POFELDT/JM

MP's salute to Italian culture shines at Columbus Day Parade

by Jon Minners

The Morris Park Community Association kicked off Italian Heritage Month with the celebration of its 30th Annual Bronx County Columbus Day Parade.

Thousands of Bronxites lined the streets of Morris Park, on Sunday, October 8, as local elected officials, community groups, businesses, schools and marching bands paraded through the streets as part of the biggest celebration of Italian culture and pride in the borough.

"It's a milestone year for this wonderful parade," said MPCA president Frank Agovino. "It's amazing that what started 30 years ago as a neighborhood event has grown to become the borough's largest parade celebrating Italian heritage. We are happy to bring this annual parade, celebrating Italian heritage, culture and achievement to the people of the Bronx."

Agovino was also happy to welcome 106.7 Lite FM radio personality Valerie Smaldone, who joined Deputy Consul Paola Munzi, representing the Consulate General of Italy, as well as Mayor Antonio Montone, Priest Don Antonio Rinaldi and Priest Don Salvatore Zappulo from the town of Castello Del Matese, Italy and coaches from the local little leagues in leading the parade.

"I'm thrilled to have been asked to be this year's Grand Marshal," said Smaldone. "It's a great way to celebrate my Italian heritage and my Bronx roots. Plus it's fun to know that I'm following in the Grand Marshal footsteps of some of our most colorful natives such as Regis Philbin, Sonny Grosso and Vic Damone."

Councilman Jimmy Vacca is also a member of that list. "As an Italian-American and former Grand Marshal, this is a day of pride for me," said Vacca, who contributed \$10,000 to this year's parade. "People look forward to

this day and it seems to just get bigger and better each year."

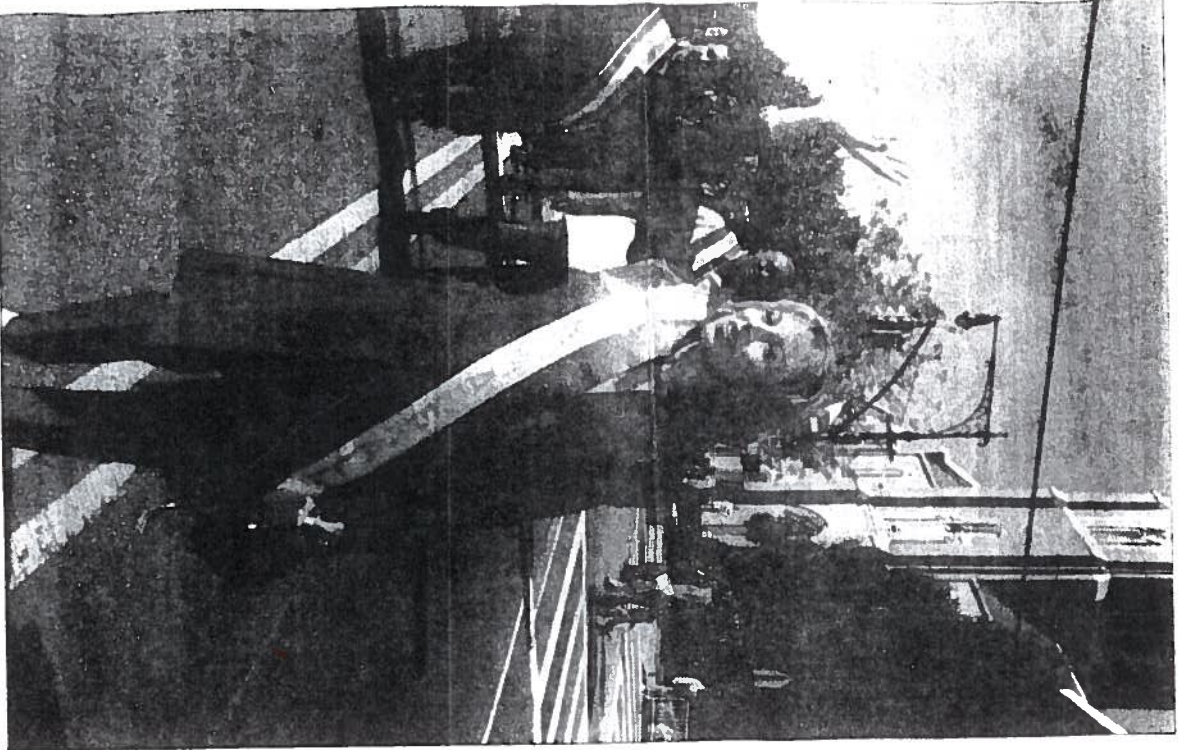
The day began with the traditional Columbus Day Parade breakfast at Maestro's, sponsored by Senator Jeff Klein. "I have been coming to this parade for close to 20 years," noted Klein. "A lot of time and effort goes into putting this together and this breakfast is my way of contributing to a tradition that showcases Morris Park as a truly great place to live."

Also at the breakfast was Assemblywoman Naomi Rivera, who helped contribute \$2,000 to this year's festivities. "This parade is about the great sense of family and community we share," she said. "We take a great deal of pride in showcasing the best of our neighborhoods during this day."

The breakfast was followed by a mass at St. Dominic's Church, sponsored by Mary Queen of Peace Council 4521 of the Knights of Columbus. The parade then kicked off at noon and included for the first time ever, a street festival that allowed merchants to sell various items to the community and its guests.

"What a great idea," said Edith Conato, who with Blondy Vargas, manned a table outside of Salone Di Bellezza. "It gives people a chance to enjoy a wonderful parade during this beautiful day, while also allowing them an opportunity to intimately get to know the businesses in their community."

Overall, the parade was deemed a great success by those in attendance. According to Borough President Adolfo Carrion, Jr., it's what's to be expected. "We are proud of our hard working Italian Americans and I congratulate the committee on another beautiful parade," he said. "It's a great way to celebrate the great contributions made by Italians to the Bronx, the City and our country. Viva Italia!"



Learning To Speak About Cancer

A survivor broadcasts information and hope

By Jocelyn Selim

Photographs by Susan Meiselas

Valerie Smaldone isn't a shy person. She is one of those few people who make unwavering eye contact. But Smaldone's unyielding gaze is less aggressive than it is inquisitive. She demands answers, whether she is interviewing the likes of Paul McCartney or Elton John on the radio—or, one imagines, talking to her doctors.

Many more people know Smaldone by voice, a singularly melodic and clear tone, than by sight. Besides hosting a radio show in New York City from 12 p.m. to 4 p.m. every weekday, Smaldone has conducted nationally syndicated celebrity interviews. She also does voice-over work for television and radio. "People are surprised when they meet me," she says. "They can be innocently rude sometimes—they'll say, oh, I thought you were blonder, or younger. It can be a little bit awkward." In fact, Smaldone looks much younger than her 48 years. A woman who takes pride in her appearance as much as in her accomplishments—her radio show has been top-rated in one of the nation's top markets for more than a decade—Smaldone is flawlessly put together, and one suspects she spends a lot of time

in the gym. She exudes wellness as much as she seems to radiate the hustle and bustle of Times Square in Manhattan, the home of her broadcast studio.

It's difficult to picture ovarian cancer stopping Smaldone in her tracks. In April 2001, after feeling generally under the weather for a few months, she made time to see her doctor. The doctor found and removed an ovarian cyst, but he also took a sample of an abnormality from her right ovary for further testing. Smaldone wasn't particularly concerned, until she got the phone call.

"My doctor left a message asking me to come back to his office," says Smaldone. "That's when I knew it was going to be bad news. They don't ask you to come back to the office unless something is really wrong." Smaldone wanted answers, so she left phone messages until she heard from her doctor, and then she demanded to know the test results.

At 42 years old, Smaldone had stage IC ovarian cancer. The cancer was contained in her right ovary, but her doctors told her that didn't necessarily mean it wasn't spreading. A woman who speaks to millions of people each



Radio show host Valerie Smaldone found herself speechless after her diagnosis with ovarian cancer.

verse that erosion, which should allow more of its revenues to reach the bottom line.

An ambitious restructuring program that began in 2004 is fi-

America Securities. Analysts surveyed by Reuters Fundamentals project that earnings will grow by 10% this year—twice the 5% gain they anticipate for revenues.

maceuticals said it would launch a generic version of Wyeth's Protonix heartburn drug, which contributes nearly \$2 billion a year in sales.

Meanwhile, the Food and Drug

mends buying Wyeth based on the drug's potential and reckons that the stock is worth \$54 a share.

COMMENTS? AEIstein@crain.com

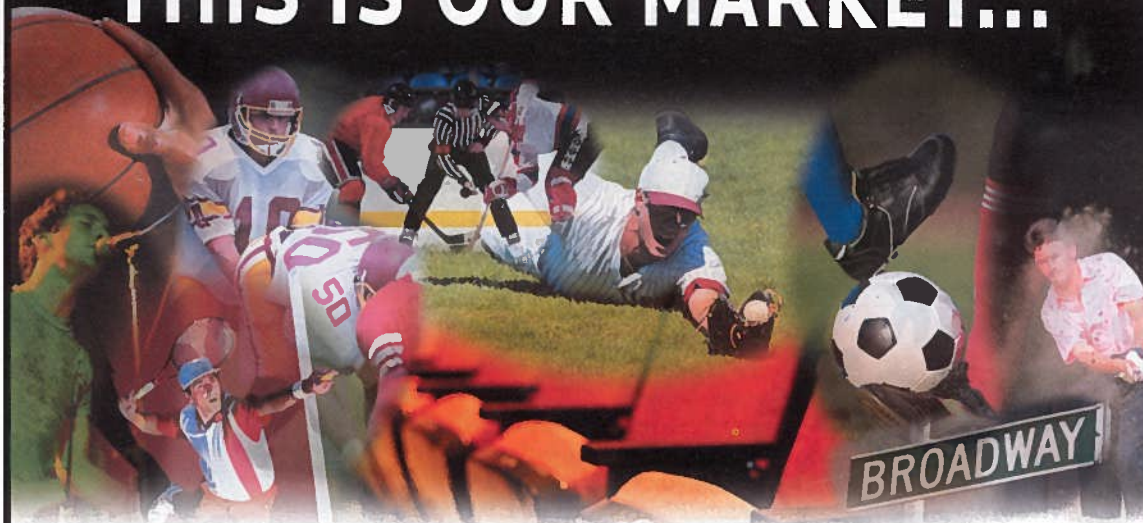
ESTIMATED 2008 REVENUES
\$23.1 billion

ESTIMATED 2008 EPS
\$3.72



ISTOCKPHOTO

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Longtime DJ leaves Lite FM

Losing Smaldone could hurt station as ratings decline

BY MATTHEW FLAMM

VALERIE SMALDONE, the top-rated DJ at 106.7 Lite FM, left the station last week after 24 years on the air, as parent company Clear Channel Communications continues to cut costs in preparation for going private.

The 49-year-old radio personality had been in contract talks with the station, formally known as WLTW-FM, since the fall. According to industry sources, she had been offered a multiyear contract but wasn't happy with the terms.

She decided to move on to pursue other opportunities. In recent years, Ms. Smaldone has been branching out from her midday shift at Lite FM, co-writing a play, serving as an announcer for NBC's winter skating specials and appearing off-Broadway in *Spalding Gray*.
Stories Left to Tell.

"I decided after all these years that it was time to put my energy into new projects," Ms. Smaldone says. The decision to leave, she adds, was "heart-wrenching."

A spokeswoman for Lite FM declined to comment. A replacement for Ms. Smaldone has not been named.

Turnover of veterans

LITE FM has seen considerable turnover. Veteran DJ Al Bernstein exited the station in November. In late 2006, longtime hosts Bill Buchner and J.J. Kennedy were let go, and syndicated host Delilah was added to the evening schedule.

WLTW fell to third place from first in share of total listeners in Arbitron's summer survey.

Radio experts say Ms. Smaldone's departure could hurt the station.

"She's the voice of WLTW," says Meredith Smulian, senior vice president of media buying firm R.J. Palmer Inc. "New York radio listeners now have other choices. WCBS-FM is sounding great, as is WWFS-FM."

COMMENTS? MFlamm@crain.com

What Top Tables Are Pouring

Here's what some prominent area chefs, wine shop owners/managers and notable local residents offer for those seeking the perfect bottle to accompany Thanksgiving Day dinner.

Dan Barber

(chef and co-owner of BLUE HILL AT STONE BARNs in Pocantico Hills) suggests starting the meal with a sparkling wine for a "light" beginning. With the main course, he would avoid



Dan Barber

California Chardonnays and "really big" Cabernet Sauvignons, but otherwise suggests that people "choose wines that they love" because of the difficulty in exactly matching a bottle to the "buffet of flavors" found in traditional Thanksgiving fare.

Gregg Gilbert (chef at the recently reopened EMILY SHAW'S INN AT POUND RIDGE) touts the just released **2005 Stonestreet Upper Barn**

Chardonnay because "its acidity and oak would balance very well with turkey". In reds, he would go with **Archipel**, a California blend of Cabernet Sauvignon, Merlot, and Cabernet Franc that he finds has flavors of plum, currant, and black cherry that match well with turkey and its traditional accompaniments.

Valerie Smaldone, a Hartsdale resident and midday host of very popular 106.7 Lite-FM likes to start off the dinner with a rosé Champagne as a celebratory way to kick off the holiday season and then serve a fruity Zinfandel with the main course.



Valerie Smaldone

Lisa Graziano (chef at THE FISH CELLAR, in Mt.Kisco) plans to serve a crisp, white Sancerre made from sauvignon blanc grapes grown in France's Loire Valley and a fruity, red Shiraz from Australia. These wines are able to hold up to turkey as well as the gamut of other fare, she says.

Executive Chef **David Haviland** of EQUUS in Tarrytown's THE CASTLE ON THE HUDSON suggests the pale yellow, concentrated **Zind-Humbrecht Gewurztraminer** from Alsace because its slight sweetness and spice stands up well to holiday fare. He also recommends the deep purple, fruity **Mara Zinfandel** from California's Russian River Valley.

Based on the advice of a knowledgeable friend (**Patrick J. Boland**), **Seema Boesky** last year served a slightly sweet, yet refreshing



Seema Boesky

2004 Dragon Stone Riesling with crudité and salad and a fruity **2002 Robert Blake "Black Chicken" Zinfandel** with traditional main course items that included turkey, stuffing, sweet potatoes, cranberry mold, glazed onions and a grilled vegetable platter. Because of the extremely successful matches, she plans similar wines this year.

Just returned from West Coast wine country, **Paige Donahoo**, manager of STEW LEONARD'S WINE SHOP in Yonkers, picks two bottles from California: a pale yellow **2006 Neyers Carneros Chardonnay** (\$28) that has flavors of green apples, pineapple, and vanilla with a long, spicy finish, and a ruby-red **2005 Kunin Zinfandel** (\$23) that has rich fruit aromas and flavors that will even stand up to sweet potatoes.

For whites to marry with Thanksgiving Day fare, **Jeff Zacharia**, president of ZACHY'S, in Scarsdale, suggests the aromatic, medium-bodied **2006 Stringtown Pinot Gris** (\$13) or the **2005**



Jeff Zacharia

J. Bavard Bourgogne Blanc (\$25). In reds, he favors wines made from the Pinot Noir grape like the lush, lively **2006 Stringtown Pinot Noir** (\$25) and the easy drinking, yet complex **2005 J. Bavard Bourgogne Rouge Les Champanis** (\$25).



***Celebrating Women
Working & Living with Cancer***

GILDA'S CLUB NEW YORK CITY
Benefit Luncheon

Fashions presented by

MaxMara

Thursday, May 8, 2008
The New York Palace Hotel

Program

Welcome

Lily Safani
CEO

Host

Valerie Smaldone
Media Personality

Gilda's Club NYC Member

Marguerite Oerlemans

The Red Door Award

Cynthia Leive

GLAMOUR

Presented by Ann Russo
Luncheon Chair

"It's Always Something" Award

Robin Roberts

ABC Good Morning America

Presented by Robert J. Easton
Chairman of the Board

Raffle

Closing Remarks



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INSIDE RADIO

Monday, May 21, 2007

"Personalities INSIDE RADIO"

Sponsored by  ASCAP

Smoldering Hot

by Mike Kinoshian, Personality Editor

Its intensity, energy and cacophony are completely electric.

So much so, in fact, that it compels "Late Show with David Letterman" announcer Alan Kalter to emphatically proclaim in his nightly open that New York is "the greatest city in the world."

The radio scene in the nation's largest metro finds Clear Channel Adult Contemporary WLTW ("New York's 106.7") riding an unquestioned 2000s ratings juggernaut - much as it did through most of the 1990s.

Associated with its exemplary Arbitron performance, WLTW also set the nationwide total billing standard (2002 - 2004).

Mirroring Gotham's vigor and vitality and its hustle/bustle is WLTW's Noon - 4pm fireplug, *Valerie Smaldone*.

Somewhere in midtown Manhattan's sea of humanity, native New Yorker Smaldone is racing around fulfilling another full slate of professional activities, including an audition to do promo work for NBC-TV's "Today Show."

In advance of that though, the vivacious, full-of-life Smaldone arrives for a routine exam.

That's when the music stops and the sledgehammer strikes.

No Guarantees

Without warning signs or premonition, Smaldone receives numbing news: She has ovarian cancer. "It was a major shock," she somehow calmly remarks. "You don't expect to hear news like that when you're healthy - and I was very healthy. I had no reason to believe anything was awry."

The thread of a silver lining is that sister Laurie is an oncologist and guides Valerie through a "very bizarre" time. "I worry about those who don't have the resources or wonderful medical facilities available to them," the WLTW personality comments. "My sister got me the right people immediately. I didn't have a lot of time to think about it."

Cancer patient Smaldone's first public cancer-related appearance was on television during Gynecologic Cancer Awareness Month.

In an eerie twist of fate, it was on a date that would be remembered

- to quote FDR "in infamy" - for another emotionally-charged reason. "It put a lot of things into perspective and showed me life is fragile for everybody," philosophically reflects Smaldone, whose TV segment aired 9-11-2001. "People went to work that day and didn't go home. There are no guarantees in life at all. My cancer was found in the early stages. I constantly go for check-ups and am very vigilant about my health. Elizabeth Edwards is a hero to me because of the way she is carrying on. She's showing the world she can live the best way she can."

Knowledge Is Power

It is Smaldone's firm conviction the more cancer is discussed, the more likely it can be de-mystified. "Young, healthy people continue to be diagnosed with strange cancers," explains the daughter of a professional photographer father and high school language teacher mother. "I go to many conventions and talk to people younger than I am with similar stories. I had no cancer history in my family."

Vanity wasn't the issue, but camera-friendly Smaldone admits she was "terrified" about losing her hair as a result of chemotherapy treatments. "It's traumatic to see a physical change like that and [reinforces that] you really are sick," she states. "It was no walk in the park but [I was able to keep my hair]. Compared to what others go through, I was very lucky."

There were instances when the Bronx High School of Science graduate's hearing would come and go and she lost her voice for a week as the disease compromised her immune system.

Doctors alerted her there would be many such "weird" occurrences. "I'm very grateful to the nurses who were by my side and told me more than the doctors did," notes now cancer-free Smaldone. "It's not frightening to go through this if you have knowledge."

Kick In The Pants

Pursuing a career in theater was the primary goal Smaldone had when she attended Fordham University, but she happened to pop into then student-run 50,000 watt WFUV and asked how she could be involved. "They auditioned me on the spot to be in the announcer's workshop," she recalls. "The next thing I knew I was getting ready to be on the air. It was as simple as that. I liked reading cold copy and using my voice in a different way [but] wasn't thinking about going into radio."

An excellent writer, the genial Journalism major did some hard-hitting pieces as well as lifestyle articles.

Westchester County's WVIP/Mt. Kisco, 25 miles from New York City, offered the Fordham junior part-time work on Sundays.

After graduation, she got a fulltime job there doing mornings. "My internship was done in public relations," Smaldone points out. "Universal Pictures had a New York P.R. office and I began thinking about the kind of job I could get [post-graduation]. A radio job and a P.R. job were presented at the same time. I decided to give radio a shot to see if I could make a living at it."

Just two weeks after Viacom flipped Country "Kick" (WKHK) to "Lite-FM" in January 1984, Smaldone was on-board working weekend overnights. Another two weeks later, the ex-WVIP talent was hired for nights. "No one ever expected [WLTW] to be the powerhouse ratings winner [it became]," she opines. "[WVIP owner] Martin Stone was a very imposing individual and told me I'd be going into obscurity [at WLTW]. The general feeling then was WLTW wouldn't work. The pride and joy for those of us that first year was to see it grow and build a loyal audience. Being part of that early stage was very exciting."

Changing Times

Chancellor and AM/FM followed Viacom as WLTW license-holders and the station has tweaked its music the past 23 years.

Until very recently, however, there was very little on-air turnover. "They always said we wouldn't be paid a lot but we'd always work and would stay a long time," Smaldone notes. "There was tremendous job security. The years under Viacom were steady as a rock."

Alterations made by the Adult Contemporary outlet tend to come slowly, not radically. There would be marketing nuances and changes in television campaigns. "A new owner will always put their mark on properties and today's [WLTW] isn't the same station it was in 1984 – it shouldn't be," Smaldone reasons. "We couldn't possibly survive if we sounded like that. We've grown and evolved with the audience. In the beginning, it was very much a liner station and [announcers] didn't talk much. We're now much more involved with our audience and do [many] more promotions."

Nearly-Perfect Schedule

Comfortably ensconced in New York's 106.7's Noon – 4pm slot, Smaldone enthuses it's a shift with numerous upsides. "I can go

to the theater and stay up late," she notes. "The only [negative] deals with my voiceover career [as] this shift somewhat impacts the amount of work I can do, but you can't [have] everything. This is a good place to be and I work at a fabulous time of day."

One of Smaldone's most recent high-profile freelance assignments was announcing last month's (4-1-2007) New York Emmy Gala. "It was a confluence of radio, television and live performance and was a nice change," she states of the 50th annual event. "It was very nice to be in a different venue with different types of media people. Things are always changing so it was on-your-feet thinking."

Over the last several years, she's been very involved with theatrical and Broadway presentations, including last summer's "Broadway under the Stars" in Central Park. "There were about 25,000 people there," Smaldone points out. "I've been out doing many different live events and really enjoy it. I have an acting background and love live audiences. I love spreading my wings and doing different things."

Technology has affected those like her in the voiceover industry since such talents can work from literally anywhere in the world. "I wrote a chapter in 'Secrets of Voiceover Success' and did a Learning Annex seminar a few months ago," notes Smaldone, who has voiced in excess of 1,000 commercials, television news promos and movie trailers. "There were about 250 people in the audience. Interest in voiceover work is at an all-time high. If this is what someone wants, I tell them to go for it."

Weekend Warrior

A late-1990s Viacom/ABC Radio collaboration ("Your Weekend with Jim Brickman") resulted in Smaldone being teamed with the popular keyboardist/AC core artist. "I was at an industry convention where it was being introduced and it felt big," Smaldone states. "Management people were there supporting it and they all believed I could do it. That was a moment I tried to drink in. It was a wonderful training ground because I had to do everything in terms of learning all different aspects of the show."

With Brickman constantly on-tour, Smaldone found it difficult to be in a studio without her on-air partner; nevertheless she

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emphasizes, "I learned a great deal and am grateful for the opportunity. You must have certain chemistry and Jim and I did. I'd love to have that kind of forum again. Something like that would be great."

Spotlight On Corned Beef

Several years ago, Premiere Radio distributed "Spotlight On ..." a monthly Smaldone-hosted Adult Contemporary-g geared long-form feature, where she interviewed major artists like Phil Collins, Elton John, Paul McCartney and Rod Stewart. "I got to know them and wrote/produced the show. I loved doing it because it combined everything [that interests me]. Being able to interview such major characters was fun. As a little kid, I loved watching Johnny Carson, Merv Griffin and Mike Douglas. My guys today are David Letterman and Craig Ferguson - they're brilliant."

It is only natural that an Italian girl from the Bronx should own a Jewish deli - so Smaldone and her then-husband gave it a go. "He had a food background and we had a desire to own a business," the onetime celebrity chef in "A Second Helping of Life" for nonprofit SHARE recalls. "The reality [though] is nothing like the fantasy. Owning a food establishment, whether it's the 21 Club or a deli, requires [tremendous] preparation and you [need] a good staff."

The entrepreneurial experiment lasted approximately 18 months. "I'd get there early to do the waitress thing; go downtown for my radio show; and return to the deli," the Italian Welfare League's 2005 "Woman of the Year" summarizes. "I'd clean up and make banana bread for the next day. I was constantly working around [these careers] and it was very difficult."

Given the tradition of great cooks in her family, it wouldn't be surprising if Smaldone, who made her off-Broadway debut earlier this month (May 8 - 13) in "Spalding Gray: Stories Left to Tell," were to write a cookbook. "I do love food so you never know. Give me nothing and I'll make you something. I generally work with vegetables and very healthful items. It might have Italian flavor or Indian curry in it. I love to improvise and don't go by recipes."

Staying Connected

Readily apparent is the air personality's capability to cram a substantial amount of work in one 24-hour period. "I had a production company for five years and we produced many live events with theater, food and wellness bents," explains Smaldone, who's been working on a play the last eight years. "We produced 'The Good News About Cancer' and a yoga CD. I love going from the conceptual phase to seeing things come to fruition."

A portion of the money collected from every event Smaldone does always goes to a charity. "Last September [2006], Phoebe Snow and I raised \$40,000 for The Ovarian Cancer Research Fund. This is my city. I love the fact I grew up here and have been able to carve a career in this town. I'm very proud to represent [Clear Channel] and [WLTW in such capacities] as hosting the

Revlon Run/Walk. Breaking out of the studio and being out in public is exciting. I'm always busy and want to get back to my theatrical roots because I love to perform. It is very much a part of my life."

Being a radio performer on 9-11, however, proved to be a unique challenge. "We got emails from around the country and around the world," Smaldone remarks. "[The attack on the World Trade Center towers] happened just a few miles away from us. It is still unfathomable to me how we proceeded. Much of it was going on instinct. I couldn't take it all in when I was on the air; it was too big. There was a post-traumatic feeling listening to tapes a year later. That was unbelievable. It was a very important [reminder] to me that people are connecting with us every day. We are the constant on the radio."

Thrilling Transitions

Energized with changes taking place in our medium, Smaldone emphasizes she plans to "go with the flow" as she watches where radio progresses the next few years. "The transitions are very exciting," she proclaims. "When HD, podcasts and streaming become [more prevalent] there will be more opportunities than ever. It's still audio content that needs to be created. The [only difference] is the way you deliver it. I'm very excited by it and interested in doing it."

While Smaldone doesn't envision herself ever being a Program Director, she does enjoy creative management. "I'd like to create a radio [show] I'd be in control of. I'd have a staff; conceive what the show is about; work with the team; and host it. I can see myself managing a division, an idea or the content. Multi-platform concept is the way to go to extend an idea's branding. [But] it is very important that everyone finds a way to keep their health at the forefront of whatever they do."



WHO: Valerie Smaldone

WHAT: Noon - 4pm host

WHERE: Clear Channel AC WLTW-FM/New York

WHEN: Monday - Friday

HOW LONG: Fulltime at WLTW since February 1984

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how they filtered down to "some tragic Casual Corner."

She could just as accurately have been reflecting on how "Sex and the City" spawned "Cashmere Mafia," which too often feels like someone took pieces of "Prada," "Sex," "Desperate Housewives" and maybe even "Melrose Place," put them on shuffle and called it a script.

To some extent, "Cashmere" only wants to recast "Sex" in a style suitable for broadcast TV, and there are things to like about it, including the core cast of Lucy



DAVID HINCKLEY

Eric (Julian Ovenden), when "Gen-Y" became "Gen-ID," for "I Deserve."

But more often, the show feels recycled. The "nightmare nanny" segment is painted by the numbers, and when Mia introduces her fiancé to her homegirls, we know that within minutes they will warn him that if he breaks her heart, they will either 1) kill him or 2) castrate him.

If you want to know which of those two threats they select, you have to watch. No spoilers here.

"Cashmere Mafia" also feels

Lucy Liu (L) and Bonnie Somerville in "Cashmere Mafia," which has the feel of a "Sex and the City" knockoff

rushed, as if the creators sensed their material is so familiar, they can't afford any foreplay.

Sexual identity crises, insensitive men who do incredibly lunk-headed things, and whispers of spousal cheating all surface in the first episode, as if each character has a checklist of traumas and might as well start enduring

them right now.

This serves neither the viewers nor the actors, including guest star Tom Everett Scott, who are forced to make several high-speed 90-degree turns that toss everyone across the seat.

The people behind "Cashmere Mafia" — whose executive producers include Darren Star from

"Sex and the City" — doubtless are counting on the female-bonding chemistry and the glamorous world of rich New York to make viewers overlook any conceptual or script problems.

Could happen. But "Cashmere Mafia" could also end up in the clearance bin at Casual Corner.

dhinckley@nydailynews.com



Valerie Smaldone, a *Lite* fixture since '84, will seek new projects.

It's Lite's out for a bright host: Smaldone

By DAVID HINCKLEY
DAILY NEWS TV CRITIC

The departure of midday host Valerie Smaldone from WLTW (106.7 FM) marks the end of one of the most stable and successful lineups in city radio history.

But no one is counting the Lite-FM franchise out just yet.

Arbitron's Personal People Meter (PPM) ratings for Thanksgiving to mid-December show Lite's Christmas format drew almost 6 million listeners a week, a huge 8.2% of the audience.

Lite has now returned to its regular adult contemporary (AC) format, and its next few ratings may

help suggest the importance of familiar "personalities" on a station that heavily emphasizes music.

Smaldone, a host at Lite since it switched to AC in 1984, says personality still does matter.

"Even on a station that features music," she says, "I think people respond to the warmth in your voice, your love of what you're playing. It's important."

Lite reportedly offered Smaldone a new multi-year contract, which she declined.

"It was a very amicable divorce," she said yesterday. "I have nothing but tremendous respect for the station and I had a great run there. This was a very,

very difficult decision for me.

"I finally decided I needed the time for my other projects, including the Web and new media.

"And at some point, I would like to get back to media on a full-time basis, as I did at Lite."

Smaldone hosted middays for years in a lineup with Bill Buchner, Al Bernstein, Steven Roy and J.J. Kennedy. Lite ruled city radio for a decade starting in the mid-'90s, and its popularity with 25- to 54-year-olds made it America's most profitable station.

But radio always evolves, and Lite's ratings slipped a bit with competition from WWFS (102.7 FM) and the reborn WCBS-FM.

Radio advertising has generally gone flat, and Lite's parent, Clear Channel, has been cutting costs.

Still, replacing an entire well-liked lineup would be unusual at any station, never mind a successful one, so Lite's fortunes will be watched carefully in an industry still debating the importance of its largest expense, personalities.

Program director Jim Ryan says there's no timetable for filling Bernstein's 9 a.m.-noon slot or Smaldone's noon-4 p.m.

"We are so surprised we were unable to come to terms with Valerie," he said yesterday, that "we have not even begun to look for a new personality."

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Popular Media Personality, Award-Winning
106.7 WLTW Radio Host; and National
Advocate for Ovarian Cancer Awareness



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Veteran talent Valerie Smaldone looks back—and ahead

'This Is Just One Chapter Ending'

Keith Berman

KBerman@RadioandRecords.com

The AC world collectively gasped after returning from the holiday break to hear the announcement that Valerie Smaldone had decided not to renew her contract after almost 24 years in mid-days at Clear Channel's WLTW (106.7 Lite FM)/New York. Smaldone's departure is especially noteworthy when you take into account that she's original station equipment: Lite signed on Jan. 23, 1984, and Smaldone came onboard two weeks later on Feb. 4.

"When we started, it was a very different station than it is today—as it should be; that's what growth is about," she says. "Like anything else in life, it's pretty fabulous to see a product grow, evolve and change. I was very happy to be part of the original cast, and it was a wonderful experience and ride."

Part of the ride was getting the chance to be part of some unbelievable experiences, as well as indulging her love of performing and being onstage. "Introducing Tony Bennett at Radio City Music Hall was not shabby at all," she says with a laugh. "Doing live, up-close-and-personal intimate performances with Rod Stewart, Martina McBride and Cyndi Lauper; hosting events at Radio City Music Hall and live Broadway events in Bryant Park—those are moments I cherish and treasure, and how many people get those opportunities?"

Describing being listened to by more than 1 million people every day in New York as "fantastic," Smaldone admits that she misses being on-air and making that daily connection with her listeners: "A lot of people say Lite isn't a personality-driven station, but the familiar voices and names on the station became part of their daily routine, and I was so happy to be integrated into their lives as well. But endings of any kind in life are sad, and there's no clear-cut answer to making a decision of this magnitude. Sometimes, you just take a leap and see what happens."

A lot of things seem to be happening for Smaldone, and a fair amount are a continuation of projects she already had under way—which begs the question, how could she even have the

time to do a daily four-hour airshift with everything she has going on?

"I'm the kind of person who doesn't just want to be a talent: I want to create, deliver and present content," she says, describing herself as slightly obsessive-compulsive and explaining her love of being busy and furthering her career. "I've always had multiple projects going on, and I've always worked very hard on creating content. We need content everywhere, whether it's for an online project or a podcast or a book or whatever."

Master Of Multitasking

Despite her absence from Lite's airwaves, Smaldone's voice is still a big part of her life: When I spoke to her, she had just come from recording voice-overs for NBC, and she also does voice work for Boomer Esiason and is the voice of New York cable TV sports channel MSG. She's also actively involved with the Broadway community and does all the voice work and many events for tonyawards.com and the Broadway League. As if that wasn't enough, she regularly goes on auditions.

It goes far beyond her voice, though—acting is a great love of hers. Last spring, she performed in the off-Broadway play "Spalding Gray: Stories Left to Tell." Smaldone has also co-written a play that will open in New York this spring, in which she'll also appear. She has a book in the works, and she's keeping up her schedule of producing and hosting live events, some in conjunction with her position as co-founder of Two Sides of a Coin, an

'I've always had multiple projects going on, and I've always worked very hard on creating content. We need content everywhere, whether it's for an online project or a podcast or a book.'

—Valerie Smaldone



entertainment production company dedicated to supporting projects by women.

"I thought that I'd have the day to work, but I'm running around to meetings constantly," she says. "I'm in talks to develop content for many different avenues—mainly online, which is a great interest of mine. I'm writing and shooting video for projects for digital media, and that's keeping me busy. I love digital media and think there's a tremendous future there."

Smaldone is also maintaining her charity work, which includes bringing attention to ovarian cancer and fighting breast cancer. She has a full slate of events coming up that she's producing and hosting. "I also create charitable events where I'll go to a charity I work with and pitch them on something," she says. "I really love to host and be onstage and have a live audience to play off of."

Life Now Includes Lunch

Despite her still-busy schedule, Smaldone does get to experience some new things with her newfound four hours off every day: "I can actually make lunch dates now, which I've never been able to do," she says. "I've been walking around

New York and seeing people out and about in the

middle of the day. I've been invited to a number of very exciting places and things already, like the Friars Club here in New York and different think tanks, so I feel very lucky that people have wanted to work with me. I have great hopes that there will be a lot of news coming down the pike. And I'm still staying up until 2 a.m."

While others might use the time to tackle projects they've had on the back burner, she hasn't started anything on her list, like becoming more

proficient in French or Italian, organizing her home, learning to ski or experimenting with new recipes.

"I'm not doing that stuff because I'm focused on what's next for Valerie, and it's just interesting," she says. "If I knew I was going to go back to radio at a certain time, I'd have that open time to feel privileged to go ahead and do the fun things I want to. Right now, I'm just focused on continuing my career."

It's clear that Smaldone is looking forward to the future and has a full agenda of things she wants to accomplish. "It's a fun time," she says. "I do miss being on the air in New York, but life is full. Creating these opportunities will be an interesting journey, and I'm curious to see what's next. I don't think I've left radio forever. This is just one chapter ending."



Newsbreak

Timothy Gee Award Presented to Dr. Thomas Waldmann

Thomas Waldmann, M.D., The Sass Foundation's 15th visiting professor, is the 2003 recipient of the Timothy Gee Award. Dr. Waldmann is an internationally recognized scientist and physician, known for his work in fundamental molecular and cellular immunology and the development of rational strategies for immunotherapy.

The Timothy Gee Award, a \$5,000 prize given in honor and remembrance of Sass Foundation founder Dr. Timothy Gee, is presented to a physician whose work mirrors Dr. Gee's dedication to finding a cure.

Dr. Waldmann received his medical degree from Harvard Medical School, and is currently Chief, Metabolism Branch, of the National Cancer Institute.

5th International Conference a Success in New Delhi

Emerging Concepts in Leukemia and Lymphoma was the subject of the 5th Sass International Conference, held at the Taj Mahal Hotel, New Delhi in December 2003.

The conference was attended by 130 participants, and featured a galaxy of speakers with national and international standing. Topics ranged from basic concepts to novel treatments for leukemia and lymphoma.

Dr. Thomas Waldmann, Sass Foundation visiting professor and recently-appointed member of the international scientific board, presented the role of humanized monoclonal antibodies in the treatment of leukemia. Dr. Thomas Kipps (Sass visiting professor for 2004) gave an outstanding presentation on gene therapy for leukemia.

Dr. Kanti Rai presented advances in chronic lymphocytic leukemia, and Dr. Sughir Gupta, director of scientific development at Sass, discussed the molecular basis of the effects of arsenic trioxide on the immune system. Arsenic trioxide is used in the treatment of certain types of leukemia. A full day session was devoted to stem cell transplantation in leukemia and lymphoma.

The 6th International Conference will be held in August/September 2005.

Focusing on the Positive: Smaldone Presents The Good News

Her velvet voice is one that many will recognize, for she is Valerie Smaldone, radio personality for New York's 106.7 Lite-FM. However, she is much more than just a voice we hear over the airwaves. She has endured—and beaten—ovarian cancer, spearheaded a public service announcement campaign about cancer awareness, is the recipient of a Sass Foundation Humanitarian Award, and is now working with the Foundation to bring the good news about cancer to survivors and their families.

Valerie's affiliation with Sass occurred in a roundabout way: a patient of Dr. Arena's heard her radio outreach program being broadcast through the Ovarian Cancer National Alliance, and told Dr. Arena about her, feeling Valerie deserved recognition for her work, Dr. Arena agreed, and consequently presented Valerie with the Albina Taddeo Humanitarian Award at Breast Cancer Awareness Day last October.

After meeting Dr. Arena, Valerie was overwhelmed. "He's not only brilliant, he speaks *to* the people," she said. "He's like a storyteller the way he relays information. He's a wonderful man." With plans already in the works for her to host a live program on the positive aspects about cancer, she knew, once she met Dr. Arena, that she'd found an important member of her panel.

On Thursday, May 13 at 6 p.m. Dr. Arena



Valerie Smaldone and Dr. Francis Arena

will join Drs. Mitchell Gaynor and Bernie Siegel at the Millennium Broadway Hotel in New York for a program called *The Good News About Cancer!* Valerie Smaldone will host, and will guide the three renowned physicians through the program as they present inspiring stories about patients dealing with cancer. Perhaps more importantly, they will discuss new and potentially life-altering advances in traditional medicine, as well as complementary and alternative therapies. The mood for the evening is designed to be both upbeat and interactive: information will be positive and supportive, and the audience will be encouraged to participate during a question and answer period.



Members of the Albina Taddeo family with Valerie Smaldone

On Thursday, May 13, the "Good News About Cancer!" event, will include wine and a light gourmet supper. Call 516-365-7277 for information and reservations. Tickets are just \$50 per person



Valerie Smaldone: Voice of Inspiration

Why would a successful, award-winning New York radio personality decide to complicate her already jammed-packed life full of on-air hours, voice-overs, speaking engagements and charity involvements by starting a business of her own? The entrepreneurial spirit is strong indeed.

Valerie Smaldone is perhaps best known for her unprecedented success holding the number one position in the New York radio market as the midday host of 106.7 Lite-FM for the past 10 years. She was also the co-creator, writer, producer and host of "Spotlight On..." a nationally syndicated program that featured in-depth interviews with top recording artists such as Paul McCartney, Elton John, Sting and Celine Dion, to name a few.

For someone who has interviewed celebrities for the better part of 20 years, those that affected her most were those she found inspirational. "I was thrilled to meet Kenny Loggins and become friends with him. When Kenny wrote his spiritual and inspirational body of work, I was transfixed with his albums."

"I've interviewed celebrities and average, everyday people. The key to interviewing celebrities is talking to them as everyday people – finding out what drives that individual to be who they are," she says.

A successful voice-over artist with more than 1,000 commercials, television news promos and movie trailers to her credit, Smaldone has also been a spokesperson for the Ovarian Cancer National Alliance, Gynecological Cancer Awareness Month, and the American Heart Association Walk. And as an event host and emcee, she has participated in Broadway on Broadway, Broadway Under The Stars and Broadway in Bryant Park, among others.

As a child growing up in the Bronx, Smaldone always wanted to become a theater and film actress. Her parents worked hard to expose her and her sister, Laurie, to the arts – theater, opera and ballet.

Smaldone credits her mom, a high school language teacher, for her ability to read "cold" copy – a talent that has served her so well throughout her career. Her father was a professional photographer, but Smaldone knew early on that she didn't want to be "the guy behind the magic". She yearned to be center stage, and was smitten with acting from the time she was in elementary school.

Like her sister, Smaldone also appreciated the sciences, and she followed Laurie to the highly respected Bronx High School of Science. When her sister went on to Yale University for her degree in medicine, Smaldone went to Fordham University. At age 17, she wandered into the campus radio station, WFUV, to audition for the position of announcer on this now NPR affiliated station. During her next several years at WFUV, she says with a laugh, "I paid my dues," learning on-air techniques and behind-the-scenes technology and production of radio shows.

Later, Martin Stone, owner of WVIP, introduced her to Bob Bruno, the VP and General Manager of WOR Radio Networks in New York. Bruno provided Smaldone with an entrée into WLTW. The rest, as they say, is history. "Sometimes I still feel

like a little kid, I'm so happy," Smaldone says, "and grateful to have met the people who inspired me."

Although getting into the radio business came naturally, it wasn't a business that paid well starting out, so she always found ways to supplement her income...and theater habit (this Italian girl from the Bronx once owned a Jewish deli in Hartsdale, for example). This entrepreneurial spirit would later get her through tougher times.

In 2001, Smaldone was diagnosed with ovarian cancer. She immediately called her sister, Laurie, to tell her the news. Laurie went right into action and referred her to a specialist at New York University Medical Center. As a medical doctor, cancer specialist and currently Senior Vice President at Bristol-Myers Squibb, Laurie had at her fingertips reams of data and information about ovarian cancer.

Smaldone says, "Miraculously, one of the drugs I had to take [after the surgery] was one Laurie was intimately familiar with." In fact, Laurie played a key role in the development of that particular drug.

"The big question about the cancer was whether I talk about it on

air. I was off the air for a month while going through treatments – and I didn't want people to think that I'd been fired or suspended – so the station just said I was on medical leave," she says. "But when I returned, I felt I had to publicize it. I'm a very healthy person and felt that if I had to scare women about this particular disease – I had to. So I started making radio announcements that got syndicated around the country – people wanted to hear my story. My mission was to give it a face and talk about it in a practical way."

She was diagnosed in April and had surgery in May. "I left the hospital on my birthday. I had four rounds of chemo, and two weeks after the last round, I was

asked to go on TV with a doctor to talk about it. This would be the first time I was "out" about having cancer. So at 5:30am on September 11th, 2001, I went on air for Gynecological Awareness Month. It was later that morning, when we were live on the air, that life was put into a greater perspective."

Focus on wellness

The previous year, Smaldone had met Amy Coleman at a New Age spa in the Catskills. The two would later found Two Sides of a Coin – an entertainment production company dedicated to supporting projects by women that encompasses theatrical pieces, recordings and live entertainment productions. Smaldone describes her friend as "my exact opposite, but we are fascinated by each other – we have a common connection. We come from very different backgrounds; we react to things in very different ways. Our friendship helps each of us think outside each others' box," she says.

Their first project together was a play they co-wrote and starred in called Spit It Out!, which debuted in the summer of

"The key to interviewing celebrities is talking to them as everyday people – finding out what drives that individual to be who they are."

2005 at the Sixth Annual Midtown International Theater Festival.

"Two Sides of a Coin was a result of a confluence of things that happened to me at that point in my life," she says. "As I age, I find that my passion is to continue to create."

After 9/11, Smaldone felt the next project had to be an event with restorative qualities. Held in Spring 2002, *The Night of Living Passionately* celebrated life with food, art, music – "things that have inspired people through the ages", she says.

Influenced by the aftermath of 9/11, Smaldone tapped into her musical roots and recorded "When I'm Gone" sung by Amy and Broadway performer Bob Stillman, with a poem written and narrated by Smaldone and dedicated to promoting healing for children. "When I'm Gone was a song to help kids deal with devastating loss. The poem I wrote that was incorporated into the song is called, 'The other side of the sun' for children to realize their parents are still with them, they're just not there. We had kids doing crayon drawings about what heaven looks like – it was inspiring. *Two Sides of a Coin* is about being motivational and inspirational," she says.

TSOAC Productions and events have included: "Behind the Curtain," an evening with *Wicked's* Stephen Schwartz; "The Good News About Cancer", presenting a panel of world class doctors; *An Intimate Evening With Phoebe Snow* to benefit

The Ovarian Cancer Research Fund; interactive at-home cooking parties with top New York chefs; and dozens of private and corporate special events.

TSOAC also produced a meditative and restorative CD called "Sit Within Yourself" to help people who are going through challenging times, including cancer treatments as she had done. "When you are going through something like this –

"The big question about the cancer was whether I talk about it on air. I was off the air for a month while going through treatments – and I didn't want people to think that I'd been fired or suspended – so the station just said I was on medical leave. But when I returned, I felt I had to publicize it.

the medical profession takes over. I wanted to find complementary care – and found yoga as a helpful way to keep me centered. So a portion of the proceeds from our yoga CD went to the Ovarian Cancer National Alliance.

"We had the opportunity as naïve people starting a company, to do things differently – take care of people that work for us – and give money back to good causes. So with every event we started to give money back," she adds.

Smaldone recently became sole owner of the production company, but the two remain close friends. "My philosophy is simple," says Smaldone. "You are born bearing an imaginary

white canvas. It's up to each of us to fill in the colors. I need to be constantly productive, creative, challenged and diversified. On the practical side of things I was anxious to exercise my entrepreneurial spirit in order to be responsible for projects – from conception to completion – that speak to my personal sensibility." ■

Since those early days at 106.7 Lite-FM Smaldone has become a five-time *Billboard* award winner of the Adult Contemporary Major Market Local Air Personality of the Year, and since 2001, for five consecutive years, Radio & Records has named her Adult Contemporary Personality of the Year. As a successful voice-over artist, she has more than 1,000 commercials, television news promos and movie trailers to her credit.

Taking a page from her role models in the business – Merv Griffin, Johnny Carson, David Letterman – Smaldone hosts events for charities such as the Boomer Esiason Foundation, The Ovarian Cancer Research Fund and The March of Dimes. She has also served as the "Voice of God" for such events as the GLAAD Media Awards, Cable Positive Awards, and Revlon Run/Walk for Women among others. And she's hosted such prestigious live events as *Broadway Meets Country*, and the 1996 New York City Olympic Torch Lighting Ceremonies where she shared the stage with co-host Bob Costas.

Awards:

- "Golden Apple Award for Excellence in Radio" 2006 from American Women in Radio and Television
- "Grand Marshal of the Bronx County Columbus Day Parade" 2006
- "AC Personality of The Year," Radio & Records Industry Achievement Awards, 2005, 2004, 2003, 2002, 2001
- "Best Syndicated Show Originating in New York" (Up Close and Personal with Rod Stewart), Metro A.I.R. Awards, 2005 York
- "Woman of the Year," Italian Welfare League, September, 2005
- "Best Entertainment Interview (James Taylor)," Metro A.I.R. Awards, 2003
- "Humanitarian Award," Sass Foundation Breast Cancer Awareness Day, October, 2003
- "Local Air Personality of The Year," *Billboard* Magazine AC Major Market Awards, 2002, 2001, 2000, 1999, 1998
- "Best Syndicated Show Originating From New York" (Spotlight on Paul McCartney), Metro A.I.R. Awards, 2001
- "Best Syndicated Show Originating From New York" (Superstar Special with Elton John), Metro A.I.R. Awards, 2000
- "Best Weekend Show," Metro A.I.R. Awards, 1998

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TALK RADIO: THE DJ SPEAKS

HARTSDALE RESIDENT AND TOP DAYTIME RADIO PERSONALITY VALERIE SMALDONE TALKS ABOUT HER LIFE HERE, ON THE AIR, AND AS AN OVARIAN CANCER SURVIVOR.

By Laurie Yarnell

If you are one of the two-and-a-half million listeners per week who tune into New York's 106.7 FM from noon to four o'clock weekdays, you know well Valerie Smaldone's smooth, low-pitched voice. After all, she has been the No. 1 midday radio host in the New York and national radio markets since 1989. What you might not know about her (but she'd like you to): she is an ovarian cancer survivor-turned-activist.

"When I found out I had ovarian cancer, I wanted to tell other women that, if this could happen to me, it could happen to anyone," says Smaldone, a Hartsdale resident who has recorded public service announcements on radio about the importance of early ovarian cancer detection. "I was tired of whispering the word cancer like it's a death sentence. I wanted to be a maverick and help the disease come out of the closet and say, 'It's nothing to be ashamed about so why are we whispering?'"

Smaldone, 49, ("the same age as Michelle Pfeiffer," she notes) was diagnosed with the disease in April 2001. "I hadn't been feeling well for about a year," she says, "and I was very tired." A series of ultrasounds and a CT scan revealed a cyst on her right ovary. During a laproscopic procedure to remove that cyst, her doctor discovered a malignant tumor adjacent to that ovary. After surgery to remove her ovary and the nearby tumor, Smaldone underwent three months of chemotherapy.

Ovarian cancer is the deadliest of all gynecologic cancers. About 20,000 American women are diagnosed with it annually and about 15,000 of its victims will die from it this year. Smaldone's cancer was diagnosed at an early stage (1C), which she credits with her survival. With more common advanced-stage diagnoses, only 30 percent of patients survive five years.

Today cancer-free, Smaldone is understandably passionate about the importance of early ovarian cancer detection. Her advice? "Be tuned into your body. If you're tired, have back pain, or your stomach is distended,

you have to go down the path of discovering. It's *not* okay if you don't feel well."

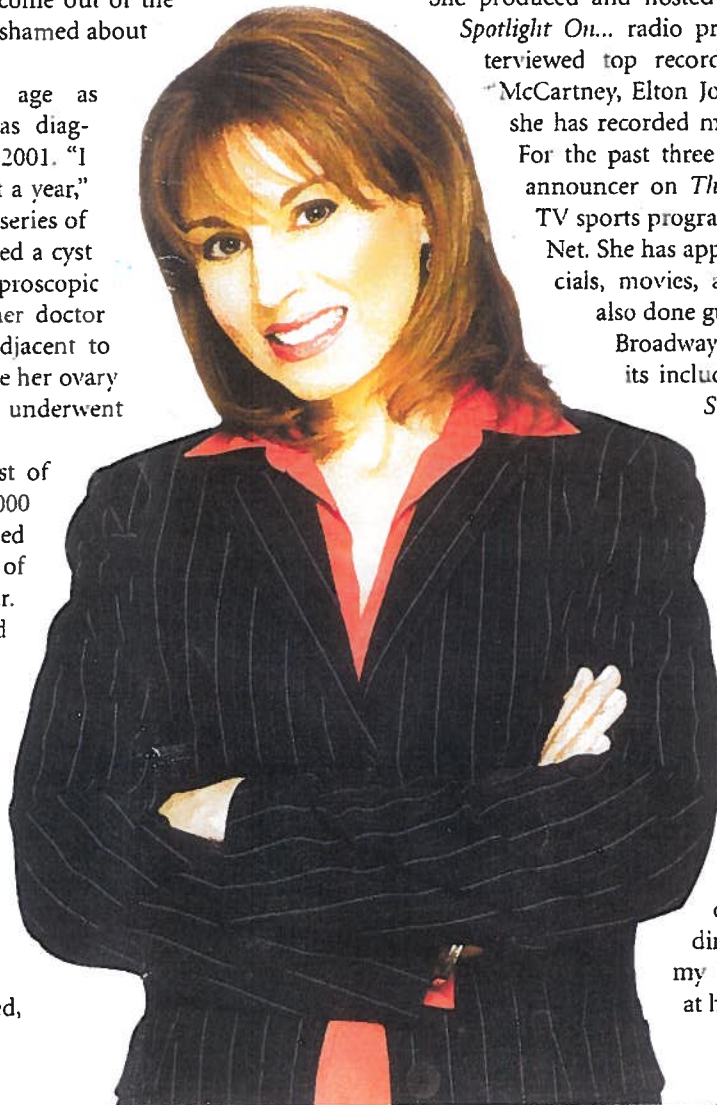
Smaldone, a five-time winner of both *Billboard Magazine's* and *Radio & Records'* "Adult Contemporary Personality of the Year" awards, didn't grow up with DJ-wannabe daydreams. "I'm not one of the normal people on the radio."

After enrolling in Fordham University, the then 17-year-old Smaldone wandered into campus radio station WFUV to audition for its announcers workshop. By her junior year, she was teaching it—and had her first paying gig hosting a Sunday-morning show on Westchester radio station WFAS. She landed at 106.7 in 1984.

Along the way, she's pursued radio, TV, and stage gigs.

She produced and hosted the nationally syndicated *Spotlight On...* radio program, for which she interviewed top recording artists such as Paul McCartney, Elton John, and Celine Dion, and she has recorded more than 1,000 voiceovers. For the past three seasons, she has been the announcer on *The Boomer Esiason Show*, a TV sports program on MSG and Fox Sports Net. She has appeared on PBS, in commercials, movies, and soap operas, and has also done guest-star stints on- and off-Broadway. And her producing credits include a short film (*La Piccola Stanza*) and a play (*Spit It Out!*), in which she also wrote and starred in.

Smaldone divides her time between the '60s-era triplex condo in Hartsdale she bought in 1986 and a pied à terre in Manhattan, both of which she shares with her boyfriend, Rick Steinhaus, a former radio personality-turned social worker. In what little free time she has, she enjoys gourmet cooking. "Because I go out to dinner practically every night, my biggest pleasure is to cook at home." ☞



WAMS Luncheon

The third annual Women Against MS Luncheon (WAMS) is scheduled for Thursday, September 25, 2008, at the Hilton Rye Town in Rye Brook. Our speaker, Valerie Smaldone, is a five-time Billboard Magazine Award winner, and has received numerous awards during her two decades on 106.7 Lite-FM, including the Golden Apple Award for Broadcast Excellence and Radio and Records Adult Contemporary Personality of the Year. Speaking from experience, Valerie will address the hopes and challenges of living with a person with Multiple Sclerosis.



We anticipate more than 300 guests will participate in this afternoon of fine food and festivities, including a raffle of exciting items and silent auction. There is something for everyone, so join us for an afternoon of fun and camaraderie.

For more information on how you can participate in the Women Against MS Luncheon, please contact Michele Hennessy at 914-694-1655 x 32.

Early Independence Day

(continued from page 18)

said to me, "You have given me my freedom back. Thank you, and God Bless You!"

It is my wish that you pass on L.P.'s kind words to all staff, as I am but a small part of "the solution".

Tuesday was June the 3rd, but for L.P. it was Independence Day!

Sean

Editors note: Sean Dynes works part-time for our chapter as Events Coordinator.

Information provided by the Society is based upon professional advice, published experience and expert opinion. Information provided in response to questions does not constitute therapeutic recommendations or prescriptions. The National Multiple Sclerosis Society recommends that all questions and information be discussed with a personal physician.

The Society does not endorse products, services or manufacturers. Such names appear here solely because they are considered valuable information. The Society assumes no liability for the use or contents of any product or service mentioned.



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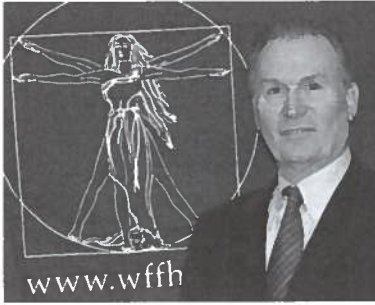
Valerie Smaldone and Jenny Craig

for their efforts on behalf of all women.

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LETTER FROM THE CHAIRMAN OF THE BOARD



Let me begin by thanking each and every one of you for your generous support, and for joining us here at our first fundraising Gala. Your contributions will allow the WFFH to continue its educational programs, which include publishing and distributing the *International Journal of Fertility & Women's Medicine* to health care providers around the world; clinical symposia, in which our network of women's health experts teach colleagues cutting edge clinical information; and our consumer programs that this year are focused in two areas: ovarian cancer and obesity.

As many of you know, the WFFH was founded almost 60 years ago, and since 1951 has been dedicated to educating physicians and health practitioners. Today, as a multi-specialty foundation, we have accomplished these goals by hosting continuing medical education programs and by publishing our indexed, peer-reviewed journal, launched in 1955. While no educational efforts can be called "easy," identifying the physician universe is not complex: we can easily discover a doctor's age, specialty, educational background, gender, and practice location. It is then a matter of developing relevant education that will appeal to the target audience. This has been the foundation's direction for six decades.

Two years ago the WFFH board of directors decided to include educating women about women's health issues because we wanted to make a change. We wanted women to be active participants in their own health, but more importantly, we wanted them to be armed with *accurate* information when visiting their physician. The vast audience of women is somewhat more difficult to identify than is the audience of physicians, and each woman has her own unique set of health concerns. It is clear, then, that reaching women with our multi-specialty health message is a challenge. Our 2007 Gala is the first step – our debut, if you will – in announcing that we intend to tackle this challenge and, with the help of individual and corporate support, can succeed.

With this said, I want to thank all of you who have supported this Gala, not only for your financial contribution but for your contribution of time. Tonight we have guests from New York, New Jersey, Connecticut, Washington, Virginia, South Carolina, Colorado, Illinois, Minnesota, and California – testimony that women's health concerns are a national issue. That you have taken the time to participate in our first step to include *women* in women's health care tells us we are on the right track.

We are grateful for your generosity and enduring commitment to supporting the WFFH and its volunteers. I would like to extend a special thanks to some of the remarkable women who have made this event a success: Amy Koller, Sophia Hall, Valerie Smaldone, Linda Rosen, and, most particularly, Kathleen Yaras, whose vision, hard work, and determination were instrumental in bringing all of us together tonight.

Events like this remind us how important it is to give back. The women whose lives we improve – and in some cases, save – will never know the joy it has brought us all in "doing what we can do."

Michael L. Fried, D.C.
WFFH Chairman of the Board

HONOREES

Jenny Craig



Jenny Craig is being recognized by WFFH for her work in weight management at a time when obesity and diabetes are reaching epidemic proportions in the United States.

Jenny proved that it's never too late to make dreams come true when, at age 50, she and husband Sid Craig opened the first Jenny Craig Centers in Australia. Her decision to share her philosophy of balancing nutrition, physical activity and lifestyle launched a career that would bring her international acclaim as a weight-loss expert and author while helping millions of people improve their lives.

The youngest of six children, Genevieve Guidroz was born in 1932. However, it wasn't until 28 years later that she discovered her true calling. During a difficult pregnancy with her second daughter, Michelle, she gained 45 pounds. Her mother had also been overweight after giving birth, eventually dying of an obesity-related stroke at age 49. In an effort to avoid a similar situation, Jenny joined a local gym and shed her excess pounds using a two-pronged approach of healthy eating and exercise. She was offered a job as gym manager, and was soon managing three other local facilities. Shortly thereafter, she and a partner opened their own gym, Healthletic Studio, which they later sold.

Jenny's personal weight-loss experience, and the industry knowledge she obtained in the years that followed, provided the foundation on which the company that bore her name would ultimately be based. Working in centers and with clients uniquely positioned her to understand and address the challenges faced by those trying to shed extra pounds. That expertise was put to good use when, in 1970, Jenny met future husband Sid Craig when he came to her hometown of New Orleans to open a branch of his California-based Body Contour, Inc. fitness salons. As National Director of Operations, Jenny helped Sid build Body Contour to a 200-center, \$35 million-a-year business, and became his wife in 1979. In 1982, the Craigs sold their interest in the company and moved to Australia, where they opened their first Jenny Craig Weight Loss Centers in Melbourne a year later. Centers in New Zealand soon followed, and in 1985, the Company expanded operations into the United States by opening 12 Centers in Los Angeles.

Today, Jenny Craig, Inc. is one of the largest and most recognized weight management service companies in the world, with 652 company-owned and franchised centers in the U.S., Australia, New Zealand, Canada, Puerto Rico, and Guam. In addition to the tens of thousands of clients active in Jenny Craig's weight management program, thousands more visit the Company's Web site each week seeking ways to live happier, healthier lives.

Valerie Smaldone



Valerie Smaldone is herself an ovarian cancer survivor and is being recognized by the WFFH for her tireless contributions to charity and for raising awareness about disease, including MS, breast cancer, and ALS as well as ovarian cancer.

However, she is perhaps best known for her unprecedented success holding the #1 position in the New York radio market as the midday host of 106.7 Lite-FM. She was also the co-creator, writer, producer and host of *Spotlight On*, a nationally syndicated program that featured in-depth interviews with top recording artists such as Paul McCartney, Elton John, Sting, and Celine Dion, to name a few.

Valerie has won numerous awards during her 22 years in the public eye, including the Golden Apple Award for Broadcast Excellence presented by the American Women in Radio and Television (2006) and Radio & Records' Adult Contemporary Personality of the Year (2001, 2005). In 2005, the Italian Welfare League also named her Woman of the Year, while most recently she was honored as the Grand Marshal of the Bronx Columbus Day Parade.

A successful voice-over artist with more than 1,000 commercials, television news promos and movie trailers to her credit, Valerie has also been a spokesperson for many charitable causes, including the Ovarian Cancer National Alliance and the American Heart Association. And as an event host and emcee, she has participated in the GLAAD Media Awards, Broadway Under the Stars and Broadway on Broadway.

Valerie is the co-founder of Two Sides of A Coin, an entertainment production company dedicated to supporting projects by women; as such, she has produced dozens of live shows including: *Cyndi Lauper's Broadway Welcome Party*; *An Intimate Evening with Phoebe Snow*; and *Spit It Out!*, a play she co-wrote and starred in, which was accepted into the Sixth Annual Midtown International Theater Festival in 2005. She is currently developing several new projects for radio and television.

"Valerie is a well-known voice on 106.7 Lite FM here in New York," Dr. Fried said. "The number of women she is able to reach with her message of early detection is huge, and she is an asset to the medical profession's efforts to let women know there *are* early symptoms of ovarian cancer."

Best Wishes to

The World Foundation
for Medical Studies in Female Health

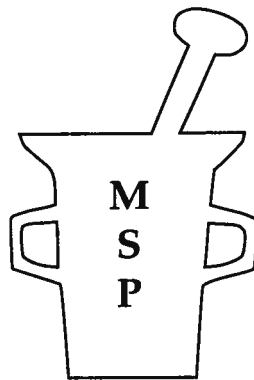
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GALA PROGRAM

Valerie Smaldone



Valerie Smaldone is a five-time Billboard Magazine Award winner, and has received numerous awards during her two decades on 106.7 Lite-Fm Radio, including the Golden Apple Award for Broadcast Excellence and Radio and Records Adult Contemporary Personality of the Year. Currently, Valerie can be heard on NBC news promos and specialty shows and as the announcer on the Boomer Esaison Show on MSG. In addition, she is host/writer/producer for numerous lifestyle and entertainment features that are available on the Internet. Valerie has co-written a play in which she also performs, and has mounted a fully produced version of the play which is playing now. An avid spokesperson for women's health and personal responsibility, she is a sought after public speaker and host for many corporate and charitable events.

Valerie's longtime partner has had multiple sclerosis for 14 years. She has firsthand experience being a caregiver, and will discuss the hopes and challenges of living with a person with MS.

Kristie Salerno Kent – The Show Must Go On

National MS Society Moving Forward Film Festival winner. More than 100 proposals were submitted and of those, five were selected to produce a five minute film. Our favorite entry, "The Show Must Go On", is featured at our 2008 WAMS luncheon.

Tobi Rogowsky - Mistress of Ceremonies

Tobi Rogowsky is the current Chair of the Board of Trustees of the Southern New York Chapter of the National Multiple Sclerosis Society (NMSS). She has served as a Board member for the past 19 years. Ms. Rogowsky was elected to the National Hall of Fame of the NMSS in 1999 for outstanding accomplishments in fundraising. She herself was diagnosed with multiple sclerosis (MS) in 1973, and has bravely undertaken the cause of fighting MS on behalf of all those with the disease. Her other work with the Chapter includes serving as committee member of The Dystel Memorial Golf Classic, and committee member of the Women Against MS Luncheon. Ms. Rogowsky developed and coordinates the Chapter's Board Appeal, which has raised more than \$900,000 in eleven years.

Women Against MS Luncheon

Thursday, September 25, 2008

Hilton Rye Town – Rye Brook, New York

PROGRAM

11:00 am - 1:15 pm	Silent Auction
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Presentations

Tobi Rogowsky, Mistress of Ceremonies

Ron Cohen, MD – President & CEO Acorda Therapeutics

The Show Must Go On – Kristie Salerno Kent

Valerie Smaldone – A Woman Against MS

A Thought

When women band together to get things done, they are a formidable force. When women decide that a disease which affects them has been underserved, research dollars increase. We have seen other illnesses which affect women come to the forefront because of such corporate efforts.

Today, September 25, 2008, let us take away information, humor and courage from this day. Let us not forget the people we have met today, the encouraging words that have been spoken, and the job that needs to be done. If we want to see a cure for multiple sclerosis in our lifetime, if we want future generations to have no familiarity with MS other than as a disease that once was, then we have to act as one....we have to act as *Women Against MS*.

THIS MONTH'S TOPIC**Use Your Days****An Interview with Valerie Smaldone**

Valerie Smaldone is an award-winning broadcast media personality. Valerie is best known for her unprecedented success holding the top position in the New York radio market as mid-day host of 106.7 Lite FM, New York's most-listened-to station.

Currently, Valerie is hosting her fourth syndicated radio project, "Spotlite On. . .", for which she is also writer and producer. Valerie's program features conversations

with superstar celebrities such as Paul McCartney, Faith Hill, Sting, Celine Dion, Cher, Elton John, Billy Joel, Gloria Estefan, Phil Collins, Rod Stewart and many more.

Valerie has received numerous radio industry accolades. She has also recorded over 1,000 voice-overs for television and radio, and has frequently appeared in front of the camera, both for television and film. Valerie also created and produced "La Piccola Stanza," a short documentary film about women in transition.

Recently, Valerie launched a new creative business venture, **Two Sides Of A Coin Productions** (www.twosidesofacoin.com). Valerie and her business partner, Amy Coleman, are committed to creating and producing quality projects to highlight the talents and achievements of "women of a certain age." They have co-written a play with music, entitled "Spit It Out!" that recently debuted in Rochester, N.Y. and they've done a series of readings in NY for producers and investors.

The Women's Partnership recently met with Valerie to discuss opportunities, life struggles that lead to insight, and what significance means to her.

Q. Valerie, the story of your life says one thing loud and clear: you never stop! Tell us a bit about the path you've taken, and the success you have had in a medium not known for being easy, even if you're a man.

A. There's an old saying that success is part perseverance and part luck. I really believe that's true in my case. But there is obviously a path. If I look back over my life, there's a path that I took going way back to when I was a child. I wrote poetry and plays and performed and always had a love for the arts and media. Media, to me, was sort of an extension of the arts because I knew intrinsically, or my dad told me, that I really was not going to make a living in the theater. I also knew it would be very difficult, so I looked beyond the strict definition of theater and thought, what's the next best thing I can do? The answer was broadcasting because it's performance. You're on the air, you're performing. So I began carving that path early on—in high school and college. I started at a radio station at the age of 17. I just walked in the door and auditioned to be on the air. Back then there weren't a lot of women on the air. I see that as the luck part: They were beginning to explore women broadcasters doing music programs. It was just beginning to change.

But once I set my sights on this career, I also knew I didn't want to do this in local radio. I set a goal for myself. I literally put a date on my calendar and said, "If I'm not out of Mount Kisco by this date, I'm moving on with my life." And it happened: luck, kismet, or maybe just knowing the right opportunity when it came along.

The radio station where I work is part of that. It was bottom of the heap, and had just changed from a country music station to this lite music station in 1984. I joined about two weeks after that change and now, it's a golden property, and has remained pretty much intact all those years.

But I didn't stop there. I needed to do more—theater, television, film, anything and everything in the performance world that I could. I always had a yearning to create. I still do. As long as I'm creating a product, I'm happy.

That's what connects all my pursuits together. That yearning helped me keep moving forward. It's a perseverance born of enthusiasm, enjoyment. I persevered because I enjoyed what I was doing. I also think I amplified my luck, because I was good at recognizing the earliest knocks of opportunity.

Several years back, I saw the station was loosening up a little bit from its rather strict format. So, I walked in to my boss and said, "I want to propose a show. I want to produce it and I want to be part of it." That gave rise to my first syndicated show.

I didn't make money from it, but I made a stake. It was critically important for me to say, "I can do this." I loved it. Although it was incredibly difficult every step of the way, I loved it. I loved being able to create.

When the station was bought by new ownership, I was able to pitch another show, which I've been doing now for two years. It's called "Spotlight On ...", a syndicated show that airs on over a hundred stations. It has a budget. I've got help. And yes, I'm getting paid for it! I just interviewed Faith Hill. I've interviewed many recording artists—I sit down with them and we have a conversation about their career and their lives in a little bit more depth than the usual "gossip page" approach.

Q: It seems that first experience also made you go through a "trial by fire" where you learned how to take a creative idea and turn it into reality. That's often a problem for creative people: the corporate world wants things to be, no matter what they say,

in a box. Creativity begins without any boundaries. The transmutation of the creative idea into a tangible, real world "box" is very difficult.

A: Absolutely. This experience taught me a number of essential, practical lessons. I developed a business acumen I didn't have years ago. It's important to understand that it's a business. Everything is a business. We can't survive any other way. If you want to go home and create or write a story for your own self-interest, that's fine. But if you want to share it and you want to extend it and you want to brand it, you have to have some sense of what's commercial, what's marketable, what and who your audience is.

At my radio station, we have a target audience, and we are very successful with our demographic. Every radio and television station does that to some extent. After all, it's a product—it's like a piece of clothing. Who's going to buy this shirt? Do your buyers—your "clients"—fall outside of the range? Absolutely. Do you have younger people, older people, people from other countries? Yes. But who is your target? That's a critical element in shaping the plan for a project that will turn an idea into a reality.

Every business is also about working with other people. When you work in a large company as I do, there are many cooks in the kitchen. You have to learn how to work with other people! It's important for creative people to discover that collaboration is *not* necessarily compromising or ruining the integrity of your project. It's quite liberating to learn that you don't have all the answers.

Q: Radio is about the voice. There's no picture, no eyes, no smile to communicate with. How do you use your voice in such a way that it produces the feeling of a friend sitting next to you or all the other different roles that you play for everybody in your audience?

A: In radio, you try to paint pictures. That's the challenge of radio. But the other aspect is to ask how is this radio being used? What are people doing while they're listening? They're not sitting there *listening* to the radio; they're *doing* something,

making a sandwich in a deli. You know, they're in an operating room sometimes. So I'll try to understand what they're doing while they're listening to me and how what I say can perhaps make a difference, spark a thought, maybe not. In the many early years I didn't think about the people listening. I didn't think about them because early on, I was focused on the execution and doing the right thing, always doing the right thing. It didn't hit me until the Long Island Railroad massacre a number of years ago.

A woman whose husband was killed on the train wrote a letter to me and said, "I was listening to you during this whole time of horrendous pain and suffering and I can't thank you enough for being there and being a constant companion." It never would have crossed my mind that I had actually made a difference, that somebody in such pain would actually take the time to write that.

Q: Isn't that a wonderful ...

A: Absolutely. Of course, on September 11th, years later, what we did was we approached it just like you would approach it. Not being professional news people, how does this affect us as New Yorkers? That's all we talked about, how was this affecting us as we see it unfolding ...

Q: Again, that's the friend.

A: Exactly.

Q: With your new endeavor, your production company, what was the impetus for starting it?

A: Essentially, my business partner, Amy Coleman, and I wanted to create and produce media projects that address concerns of women over 40 who are not dying, who are not decrepit, who are not unattractive—you know what I mean, who are alive and living! American media just about erases women over 40.

Again, here is the building block of determining your demographic, your target market. Our first play with music, "Spit It Out!" was written for, as we say, women of a certain age. That was an early step along the path of shaping our creative notion into a reality.

We decided we were fed up with what we've seen out there, and wanted to create our own product. And whether or not this is going to be successful, the success is in thinking it and then doing it and that, to me, is the significance, is being able to follow through on a thought. Because too many people say, "I'm going to write a novel." "I'm going to write a poem." "I'm going to write a piece of music," and they don't get it out there to complete it. Amy and I have now had several readings of "Spit It Out!" We have interest, we have people in the theatre community who are aware of it. I don't know what will become of it, but it's the effort that is always significant and always takes you a step further on your life journey.

Q Over a year ago, you were diagnosed with ovarian cancer. How did that change your outlook on what was of value in life. what was important to you?

A When this diagnosis came to my attention, I was rather puzzled because I knew that I was very, very healthy. I've always taken care of myself and I do all the right things. So I started thinking, "This cancer thing, this is a problem—not just for me: this is a problem in our world. I should not be getting cancer. There's no reason for me to be getting cancer." I eat healthfully, I exercise, I don't smoke, I take vitamins. How is it possible that I got cancer?

It also suddenly seemed to me that everybody was getting cancer. Everybody I spoke to either had cancer or knew somebody who had cancer. This wasn't the case 20 years ago. My perceptions of the world around me were refocused, and I didn't like what I was seeing and hearing. I was now recognizing that our world is completely polluted. I became very aware of our environment and the prickling sense that something—or many things—were out of control, out of balance. Was the problem in the water? In the air? In the products we use? In our food?

I also took a month off. This was probably the best month of my life because my boyfriend and I often say, "Remember when you had cancer last year?" It was a complete

month where I did not do anything except what I wanted to do. I had no schedule. I've never had no schedule! And that was a great freeing experience. Of course, I was recuperating, I was in pain, but there was a peace that I experienced that I have not been able to experience again. I'm always looking to go back to that peace, that moment to just be. Now I always try to work into my schedule that time of peace. For the year following the chemotherapy, I was going to yoga every week. I was going to acupuncture every week. I went to a facility down in SoHo called Health which gave me solace. The people there are wonderful. And no matter what, I would say, "I have to go to yoga." "I have to go to acupuncture." Were there instances where I had to change? Certainly. I had to be a little bit flexible, because if you want to interview stars, you simply have to be flexible. It's their schedule.

Q Did other things change?

A I felt an urgency to do more—almost because I could say, "I know I'm okay." I was lucky: I had an early diagnosis and everything was soon fine. I don't know what this means for the future, because it's a tough cancer and it can recur. Therefore, I've felt an urge to do more. So doing the play was really important to me. Creating projects for the new production company are really important to me. My battle now is between working on the things I love to do and taking care of myself and giving myself peace. So I stay home a lot more. I renovated my living space and I made it much more comfortable for myself.

Q Have you changed your relationships with friends, family, or colleagues at work?

A I had good relationships with them all along. I do think that I work more at my relationships now. I work more at being available to people, which is hard to do, given my schedule. But I feel strongly that it's important to reach out—to carve out those 15 minutes to show that you're still there or even an e-mail or phone call just to say "I'm thinking about you."

I think the biggest change is with my sister. My sister is a wonderful oncologist. She



also happens to be the researcher who developed the drug that I took for my cancer. She's a fascinating woman. I think when you have an older sister who's brilliant and you look up to, there's a very weird dynamic that goes on with just the two of you. I think, over the years, we developed a little chasm between us. Certainly we loved each other. We were always there for each other, but it wasn't a closeness. But when the cancer diagnosis came, she really surprised me, because she was right there. She was there all the time. I talked to her more during that period of time than I had for years. So that was a great, great change that happened.

I also decided to get involved with ovarian cancer awareness. I do a lot of charity events. For example, I'm hosting an event for the March of Dimes next week. It's wonderful. But it doesn't have an immediate significance in my life. When Bristol Myers asked me to get involved with promoting gynecologic cancer awareness month last year, it was all very fresh for me. I had just finished chemotherapy, and I wasn't quite sure how I felt about it all. But I said, "Well, you know what? I don't have a problem with it. I really don't. If other people do, that's their issue. I'm okay."

Being in the media, I realized we need more attention, more spotlight on this particular disease: it needs to have much more funding and research because it is a very deadly cancer. But awareness and research for ovarian cancer are in a relatively early stage—like breast cancer years ago, when nobody talked about it. But breast cancer, over the last ten years, has gained greatly in terms of attention, and then research, and eventually in terms of recovery

for people. It's a matter of attention. That's where the cure starts. So, I'm more than willing to talk about ovarian cancer.

I think having a forum and somewhat of a name, at least in New York, it seems like an obligation of some sort on my part. But for me, it's so much more than an obligation. My boyfriend's mother just recently passed away from ovarian cancer. She did very, very well for over two years, and then just went downhill.

I was really angry that she had to go through that. So, I called the Ovarian Cancer National Alliance and said to them, "I'm calling you for two reasons. One: it's Breast Cancer Awareness Month, which I'm thrilled about. I'm very happy for breast cancer research and funding that has received this attention, but ovarian cancer has none. Two: my boyfriend's mother just passed away from it. So I want to do more. I want to help bring more attention to this cause, so let's talk about it."

Q - Has your illness changed your outlook on what you want to do with your future?

A. Yes. So did September 11th. One happened right after the other: I finished chemotherapy August 30 of that year.

I realized two things: (a) no matter what I do with my body, I can get sick; and (b) I can die from a terrorist attack in New York. So what did I do? I made a will. Doing that made me very happy and it gave me a great deal of comfort.

It was great. I found this wonderful lawyer. We laughed a little bit because I was putting some humorous bits in the will. I was starting to travel again and I think that's what kind of freaked me out. I said

to the lawyer, "Listen, I don't know if this sounds weird, but I don't want my last thoughts on Earth to be, 'What an idiot you are! Why didn't you make a will?'" I just didn't want to be beating myself up in the last moments of my life.

But writing a will also makes you look at what you have and look at what you've done. It's not merely the money, it's also the things that mean something to you—the jewelry or whatever. You start thinking about who would you like to give this or that to. The very notion of "value" suddenly changes—dollars take a back seat to memories and emotions.

With that change, you also start thinking, "Am I going to be able to really enjoy the money that I have put aside? Maybe it's time to start spending money and not be nervously hoarding it all. What, after all, am I hoarding it for? What am I worried about?" We hide and protect our "good" things, and time goes by and we never actually use them. I think we should all be using our good jewelry and our good plates and not always be waiting for some important special day.

All those days you keep the emerald or the diamond buried at the bottom of the drawer? Wear it to work! Take it out and use it. Don't be like your great aunt from Florida who kept her good things—the joyful things of her life—in moth balls! I'm using things more. And it's okay. It's a little hard because it's not the way we were brought up. Use your stuff.

What I'm actually saying is a bigger issue: use your days. Each one of them is important. Each one is significant: you just have to open your eyes to that fact.

Q - How can we apply that to our work days?

A. Again, it's a matter of wearing the diamond or the emerald—it's operating from the diamond or emerald parts of ourselves, rather than saving those best parts of ourselves for just a special occasion. Every moment of life should be a special occasion. People quickly lose that understanding in their work environment. If you're in a company or business for many years, the challenge is to keep what you're doing fresh and exciting and to keep growing within the company or within the job. There are too many people who simply go through the routine. You have to ask yourself, Am I only going through the motions, or am I really living each day?

After all, you're spending eight, nine or even ten hours a day in this job, so you'd better wear the good jewelry!

You have to go to the office or your work place living each day and making that be a positive *experience*—not just biding your time. You need to use your day so that it actually is enriching for you and your progress.

Don't ever put things on hold! If you can't do it for some reason, fine, but if you're mentality is "I'm not going to do this until I have a partner," I think that's a mistake. I think you have to be responsible for yourself.

This is also true with your health: you have got to be responsible for yourself. You can have the best doctors in the world and the best institutions. But if you're not a partner in that healing process, forget it. You have got to be a participant in your health and your recovery and in your growth. So I think that's very big. You have got to be responsible for yourself every step of the way. ■

If you wish to learn more about Neuberger Berman or wish to subscribe to The Women's Partnership Journal, please call Pamela Fields at 212.476.8913 or e-mail her at TWPJ@nb.com

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