



WNYC Advocates

Introducing WNYC Foundation Chairman Billie Tisch

This fall Mrs. Laurence A. Tisch was named the fourth Chairman of the Board of Directors of the WNYC Foundation. She and the entire Tisch family are noted both for their philanthropy and for their public service in New York; as recently as last month, New Yorkers read of the Tisch family's major gift to New York University's medical center. It is a distinct honor to have Mrs. Tisch affiliated with the station in this new role.

"I enjoy knowing that I'm doing important work," Mrs. Tisch says, "and I've always been interested in broadening my horizons." For many years she has directed her energy and assistance to community service. In 1964, soon after the youngest of her sons went off to college, a friend mentioned a volunteer opportunity at Blythedale Children's Hospital in Pleasantville, New York. Not long after she began working in the recreation department at Blythedale, she was asked to join the hospital's Board of Trustees—and she immediately began a spirited involvement with that institution's policy issues.

In 1971 she was asked to join the Board of the Federation of Jewish Philanthropies of New York—a major philanthropic force in New York currently allocating about \$50 million to local service agencies, which combined have budgets of over \$1 billion. Because the Federation supports Blythedale's efforts, I had to relinquish my formal relationship to the hospital



—although I've never left it emotionally," says Mrs. Tisch.) After serving as a Trustee of the Federation for five years, and then chairing its Distribution Committee for three years, she became the Federation's first woman president.

During her four-year term as President of the Federation she also served as Vice President of the Council of Jewish Federations, Vice President of the Jewish Community Relations Council, and Vice President of the Jewish Communal Fund (she still holds the latter two positions). Begin-

ning in 1984, the year Mrs. Tisch returned to her role as Trustee of the Federation, she became involved with the Jacob Javits Foundation, the Fund for Jewish Education, and the American Jewish Joint Distribution Committee. Her unstinting energy also has brought her to the governing boards of New York University's Urban Research Center, Hunter College's School of Social Work, the Carnegie Council on Adolescent Development, and, most recently, the United Way of New York City.

In 1985, she joined the Board of Directors of the WNYC Foundation. "I've listened to the station for years," she says, "and I'm very respectful of this major cultural resource's outreach." She regularly listens to Lenny Lopate on AM83's **New York & Company** and reports that the radio is always on at home, with FM broadcasts often accompanying her "thought time."

Mrs. Tisch remains vitally interested in assuring that WNYC has the necessary resources to continue providing a public service through programming which responds to the needs of New York's diverse communities. She feels that the WNYC Foundation—and thereby the WNYC Communications Group—will grow by making its activities and needs clearly known, and by giving opportunities to "the many people of good will who want to take part and donate their services to something of quality that will make life better. I'm honored to be joining those who are responding to the broad-based appeal and very personal quality of public broadcasting presented by WNYC."