



Pioneer Press

THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION

SUMMER 2016



LIAM HEMSWORTH NAMED THE 2016 THEATRICAL FUNDRAISING SPOKESPERSON FOR BRAVE BEGINNINGS.

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THE 24TH ANNUAL FILM ROW CHARITY GOLF CLASSIC HELD AT ANGELES NATIONAL GOLF CLUB.

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WILL ROGERS FOR PRESIDENT.

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DONNA LANGLEY HONORED AT THE 75TH ANNUAL PIONEER OF THE YEAR DINNER.

The Will Rogers Motion Picture Pioneers Foundation commemorated Donna Langley's lifetime achievements at its 75th annual Pioneer of the Year Dinner in April. Langley, Universal Pictures' sole chairman, became the third woman to receive the award, celebrating her extraordinary 2016 box office haul. Langley is credited for reinvigorating and growing some of Universal's most lucrative franchises, including the Fast & Furious and Bourne Series.

Accompanied by friends and fellow industry members, Langley was awarded the honor inside the Octavius Ballroom, located at Caesars Palace, as part of CinemaCon in Las Vegas. The official convention of the National Association of Theatre Owners (NATO), is the largest and most important gathering of cinema owners and operators worldwide.

After a mesmerizing act by magician Mat Franco, Langley was welcomed on-stage by friend and colleague, Charlize Theron. Delivering high praise for the studio chief, Theron referred to Langley as "a sheep in wolf's clothing, an artist in a suit." Theron continued, adding that she shouldn't just be celebrated for her outstanding work and being a trailblazer, but also for being an outstanding person.

Jim Orr, president of the Will Rogers Motion Picture Pioneers Foundation and president of Distribution for Focus Features, welcomed the guests to the gala. An industry tradition for over 70 years, the event raised a record breaking \$1.5 million to benefit the Pioneers Assistance Fund. The Fund is an industry program that helps movie industry veterans who are encountering an illness, injury or life-changing event.

The Pioneer of the Year dinner honors leaders of the motion picture industry. Past honorees include Cecil B. DeMille, Jack Warner, Darryl F. Zanuck, Frank G. Mancuso, Jack Valenti, Terry Semel, Sumner Redstone, Sherry Lansing, Alan Horn, Jeff Blake, Mike Campbell, Dick Cook, Jeffrey Katzenberg, Kathleen Kennedy, Tom Sherak, and last year's honoree, Jim Gianopulos.

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CLASSIC

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MEMORIALS

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2016

EXECUTIVE
LEADERSHIP

CONGRATULATIONS

FROM THE WILL ROGERS MOTION
PICTURE PIONEERS FOUNDATION



2016 PIONEER OF THE YEAR DONNA LANGLEY

CHAIRMAN, UNIVERSAL PICTURES

in honor of her visionary work in the
motion picture industry and her longtime
dedication to philanthropic efforts



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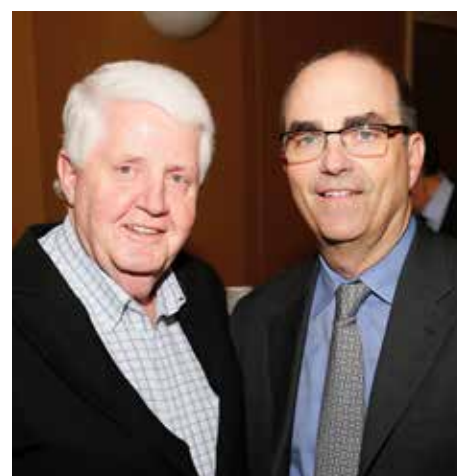
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2016 PIONEER OF THE YEAR DINNER



Honoring **DONNA LANGLEY**



2016 PIONEER OF THE YEAR DINNER



Honoring **DONNA LANGLEY**





THE PIONEERS ASSISTANCE FUND SERVES MEMBERS OF THE MOTION PICTURE ENTERTAINMENT INDUSTRY (EXHIBITION, DISTRIBUTION AND TRADE SERVICES) WHO ARE ENCOUNTERING AN ILLNESS, INJURY OR LIFE-CHANGING EVENT. ALL ASSISTANCE IS INTENDED TO PROVIDE SUPPORT DURING A RECOVERY OR ADJUSTMENT PERIOD AND LAY THE FOUNDATION FOR A LIFETIME OF ONGOING SUCCESS.

Assistance Programs

The Pioneers Assistance Fund provides financial aid to motion picture entertainment veterans of exhibition, distribution and trade services who are encountering an illness, transition or catastrophic event. Skilled social workers confidentially assess the needs and financial difficulties of film industry veterans. Financial aid to support the individual's health and well-being is provided when income and assets are limited. Financial aid is not available to treat alcohol or substance abuse.

To request an application for financial aid call (888) 994-3863, ext. 2390, or email us at info@wrmail.org

SOCIAL SERVICE CONSULTATIONS

Consultations include:

- COMPREHENSIVE CARE ASSESSMENT
- FEDERAL/STATE BENEFITS SCREENING
- HEALTH INSURANCE ADVICE
- ELDER CARE GUIDANCE
- EDUCATION
- ADVOCACY
- SUPPORTIVE COUNSELING
- BEREAVEMENT COUNSELING

SALAH HASSANEIN MEDICAL GRANT

Temporary financial aid for:

- PHYSICIAN FEES
- MEDICATIONS
- PHYSICAL THERAPY
- HEALTH INSURANCE
- DIAGNOSTIC TESTS
- HOME HEALTH CARE
- PSYCHOTHERAPY

Requires five recent, qualifying years of employment in the motion picture entertainment industry.

EQUIPMENT AID

Temporary grants for:

- HEARING AIDS
- MOBILITY AIDS
- HOME HEALTH SUPPLIES
- EMERGENCY CALL SYSTEM
- ORTHOTICS
- ASSISTED DEVICES
- BATH SAFETY AIDS

Requires five recent, qualifying years of employment in the motion picture entertainment industry.

VOCATIONAL REHABILITATION

Temporary financial aid for:

- SKILL ANALYSIS
- RETRAINING
- CAREER COUNSELING
- JOB-SEEKING ADVICE

Requires ten recent, qualifying years of employment in the motion picture entertainment industry.

BERNIE MYERSON EMERGENCY GRANT

Temporary financial aid for:

- HOUSING
- FOOD
- UTILITIES
- BURIAL OR CREMATION

Requires ten recent, qualifying years of employment in the motion picture entertainment industry

TOM SHERAK PIONEER GRANT

Monthly stipend for frail or disabled low income senior veterans.

This program requires a lengthy career in the motion picture entertainment industry prior to retirement. Applicants must be at least 60 years of age, unless permanently disabled with extenuating circumstances.

For more information on the Pioneers Assistance Fund, and tidbits about staying healthy, follow along at:



facebook.com/wrpioneers

Will Power

AN EXCERPT FROM OUR MONTHLY NEWSLETTER,
FORMERLY KNOWN AS THE SOCIAL SERVICES CORNER.

Losing Sleep over Restless Nights?

Q I FIND I GET UP EARLIER THAN I EVER DID WHEN I WAS YOUNGER.
IS IT TRUE WE NEED LESS SLEEP AS WE GET OLDER?

A According to the National Sleep Foundation, that is a myth.
Older adults continue to need 7-9 hours of sleep each night.

The problem many have is the poor quality of sleep, causing you to feel tired during the day. Daytime sleepiness can lead to naps, which then interfere with nighttime sleep.

Factors of Poor Sleep

Most living creatures have a natural sleep-wake cycle that is based on a number of factors. Biological factors include getting up to use the bathroom, waking to eat or drink, or your body no longer feels comfortable lying down. Environmental factors include light and noise (your ears still register sounds when you are asleep). Emotional factors also play a part in sleep.

Other Factors

Depression makes people want to stay in bed despite poor sleep. Anxiety makes it hard to fall asleep. Happiness helps people want to get up each morning and face the day.

Medications might interfere with your sleep. If you think this is the case, read all instructions and warnings that come with your prescriptions, even if you have been taking them for years, and discuss with your prescriber.

Overcoming Poor Sleep

Pre-Sleep Tips

Sleep experts agree that shutting down your brain at bedtime is an important daily task. Create a relaxing sleep environment (low light, quiet, pleasant aromas) and routine. Take a moment to reflect on the day while taking a few deep breaths. Tell yourself that anything running through your mind can be handled tomorrow, and that you want to have a good night's sleep. Focus on something you want to do tomorrow that brings joy so that you want to get up in the morning. Stretch out your limbs and relax.

Keep a Sleep Journal

If you think you are not having quality sleep, try keeping a sleep journal. Note bedtime, wake time, what you ate or drank and when, medications you take, number of times you got up in the night, and how rested you feel. Look for trends and areas where you can make changes.

Sources:

"Sleep Disorders," available at <https://sleepfoundation.org/>.

"National Center for Sleep Disorders Research, <https://www.nhlbi.nih.gov/about/org/ncsdr/>

Can you spot which quote is by the great humanitarian and entertainer, Will Rogers?



- A** "The secret of getting ahead is getting started"
- B** "An onion can make people cry, but there has never been a vegetable invented to make them laugh."
- C** "Life is like riding a bicycle. To keep your balance, you must keep moving"

IF YOU WOULD LIKE TO RECEIVE OUR MONTHLY NEWSLETTER FILLED WITH HELPFUL INFORMATION,
CALL TOLL-FREE (888) 994-3863 EXT 4 OR EMAIL SOCIALSERVICES@WRMAIL.ORG.

Answer: B



Brave Beginnings

Helping Premies Thrive

Q Why did the Will Rogers Institute Develop the Brave Beginnings Program?

A No other charity in the United States is dedicated to giving healthcare providers the tools they need to save the lives of premature infants and make sure those infants have a chance to develop into people without lifelong ailments and disorders, such as chronic lung disease, blindness, and cognitive issues.

Brave Beginnings works to ensure ventilators and life-saving neonatal equipment are always available to newborns in critical need. Each year in the United States, one in nine babies are born prematurely, placing a huge burden on hospitals to have an adequate amount of the best life-saving equipment. The correct medical equipment can literally mean the difference between life and death.

Here are facts about the premie cause and the purpose of Brave Beginnings:



To date, the program has contributed \$4 million in grants to 100 hospitals across 30 states.

- The United States is ranked 6th of the top ten countries with highest number of premature births: 1. India 2. China 3. Nigeria 4. Pakistan 5. Indonesia 6. United States 7. Bangladesh 8. Philippines 9. Democratic Republic of Congo 10. Brazil

- Neonatal Equipment Market to Grow to \$8.92 billion Worldwide by 2019

The global prenatal, fetal and neonatal equipment market was valued at USD \$5.89 billion in 2012 and is expected to grow at an annual rate of 6.1% from 2013 to 2019, to reach an estimated value of USD \$8.92 billion in 2019.

Some of the major prenatal, fetal and neonatal equipment needed is ultrasound & ultrasonography, fetal dopplers, infant warmers & incubators, phototherapy equipment, and respiratory assistance & monitoring devices. Among these, respiratory assistance and monitoring devices are the largest sub-segment with over 40% share of the neonatal equipment market.

North America dominates the global prenatal, fetal and neonatal equipment market, with more than 30% share in 2012 in equipment needs, followed by the European market (over 25%). Major factors contributing to the leading position of the North American market are high incidence rate of premature births, increasing age of maternal population and high level of awareness, demand and affordability for various prenatal and neonatal care equipment.

- 2015, the need was six times greater than we could fund. We received \$7million in requests from 44 hospitals, but due to our resources, we funded \$1.1 million

- In 2016, the total need, from 63 hospitals submitting grant requests, was \$9.3 million, however, \$1 million in grants were given to 48 hospitals

- Since its inception, Brave Beginnings have impacted more than 73,000 lives



Brave Beginnings

Helping Premies Thrive



Liam Hemsworth Tapped as Brave Beginnings Spokesperson

2016 Theatrical Fundraising Spokesperson, Liam Hemsworth, introduced us to his heroes in this year's public service announcement for Brave Beginnings. Surrounded by children that were all born prematurely, Hemsworth stars in a thirty second PSA that encourages audiences to support Brave Beginnings saying that, "It is our chance to be their hero." Along with the PSA that will be shown on movie screens across the nation, Hemsworth has also shared the neonatal initiative with his five million followers on Facebook and Instagram. The 2016 campaign benefiting Brave Beginnings currently has 16 exhibitor partners, from the largest theater chains to local drive-in theaters.

Premie Parents Team Up with Brave Beginnings

In lieu of gifts, premie parents Scott and Libbie Wolkowitz asked party attendees to make a donation to Brave Beginnings in honor of their twins first birthday. The Wolkowitz's kind efforts raised over \$2000.00 for the foundation! The twins, Allie and Lainey, were born at 31 weeks at Mount Sinai in New York City. Kravis Children's Hospital is a level III NICU that cares for over 800 newborns every year, and has among the lowest infection rates in NYC. A big thank you to Libbie, her party guests, and those at Mount Sinai for continuing our mission of helping premies thrive!



Meet Doctor Clemens

This summer, Brave Beginnings mascot and cuddly bear extraordinaire, Doctor Clemens, made his way to all of our 2016 grantee hospitals. Doc was able to check out the lifesaving, state-of-the-art equipment that Brave Beginnings has funded for these hospitals, in addition to the little miracles that encompass their NICUs every day! To stay up to date with Doc's latest adventure, follow along on Facebook with the hashtag #docbravebeginnings.

24TH ANNUAL Film Row

Charity Golf Classic

2016 Film Row Charity Golf Classic raises a record \$117,000 for the Pioneers Assistance Fund

Thank you to all of our generous sponsors, golfers and volunteers who made the Film Row Charity Golf Classic possible.
A big congratulations to our tournament winners!

2016 Working Golf Committee:

Steve Schoenburg — Co-chair
John Sinayi — Co-chair
Dominic Baltazar
Kyle Davies
Hank Green
Jeff Greenspun
Lawrence Massey

2016 Honorary Golf Committee:

Alan Davy
Bob McCormick
Pat Pade



Grand Prize Winner
Jim Zak



1st Place
Team Sony Pictures



2nd Place
Team Galaxy Theatres



3rd Place
Team Midnight Oil



THANK YOU AGAIN FOR YOUR CONTINUED SUPPORT! SEE YOU NEXT YEAR!

Will Rogers for President



Will Rogers Could Have Been President

Will Rogers vaudeville rope act led to success in the Ziegfeld Follies, which in turn led to the first of his many movie contracts. His 1920s syndicated newspaper column and his radio appearances increased his visibility and popularity. Rogers crusaded for aviation expansion, and provided Americans with first-hand accounts of his world travels. His earthy anecdotes and folksy style allowed him to poke fun at gangsters, prohibition, politicians, government programs, and a host of other controversial topics in a way that was appreciated by a national audience, with no one offended. His aphorisms, couched in humorous terms, were widely quoted: **"I am not a member of an organized political party. I am a Democrat."** Another widely quoted Will Rogers comment was **"I don't make jokes. I just watch the government and report the facts."**

Rogers was a staunch Democrat, but he also supported Republican Calvin Coolidge. Democrat Franklin D. Roosevelt was his favorite. Although he supported Roosevelt's New Deal, he could just as easily joke about it: **"Lord, the money we do spend on Government and it's not one bit better than the government we got for one-third the money twenty years ago."**

Rogers served as a goodwill ambassador to Mexico, and a brief stint as mayor of Beverly Hills. The California city was incorporated, and thus run by an appointed city manager. The "mayor's office" was merely a ceremonial one that enabled Will to make more jokes about do-nothing politicians such as himself. During the depths of the Great Depression, angered by Washington's inability to feed the people, he embarked on a cross country fundraising tour for the Red Cross.

Rogers thought all campaigning was bunk. To prove the point, he mounted a mock campaign in 1928 for the presidency. His only vehicle was the pages of *Life*, a weekly humor magazine. Rogers ran as the "bunkless candidate" of the Anti-Bunk Party. His only campaign promise was that, if elected, he would resign. Every week, from Memorial Day through Election Day, Rogers caricatured the farcical humors of grave campaign politics. On election day he declared victory and resigned.



TOP LEFT: Will Rogers, BOTTOM LEFT: Will Rogers Presidential Pin, RIGHT BOTTOM: Will Rogers Life Magazine Cover.

Other Will Rogers News

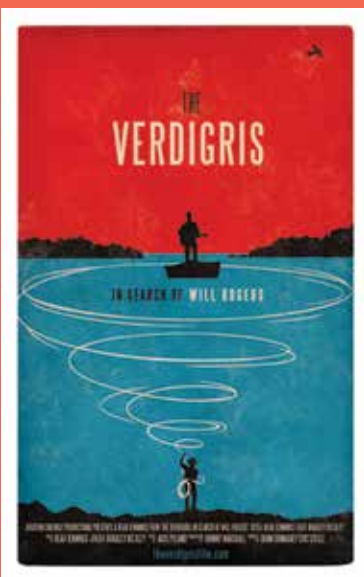
WILL ROGERS MUSEUM MERGES WITH HISTORICAL SOCIETY

Recently the Will Rogers Memorial Museum in Claremore hosted a reception honoring the Will Rogers Memorial Commissioners who served from 1937-2016. The event celebrated the new partnership between the Will Rogers Memorial Museum and the Oklahoma Historical Society through legislation that went into effect July 1, 2016.

The merger between the two state entities disbanded the Will Rogers Memorial Commission, which had governed the museum since 1938. Now the museum will be governed by the Oklahoma Historical Society's board. For many, the merger signals a step in the right direction after many years of struggling. Since 2008 the Museum has experienced a budget reduction of nearly 40 percent. The merger is expected to increase fundraising and promotion of the Museum, among many other benefits.

The reception that drew about 200 to the Will Rogers Memorial had some bittersweet moments but also offered bright hopes for new ways to keep Will's wisdom and leadership vibrant for a new generation. "I am so excited and so proud," said Jennifer Rogers Etcheverry, the latest Rogers family representative (and longtime WRMPF board member) on the commission and the one who will later serve in that role on the Oklahoma Historical Society board. "This is going to be the most exciting thing ever."

The partnership offers the chance to tie Will Rogers into the larger picture that also includes the California Ranch, the resurgence of Route 66, the emergence of the Tulsa-Rogers County area as a center of the written and musical cultures inspired by Will Rogers and Woody Guthrie and now including the archives of Bob Dylan and the new OK Pops Museum project.



THE VERDIGRIS: IN SEARCH OF WILL ROGERS

Song writer Beau Jennings had planned to make a record encapsulating New York, but despite his best efforts, he found himself drawn to the memories of his childhood in the small town of Inola, Oklahoma, and his boyhood hero, Will Rogers.

After succumbing to the undeniable pull of the muses, the songs came quickly, as did ideas for ways to properly document them. With guidance from director and friend, Bradley Beesley, and inspiration from the field recordings performed by Alan Lomax in the 1930's, Jennings set out to create the feature length documentary, The Verdigris: In Search of Will Rogers.

Jennings found himself visiting places all over the United States that played monumental roles in Will Roger's life. From Roger's birthplace in Oologah, Oklahoma, to the North Slope of Alaska where Rogers died in a plane crash, Jennings and his guitar rode planes, trains, cars, and ATVs to get to the locations. He also brought along a film crew to document the journey. The result -- the only true album and documentary based on the life of Will Rogers.

Tributes & Memorials

Summer 2016

IN MEMORIUM

Barbara Lehn-Herman	JoAnn Macaluso
Barbara Lehn-Herman & Don Herman	John (Jake) Waldren
Beatrice K. Freed	Kay Dobbs
Bert Livingston	Laura Tompkins
Bill Spenser	Lavinia White
Bob Cameron	Leslie Ellman
Buck Swope	Murray Weissman
Corliss (Corky) Lewin	My "Best Friend," Asher
Dave Richoux	Patricia Ziegelbauer
David Landau	Patrick Roberson
Don Harris	Polly Drommer
Doris Simms	Richard S. Stern
Dorothy Flax	Robert Joseph deGraauw
Edward Robert Matlock	Sam Ross
Fanny Yacher	Sharon Sagman
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Glynna Farquhar	Susan Irwin
Harriet Waterman	Wally Pittman
	Walt Monroe

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Don Tannenbaum	Paul Rogers
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Francis Orante	Rose Scharf
Frank Carroll	Ryan S. Davis
Frank Williams	Sam Ross
Gigi Lestak	Scott Forman
Giovanni Cubero	Stella Burks
Howard Fox	Sue Smith
Howard Welinsky	Sy Frank
Imani Wilkinson	Tami Toyman
Jaime Serrano	Tanya Girmay
Jayne Lacore	Ted Cooper
Jeanette Kroner	Theresa Craven
Jeff Crawford	Tina Scheer
Jeff Goldstein	Veronika Kwan-Vandenberg
Jennifer Amaya	Vicki Evans
Jocelyn Page	Vicki Larkin
Joe Fasulo	Will Hawkins
Joffre Scullion	WOMPI, International

The Old Will Rogers Hospital Lives On

HOTEL HOPE

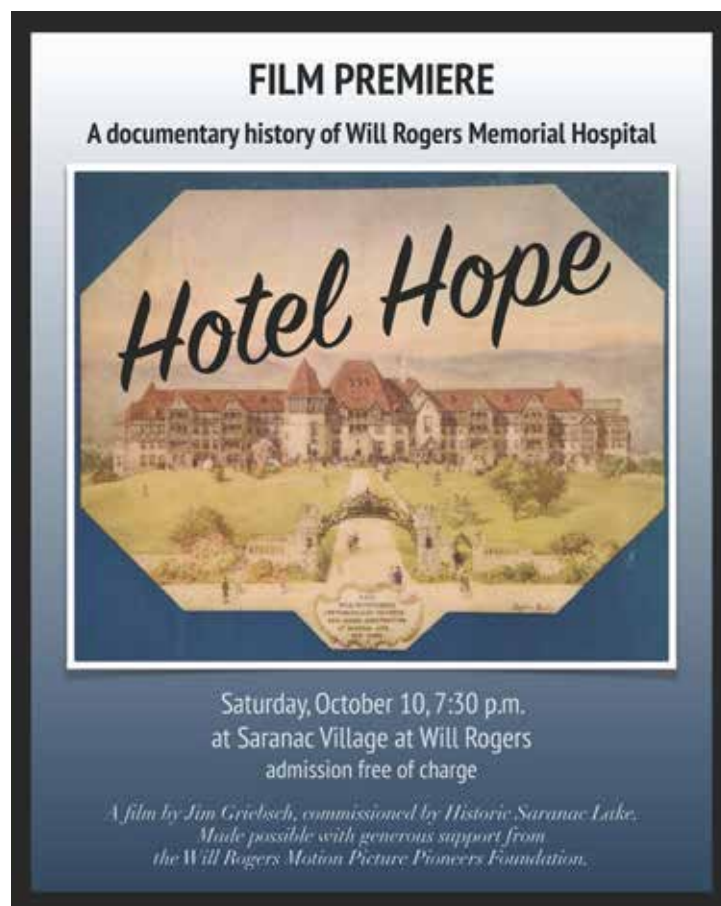
Last fall, Historic Saranac Lake released a new film titled “Hotel Hope” about the history of Will Rogers Memorial Hospital, where tuberculosis victims from the entertainment industry came for treatment. The film premiered at Saranac Village at Will Rogers to a filled auditorium with standing room only.

Historic Saranac Lake commissioned filmmaker Jim Griebusch to produce the historical film and bring this historic building to life. Originally planned to be a short film of under fifteen minutes, the project grew during the shoot. It features original film footage and contemporary interviews with former patients and employees of the hospital.

“It’s an incredible story,” said Historic Saranac Lake Executive Director Amy Catania. “As a center for TB treatment and scientific research, Saranac Lake attracted tens of thousands of people from around the world with diverse talents. This film tells the fascinating story of the workers in the entertainment industry who suffered from tuberculosis.”

As the Will Rogers Motion Picture Pioneers Foundation history shows, the Will Rogers Memorial Hospital completed construction in 1929 and was originally known as the National Variety Artists Lodge. It was an offshoot of the efforts of the National Vaudeville Association (NVA) to provide subsidized care to aging and unwell variety performers. In 1935, the NVA transferred the hospital to the newly established Will Rogers Memorial Commission, formed after Will’s death, and broadened its services to all entertainers; funding was provided in part by nation-wide “Will Rogers audience collections.” In 1936, the institution was renamed as the Will Rogers Memorial Hospital and remained as such for the next nearly four decades until the hospital closed in 1974. It now operates as an independent living retirement community — Saranac Village at Will Rogers.

A major grant from the Will Rogers Motion Pictures Pioneers Foundation supported the production of the film as well as extensive exhibit renovations made this year at Historic Saranac Lake’s Saranac Laboratory Museum. The grant supported creation of a new temporary exhibition of antique medical devices titled “Medical Marvels” that opened in the John Black Room in June. The exhibit features artifacts on loan from Ripley’s Entertainment, Inc.



Walk With Will



In 2011 the Will Rogers Institute hosted the first ever “Walk with Will” event at the Lake Geneva Convention in beautiful Lake Geneva, Wisconsin. The walk was very well-attended and participants were eager to keep the momentum going. The following year, WRI decided to further develop the walk concept and host a 3-mile fun walk around the beautiful Lake Geneva Resort property. Dozens of people showed up with their hats and jackets (the weather was perfectly cool and crisp for a brisk walk!) to go on a Walk with Will. Participants received a healthy snack, a WRI fitness tee and an entry into a drawing to win an iPad 2. The scenery was just beautiful and the walkers were amazed that they had walked three miles in such a short time.

Since then, the Walk with Will program has traveled the country and had a presence at film industry conventions such as the Carmike

Cinemas Managers Convention, the Cinemark USA Manager Convention and the Lake Geneva Convention. Walk with Will has also inspired many film industry members to host “unofficial” walks at conventions such as ShowEast and CinemaCon.

Thanks to the enthusiasm and participation of the industry, we are hard at work at developing an official “Walk with Will 5K” event. The walk will be modeled after many of the popular fundraising walk events complete with official walk times, commemorative t-shirts, water stations, snack station, and much more. Thank you to all the participants who have attended a Walk with Will event. We look forward to expanding the program even more and are eager to see you at an upcoming industry event.

Five Walking Strategies for Fitness Success

1. Find a Buddy:

Walking with a friend, human or canine, is beneficial for a number of reasons. It promotes a sense of safety and security as well as maintains accountability.

2. Do Something Different:

Vary the route, pace and distance to keep your walking routine from becoming mundane.

3. Get Good Shoes:

A good-quality running shoe is suitable for most walkers. Those with special circumstances (knee pain, weak ankles, bunions, etc) should check with their doctor about the most appropriate footwear.

4. Track Your Progress:

Keep track of how far, long and often you walk as a way to keep accountable and gain a true sense of achievement.

5. Ditch the Excuses:

Schedule your walk as you would a business meeting. Make walking a priority and stick to the plan.



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