

**Remarks by Caroline Beasley  
Accepting The Media Institute's  
2019 American Horizon Award  
October 7, 2019**

Good evening.

Thank you so much, Gordon, for such a heartfelt introduction. It's been truly an honor for me to serve on the NAB Board with you.

For those of you that may not be aware – next month, Gordon will be celebrating his 10th anniversary as President and CEO of the National Association of Broadcasters.

He's done an incredible job representing local radio and television stations and leading by example ... through civility and decency day in and day out – on our behalf.

Please join me in congratulating Gordon for this upcoming milestone.

FCC Commissioner Starks ... thank you for those thoughtful comments and your commitment to public service.

Our company looks forward to working with you and your staff on issues of importance to you and the American people.

And Fred Ryan – congratulations to you and *The Washington Post*. For me personally, there is no finer role model than the late, great Katharine Graham.

We salute her legacy .... and this evening, we salute YOU, your leadership and commitment to one of our country's truly great newspapers.

Tonight is a celebration of the First Amendment.

I'd like to thank Rick Kaplar and the entire team at The Media Institute for this incredible honor ... and for the important work that you do every day to protect free speech.

Your mission ... is our mission.

TONIGHT, I WANT TO TALK TO YOU ABOUT THE AMERICAN DREAM.... We are ALL living it in some way, shape or form ... thanks in part ... to our ability to speak freely, openly and honestly.

Tonight, I would like to share with you my family's story....

It started in 1932 ... when my Dad, George Beasley, was born on a farm in rural Virginia, growing up in the midst of the Depression.

He joined the Army and afterwards, completed college. He went on to become a teacher and later a high school principal.

In 1961, he built his first radio station ... and was bitten by the radio bug. For the next eight years, my Dad spent his days working at the school ... and his nights and weekends working at the radio station.

He loved the business side ... the entertainment side ... and the ability to provide a voice for the community.

What business allows you to do all three of these things?

Our commitment to community, localism and the truth has been the “soul” of our company since its beginning ... and continues today.

I started working with my Dad immediately after graduating from college.

He told me.... “Caroline, It’s important that you learn all aspects of the business side of the company ... so, you are going to start at the ground level and then work your way up.”

And that I did.... I started answering telephones and learning my way up from there.

Today, I look back on the many years that I worked alongside my Dad ... he was my mentor, my teacher and yes, my friend.

He taught me the importance of family ... of being respectful, kind and honest when working with people ... and how to treat others the way that they would want to be treated.

He also tried to teach me patience ... but those of you who know me know ... he failed! LOL

And through my Dad, I learned the entrepreneurial spirit ... and I still turn to him today when I need advice.

Today, Beasley is a multi-platform media company with a core business of 65 radio stations across the United States in markets such as Boston, Philadelphia and Detroit.

More than 20 million people tune in to listen to our radio stations on a weekly basis ... with just as many visits to our station sites for news, information and entertainment.

Our mission includes providing great content to our audience, valuable returns to our advertisers, a wonderful working environment for our employees ... and of course, outstanding service to our community.

At Beasley, we take our responsibility as a local broadcaster very seriously.

When Superstorm Sandy devastated the East Coast in 2012, our rock station – WRAT-FM – “The Rat” – became a lifeline for listeners.

Day after day, we eliminated music ... pulled commercials off the air ... and became the “go to source” for people in need in that community.

“The Rat” (and our incredible team) was honored for its work by being named “Best News Station of the Year” by the New Jersey Association of Broadcasters – THAT’S a first for a “rock” radio station!

Beasley and every media company has countless stories like this. It’s what we do ... we serve!

Our industry has change dramatically over the last several years, facing many forms of competition.

It would be easy for broadcasters to simply streamline their business in such a way that serving the community and localism are forgotten.

At Beasley, we WILL continue to stay the course upon the foundation on which the company was built ... developing great content, providing returns to our advertisers, offering a diverse work environment and serving our communities on a daily basis.

I truly believe that this would not be possible without the ability to speak freely, openly and honestly.

I'm humbled to receive this incredible honor.

On behalf of my family, our fifteen hundred Beasley Media Group employees, and our executive team who are here tonight ...

I thank you.