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## **RICH FRANK OF FRANK FAMILY VINEYARDS WILL RECEIVE THE ESTEEMED SYD CASSYD FOUNDERS AWARD AT THE 2007 EMMYS**

(Calistoga, CA—September 5, 2007)—Frank Family Vineyards is pleased to announce that Rich Frank, winery owner and legendary entertainment industry executive and former Television Academy president, will be the recipient of the esteemed Syd Cassyd Founders Award at this year's Emmy Awards. The Award will be presented to Frank at the 2007 Creative Arts Awards Show on September 8, 2007 at the Shrine Auditorium.

The Syd Cassyd Founders Award is named in honor of the Television Academy's founder, and was created to recognize members who have made a significant positive impact on the Academy through their efforts and service over many years of involvement.

"This is only the eighth time in its history that the Television Academy has bestowed this prestigious Award and there is no one more deserving of this honor than Rich Frank," said Askin. "During his unprecedented three terms as Television Academy president, Rich helped expand the image of the Academy beyond the Primetime Emmys through a variety of groundbreaking initiatives."

"Rich Frank is a true visionary and champion of popular television," said Ben Silverman, Co-Chairman, NBC Entertainment and Universal Media Studios. "He is responsible for some of the best shows in television history that



*Rich Frank*

continue to delight audiences all around the world. He richly deserves this honor."

Professionally, Frank's focus is now on hand-crafting wine from his estate vineyard in Rutherford in the Napa Valley. "My cast of characters now includes Cabernet Sauvignon, Chardonnay, Zinfandel, Sangiovese and Pinot Noir, which are directed and produced by our winemaker, Todd Graff," he jokes. "In all seriousness, it is a true honor to be recognized with this award. I have been lucky to work in this industry for over four decades, and have been honored to have been able to lead the academy for part of that time," he adds. "To be able to get up every morning and go to work doing what I love in a medium that entertains, educates, provides news and encourages debate, is something very few people get to do, so to be recognized for that is something extra special."

### About Rich Frank

In early 1994, Frank spearheaded one of the most ambitious events in the Television Academy's history — the "Information Superhighway Summit," a daylong conference, held at Royce Hall on the UCLA campus that drew many of the most influential executives in the media world — including then-FCC chairman Reed Hundt, as well as Barry Diller, Michael Eisner, Bill Gates, Robert Iger, Robert Johnson, Quincy Jones, Jeffrey Katzenberg, John Malone and Rupert Murdoch — to hear keynote speaker Vice President Al Gore discuss the expanding 500-television-channel universe and new technologies such as the internet. Organized in just six weeks, this was considered a milestone event in bringing focus to the changing industry and the summit made national news, positioning the Television Academy at the forefront of the new media revolution.

The Television Academy also took on anti-drug issues under Frank's leadership. In addition to hosting several daylong seminars, Frank wrote the "Media" section of the White House Commission for a Drug Free America under President Ronald Reagan. First Lady Nancy Reagan hosted and spoke at the main luncheon.

Subsequently, he established the Television Academy's Campaign Against Substance Abuse which dramatically changed the portrayal of drug use in television programming and resulted in a number of specific anti-drug projects, including the landmark *Cartoon All Stars to the Rescue*. An animated drug-prevention special, the program featured characters from every studio together for the first time from such series as *Looney Tunes*, *Alvin and the Chipmunks*, *The New Adventures of Winnie the Pooh*, *Muppet Babies*, *The Smurfs* and others. He was instrumental in arranging for the special to be produced and aired simultaneously on all three broadcast networks which was an unprecedented event in the history of network television. Blockbuster Video offered free rental of the special, which was also distributed through McDonald's restaurants. As a result of their efforts, Frank and others involved in the production were called before a joint Congressional hearing in Washington, D.C. to speak about the project.



Rich Frank with Siskel & Ebert and "Golden Girls" Estelle Getty and Betty White

In addition, Frank presided over the creation of an indispensable historical resource through his advocacy on behalf of his colleague Dean Valentine, at the time president of Walt Disney and Touchstone Television, and later chairman of the UPN network. In 1996, inspired by the emotional force of Steven Spielberg's Shoah Foundation, which documents stories of the Holocaust through such storytelling methods as vocal histories, Valentine set out to establish something similar for television. Frank, along with Thomas Sarnoff, David Wolper and Grant Tinker, embraced Valentine's idea. The result was the Archive of American Television, established under the aegis of the Television Academy Foundation, which has taped unedited video interviews, ranging in length from three to seven hours, with more than 500 actors, writers, producers and other television pioneers and legends.

Apart from his Television Academy service, Frank has had a distinguished career as an executive for four decades.

A native of Bayside, New York, Frank graduated from the University of Illinois and began his career in the 1960s at the advertising agency BBDO in New York City. He then moved to Los Angeles as sales manager at KTLA-Channel 5. He also served as president of KCOP-Channel 13 and Chris-Craft Broadcasting.

From 1977 to 1985, Frank served as vice-president and president of the Paramount Television Group of Paramount Pictures and was one of the founders of the USA Network and served on their board. Under his leadership, television shows such as *Cheers*, *Family Ties* and *Taxi* along with the miniseries *Shogun*, *Winds of War* and *A Woman Called Golda*, (the first non-network movie to receive an Emmy Award) achieved phenomenal success.

In 1985, Frank took over as president of Walt Disney Studios where he was responsible for all production, marketing and distribution of Disney's movies and television shows. This included motion-picture divisions Touchstone, Hollywood Pictures, Miramax and Walt Disney Pictures, resulting in such hits as *Pretty Woman*, *Who Framed Roger Rabbit*, *Aladdin* and *The Lion King*. He also guided such successful television series as *Home Improvement*, *Golden Girls*, *Empty Nest* and *Blossom* and launched the Disney Channel, which has grown into a formidable cable network. In addition, he was responsible for Disney's Los Angeles television station KCAL-Channel 9.

Following his tenure at Disney, Frank devoted himself to Frank Family Vineyards, a highly successful Napa Valley winery he established in the 1990s. In 2003 he emerged from semiretirement to co-found Integrated Entertainment Partners (IEP) a company that linked studios, producers and consumer brands into entertainment properties. In March 2004, IEP merged with Hollywood talent agency The Firm where he was appointed chairman of the Board.

Currently, Frank serves as a consultant for The Firm. He is vice chairman of the American Film Institute, and he remains active in the Television Academy and its Foundation, of which he is a member of the board of directors.

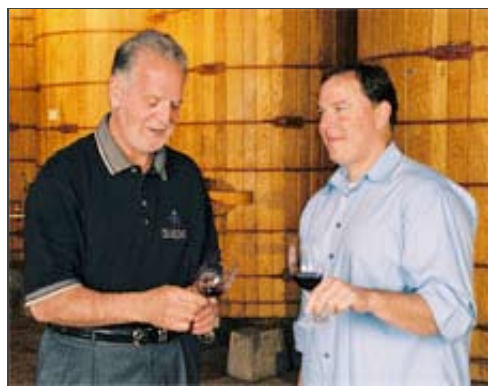
Past recipients of the Syd Cassyd Award were Syd Cassyd, who was the first to receive the accolade when it was established in 1991. Subsequent recipients were Robert Lewine in 1992, Hank Rieger in 1994, Larry Stewart in 1995, Thomas Sarnoff in 1997, Howard Schmidt in 2000 and Leo Chaloukian in 2004.

### **About Frank Family Vineyards**

Located in the historic Larkmead winery in Calistoga (the 3rd oldest winery in Napa), Frank Family Vineyards is owned by longtime Disney executive Rich Frank. The limited-production, fruit-forward, yet balanced wines have a loyal following that is due both to the popularity of Winemaker Todd Graff's "blockbuster" wines and the convivial tasting room. Rich purchased a home in Rutherford in the early 1990s and in 1992 had the opportunity to purchase Kornell Champagne Cellars at the Larkmead winery with friend Koerner Rombauer. What might have been considered by some an unlikely partnership of Hollywood and farming proved to be an immensely successful joint venture, melding Koerner's winemaking vision and Rich's keen understanding of a memorable visitor experience, with a shared passion for wines of the highest quality. In January 2007, Rich Frank and his family assumed total control of Frank Family Vineyards.

Frank Family's national distribution is growing due to market demand, and their wines may be found in at least twenty states throughout the country. In addition to the nationally distributed Chardonnay, Zinfandel, Napa Valley Cabernet Sauvignon and Rutherford Reserve Cabernet Sauvignon, the winery produces small quantities of Sangiovese, Reserve Chardonnay, Reserve Pinot Noir and Port, which are sold only at the winery. Rich Frank's proprietary wine, Winston Hill, is made in very small batches from select lots on the Winston Hill Vineyard.

Once owned by Hanns Kornell, the winery originally secured its reputation with sparkling wines. Five sparkling wines are handcrafted today in the old stone building: Brut, Blanc de Blancs, Blanc de Noirs, Rouge and Reserve. All of these are made in the traditional French *methode champenoise* style.



*Frank Family Vineyards' Director Rich Frank with Executive Producer Todd Graff*

The tasting room at Frank Family Vineyards is one of the most popular—and the friendliest—in the valley, thanks to a gregarious staff lead by Dennis Zablosky and a no-frills tasting room. The winery provides separate tasting areas for sparkling wines and still wines. There is no charge for tasting. At times rowdy

and brimming with laughter, guests that visit the tasting room often find the experience refreshing in that the only focus at Frank Family Vineyards is wine and fun.

Just outside the winery, to the south of the building, visitors are welcome to sit under the giant oak trees, relax at the wooden picnic tables and enjoy spectacular vineyard views. Tours include a tour of the historic winery and the *methode champenoise* process.

Located at 1091 Larkmead Lane in Calistoga, Frank Family Vineyards is open to the public daily from 10:00 am to 5:00 p.m. No appointment is necessary for a tasting, and there is no charge for a tasting or tour. Tours are available Tuesday through Thursday at 11am and 1pm. Please visit [www.frankfamilyvineyards.com](http://www.frankfamilyvineyards.com) or contact Dennis Zablosky at 800.574.9463 for more information.

**FOR MORE INFORMATION OR TO ARRANGE AN INTERVIEW, PLEASE CONTACT  
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