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NEWSBREAK

Fall 2008

NYSBA Honors the New York Giants and Mary Higgins Clark at Summer Conference

2008 "New Yorkers of the Year" New York Giants

Accepting on behalf of the team

David Tyree



2008 "Carol M. Reilly Award" Mary Higgins Clark

Best Selling Author



New York State Broadcasters Association

Hall of Fame – 2008 Inductees

**Bob Bruno
 John Kelly
 Roger King**

**Edward F. McLaughlin
 Van Miller**

47th Summer Conference Committee



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 General Manager
 Regent Communications
 Albany, NY



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 General Manager
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 Albany



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 Market Manager
 Cumulus Media
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David Widmer
 President & General Manager
 Long Island Radio Group
 Farmingdale

(See full summer conference story on page 15.)

NYSBA's 2009 Officers and Directors

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President/GM
Long Island Radio Group
Farmingdale

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New York City



Tom O'Brien
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WNBC-TV
New York City

2009 Directors – Second Term



Chuck Benfer
Market Manager
Cumulus Media
Poughkeepsie

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2009 Directors – Second Term (continued)



Betty Ellen Berlamino
Vice President/GM
WPIX-TV
New York City



Judy Kelly
Vice President/GM
WSEN/WFBL
Syracuse

Message from the Chair

By Dave Widmer
Long Island Radio Group
NYSBA Chair

2008 may be just what the broadcasting industry needed.

Nobody likes a loud wake-up call but 2008 has delivered one to our industry. And whether we want to believe it or not, it's been coming for some time. What we are seeing and feeling is the changing of our industry as we know it. People will look back years from now at this "era" of media and refer to it as a time when things changed. Like Gutenberg's printing press, the advent of the telegraph in the 19th century, the invention of radio in the 1920's and TV in the 1950's ...we are experiencing a new frontier, new horizons and we it's pioneers. And we all know why: changing habits of the ways people consume their media. And like the well known story about the railroads at the turn of the century that forgot that they were in the transportation business, we in the television and radio business need to remember that we are ultimately in the media business. And maybe, more importantly, in the content and consumer delivery business.

But in a lot of ways, we are more viable than we ever have been before. We as an industry have built our business on the local markets, regardless of what national or regional platforms we've



engaged for entertainment. We have what Google, Yahoo, AOL, XM/Sirius and the rest have spent billions trying to do and have yet to be successful in doing so; be local.

As the world around us shrinks, the identity that we as individuals wear is largely made up of the local areas we live in. And it's often defined by the local media. Think of your local television and radio stations as mirrors that reflect what is going on locally around the people that listen and watch us. People are reminded of where they live and who they are by what we reflect through our local content. Local news, local information, local references, local traffic and weather, and of course, local advertising. It's all a part of the local identity that our television and radio stations project. I always know that I'm not in my local area when I turn on a local television station or radio station in whatever area I've traveled to. The personalities are different, the traffic is different, the weather maps are different...the advertising is to a large extent unfamiliar.

But with the growth of new platforms (read: internet) those local media mirrors have now become prisms. The days of myopic, one dimensional media companies are coming to an end and now, more than ever, we need to be creative and envision possibilities that wouldn't have been considered 5 years ago. Now is the time for vision and to realize new opportunities.

Leading the way is your New York State Broadcaster's Association. Lead by our Executive Director Joe Reilly and his tremendous staff of Dick Novik, Mary Anne Jacon and Sandy Messineo, NYSBA continues to deliver more bang for the buck than any other state broadcasting organization in the country. More education and training on emerging media platforms, more cutting edge governmental relations and insight, more industry initiative support, more passion, more understanding of where are industry has been and where it is going. And a deep caring of being the custodian of New York's incredible legacy and heritage of being a broadcasting industry leader.

It is an honor to serve as Chairman of the New York State Broadcasters Association's Board of Directors and I would like to thank the entire Board for its tremendous support. And while it is difficult during challenging times, I hope that our industry can collectively look to the future with optimism and hope. I know I am. Because while we may look different in the future, the broadcasting industry isn't going anywhere...but up.

Dave Widmer