

NYSBA Intern Winners for 2008!

The following stations were picked from a random drawing last year as winners of the NYSBA Intern Program. Watch the mail in December to participate in 2009. Congratulations to this year's winners!

Clear Channel Radio, Albany	WIII, Ithaca
Emmis Comm, NYC	WINS, NYC
Entercom, Rochester	WIVT TV, Binghamton
WABC AM, NYC	WKBW TV, Buffalo
WACK, Newark	WKPQ, Hornell
WBLK, Buffalo	WKTU, NYC
WBNG TV, Binghamton	WKTU, Utica
WBTA, Batavia	WLNY TV, Long Island
WCGR, Geneva	WLTW, NYC
WCQL, Glens Falls	WLVL, Lockport
WDST, Woodstock	WNYT TV, Albany
WELM, Elmira	WOR, NYC
WEPN, NYC	WPIE, Elmira
WETM TV, Elmira	WPIX TV, NYC
WFFF TV, Plattsburgh	WQNY, Ithaca
WFLY, Albany	WRGB TV, Schenectady
WGNA, Schenectady	WROC TV, Rochester
WGNV, Newburgh	WSEN, Baldwinsville
WGRF, Buffalo	WSNN, Potsdam
WHAM TV, Rochester	WSYR TV, Syracuse
WHAM AM, Rochester	WUTV, Buffalo
WHLI, Long Island	WVOX, New Rochelle
WHUG, Jamestown	WWRL, NYC
WICZ TV, Binghamton	WWTI TV, Watertown



Pay Your Dues!

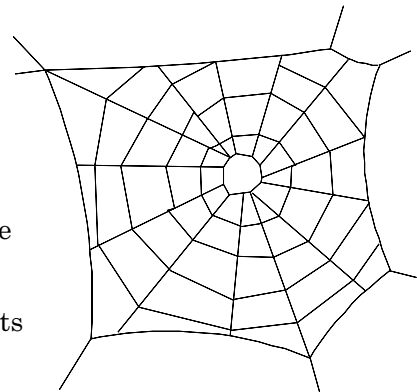
Extra billing costs extra money. If you haven't paid your dues, please do so today.

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

Theodore Roosevelt

NYSBA Launching New Website

The newly redeveloped NYSBA website will offer much more than a cleaner look and a more contemporary design. NYSBA members will now be able to search the Member Directory, download NCSA spots and even view photos of their colleagues.



"We wanted to build a new website that better responded to the needs of our members, as well as create an online community for New York broadcasters," said Joe Reilly.

The new site will also include video tributes as part of the Hall of Fame, the latest news from around the broadcast industry and of course, information about current NYSBA events and programs.

Each member station will have its own profile with a user name and password to update their listing in the Membership Directory, as well as for posting jobs. If you have a question about the new website, please contact Sandy Messineo at sandy@nysbroadcasters.org.

New LocalBroadcastSales.com Trainings for 2009

NYSBA has renewed its membership with LocalBroadcastSales.com for 2009. NYSBA members will have continued access to almost 200 video sales training modules with more added every month.

"The mission of LBS is to provide new trainings as fast as possible to help broadcasters respond to the latest market trends," said Stephen Warley, founder of LocalBroadcastSales.com.

Based on its 2008 member survey, LBS has plans to add new trainings like business development, as well as expanding its web sales offerings. "I think there is strong interest in web sales and business development because of the current economic challenges facing our industry," Warley added.

LBS also has plans to add new sales resources including evaluations, interactive webinars with selected trainers, a blog to share sales ideas and a social network, so broadcast sales professionals can connect with one another.

If each member of your sales staff still hasn't created their own account on LocalBroadcastSales.com, please contact Dick Novik at dnovik@nysbroadcasters.org for an access code.

Helping New York's Small Businesses Succeed



The New York State Small Business Development Center helps you:

- Develop a customized business plan
- Secure low-cost funding
- Start, grow and expand a business
- Financial tracking and forecasting
- Entrepreneurial training programs
- Research and marketing

*For more information or to request a
FREE consultation, contact us at:*

800-732-SBDC
www.nyssbdc.org



Mission Commission

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As if the current economic climate were not challenging enough, the November 2008 Elections undoubtedly will mean that broadcasters will be facing a surge in new FCC regulatory initiatives, regulations that will increase operating costs at the worst possible time in the modern history of broadcasting.

The big question is whether the new Congress and the new Administration can be made to appreciate that unless broadcasters are allowed to compete on a level playing field – robust First Amendment freedoms and the ability to generate efficiencies of scale - with cable, satellite television, satellite radio and the Internet, the best programming will migrate to pay services, viewership and listenership will drop, advertising revenues will decrease even more, bankruptcies will occur and the broadcast industry, as we know it today, will cease to exist.

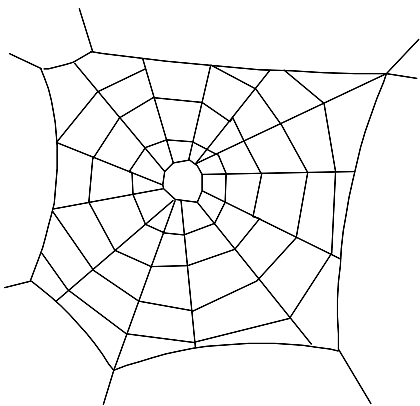
Who will suffer? Every resident in the United States that relies upon the free, ubiquitous, local, over-the-air, radio and television broadcast stations that are fully committed to protecting the lives and property of their listeners and viewers in times of emergency. Broadcast stations have proven to be

the only reliable sources of emergency information during devastating storms and the like.

In addition to the economic woes of our country, broadcasters must overcome the following challenges by: retaining strong television station retransmission consent rights without any dilution (it should be noted that the migration of compelling programming to pay services also weakens the value of those rights); fighting off the performance tax on radio (a potential new expense line item that fails utterly to recognize the promotional value provided to the record labels); preventing the FCC via the First Amendment from requiring television and radio stations to provide detailed data on their programming selections which will likely result in promulgated or de facto quantitative minimums; opposing any requirement for 24/7 staffing as unnecessary and likely to result in reduced on-air operations; and working to defeat any Congressional or FCC effort to restore the Fairness Doctrine.

Your State Broadcasters Association, in full cooperation with the NAB, is committed to meeting each and every one of those challenges.

The NYSBA – AT WORK FOR YOU!



Visit our website
www.nysbroadcasters.org

For information on our Job Bank, upcoming seminars, the Summer Executive Conference, Hall of Fame and much more!!



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Theodore Roosevelt

Enhanced Driver's license
ad here

Affairs of State

By Matt Mataraso
Pitta, Bishop, DelGiorno & Dreier LLP, NYSBA Counsel

What a Difference a Year Makes

One year ago Eliot Spitzer was concluding his first year as Governor of New York State, Joseph Bruno was concluding his 13th year as Republican Majority Leader of the State Senate, and New York was facing a \$4.3 billion deficit in 2009-2010.

Fast-forward 365 days. David Paterson is the Governor of New York State. Republican Dean Skelos is concluding his brief stint as Majority Leader of the State Senate. New York State faces a \$12.5 billion deficit in the next fiscal year.

In the course of a year, Albany's political picture has been turned upside down and the state's fiscal crisis has grown to epic proportions.

Since taking office on March 17th, Governor David Paterson has been the harbinger of economic woe, warning the legislature to practice fiscal restraint, as Wall Street collapsed around them during the course of the summer and fall. As the budget projections worsened, the Governor brought the legislature back in August to enact mid-year cuts and requested an encore in November, as next year's deficit hit double figures.

New Yorkers were bracing themselves for the fiscal realities of the Governor's second deficit reduction plan in three months.

Then came the November elections.

Democrats from New York City to Watertown to Buffalo flexed their political muscles, as a sea of

blue ran across the national and state maps on election eve. From the presidency, to the U.S. Senate and U.S. Congress, to the state Senate and Assembly, Democratic candidates delivered. On the State level, victories in Queens and on Long Island gave the Senate Democrats a coveted 32-30 majority and have laid the foundation for Democratic Leader Senator Malcolm Smith's rise to Majority Leader. However, discord among the Senate Democrats may complicate Senator Smith's ascent, as three Senators have not aligned with him.

Governor Paterson's ambitious deficit reduction plan included \$2 billion worth of cuts to health care, education, and state worker benefits this year and \$3 billion more next year. However, the Legislature did not consider the initiative, as the proposal became mired in partisan issues.

Following the 2008 whirlwind, Albany gears up for the 2009 legislative session. In light of the State's fiscal quandary, the Governor Paterson will be releasing the 2009-2010 Executive Budget proposal (his first) in mid-December, one month earlier than constitutionally required. The state legislative session officially begins on January 7th when Governor Paterson will deliver his first official State of the State address. At that time, New York's Democrats will control both the Senate and Assembly, as well as the Executive, Office of the State Comptroller, and Attorney General. And New York will be facing the largest budget deficit in its history.

The NYSBA's 48th Annual Executive Conference



returns to the beautiful



Resort Hotel

on

Lake George

**Monday, June 22nd thru
Tuesday, June 23rd, 2009**

(See this issue of *Newsbreak* beginning on page 13 for pictorial recap of this year's conference.)



Bernice K. Leber

2008–2009 President

New York State Bar Association

The 74,000-member **New York State Bar Association** expresses its appreciation and thanks to the member stations of the New York State Broadcasters Association for their continued support of the NCSA program.