



Sandy Messineo

Administrator, POP/NCSA Program

Sandy Messineo's career with the New York State Broadcasters Association began in the summer of 1995, when, as a Communications major at Russell Sage College in Troy, she joined the Association as an intern. Impressed by her work, then-President Joe Reilly invited her to continue through her senior year, and upon her graduation in 1997 she joined the staff full time. Nearly three decades later, Sandy remains a cornerstone of the organization, and she is fond of noting that she never expected her first job to become her lifelong one.

Over the years, Sandy has contributed to nearly every aspect of NYSBA's operations, supporting each colleague who has served alongside her in the Association's close-knit office. Today, she oversees all reporting for the Public Outreach Partnership (POP) and NCSA programs, ensuring the Association's state agency and nonprofit partners receive timely and accurate information. She directs the statewide Internship Program, which she considers among the Association's most meaningful work in developing the next generation of broadcasters. She also manages the *Excellence in Broadcasting Awards* luncheons held across New York, coordinates the annual *Hall of Fame Induction Gala*, and supports the Board of Directors' annual retreat. Her work with the Board is a particular source of pride, and members throughout the state have come to rely on Sandy as a knowledgeable and responsive point of contact.

A native of Duanesburg, Sandy lived in Saratoga Springs following college and now resides in Ballston Spa with her husband, Eric, and their three children. Beyond NYSBA, she owns and manages a 20-stall horse farm and serves as head coach of an Interscholastic Equestrian Association (IEA) middle and high school riding team, a pursuit she describes as her lifelong dream. Under her leadership, the team has qualified for IEA Nationals five consecutive years, and in 2024 her youngest daughter earned a national championship in North Carolina.

Sandy can be reached at sandy@nysbroadcasters.org or 518-456-8888.