



New York State Broadcasters Association Celebrates Broadcast Excellence Across the State with Regional Training Sessions and Awards Luncheons

The statewide series paired professional development with recognition of the stations serving New York's communities

ALBANY, N.Y. (October 5, 2026): The New York State Broadcasters Association (NYSBA) today concluded its 2026 Upstate Regional Training Sessions and Awards Luncheons, a statewide series honoring the winners of the Excellence in Broadcasting Awards and the Serving New York Awards.

The Upstate regional gatherings opened with a training session led by Derron Steenbergen, President and Founder of the Swagger Institute. Steenbergen led broadcasters through practical strategies, including AI-powered prospecting, to give sales and management teams tools they can put to work right away.

Awards at each of the seven luncheons, which kicked off in New York City on Thursday, September 17th, were presented by David Donovan, NYSBA Senior Policy Advisor and long-time president of the organization.

"It is a privilege to honor the incredible broadcasters across our state who do so much for the communities they serve," said Heidi Raphael, NYSBA President & CEO. "These awards reflect the talent, creativity, and commitment to public service that define New York broadcasting. We'd like to thank Derron Steenbergen for bringing such valuable insight to our members, David Donovan for his tireless commitment to the organization over the past 15 years and for presenting this year's honors, and QUU as our official series sponsor.

The 2026 series included:

New York City: Manhatta, Thursday, September 17th

Long Island: Blackstone Steakhouse, Friday, September 18th

Buffalo: The Westin Buffalo, Monday, September 28th

Rochester: The Strathallan Hotel, Tuesday, September 29th

Syracuse: Embassy Suites by Hilton Syracuse Destiny USA, Wednesday, September 30th

Binghamton: DoubleTree by Hilton, Thursday, October 1st

Albany: Wolfert's Roost Country Club, Friday, October 2nd

A complete list of winners and photos from each event is available at

<https://www.nysbroadcasters.org/2026-award-recipient>.

About the New York State Broadcasters Association (NYSBA):

The New York State Broadcasters Association represents radio and television broadcasters across New York. NYSBA advocates for its members in Albany and Washington, delivers professional development and training, and cultivates the next generation of broadcast talent through its internship and education programs. Through its Public Outreach Partnership (POP), NYSBA helps state agencies and nonprofits reach New Yorkers. Its annual New York State Broadcasters Hall of Fame and Regional Awards celebrate the outstanding local broadcasters across the state. Learn more at www.nysbroadcasters.org.