



News from New York State Broadcasters Association

For more information: Joseph A. Reilly, President 518-456-8888

### **BROADCASTERS CONFERENCE HOSTS INDUSTRY'S TOP NAMES AND EXECUTIVES**

ALBANY, NY -- (07/07/2006; 1416)(EIS) -- The New York State Broadcasters Association's 45th Executive Conference was held at the Sagamore Resort Hotel on Lake George, June 25th-27th.

The second annual Hall of Fame dinner (June 25th) honored "Cousin Brucie" Morrow; NBC's Gabe Pressman; Legendary DJ Hal Jackson and news anchors Ernie Tetrault (Schenectady) and Irv Weinstein (Buffalo). Also former NAB President Eddie Fritts was honored.

On Monday morning (June 26th) gubernatorial candidates John Faso and Thomas R. Suozzi spoke, the NAB's Marcellus Alexander, CNBC's Ron Insana and the New York State Lottery's Nancy Palumbo.

On Tuesday morning, both TV and radio sessions were held concurrently. TV executives attended panels on "Monetizing Alternative Platforms"; a TV syndication panel and a "Retail Advertising Panel." TV Syndicator Roger King (King World) along with his "latest find" Rachael Ray also addressed the audience.

Radio executives were treated to sessions on capturing more retail automotive ad dollars featuring retail automotive experts and a panel discussion of "Working Together for the Future of Radio."

The closing Awards banquet honored Trisha Meili, Author, "I am the Central Park Jogger," who accepted the Carol M. Reilly Award; "Guardian Angel" Curtis Sliwa and the "President" of the United States.