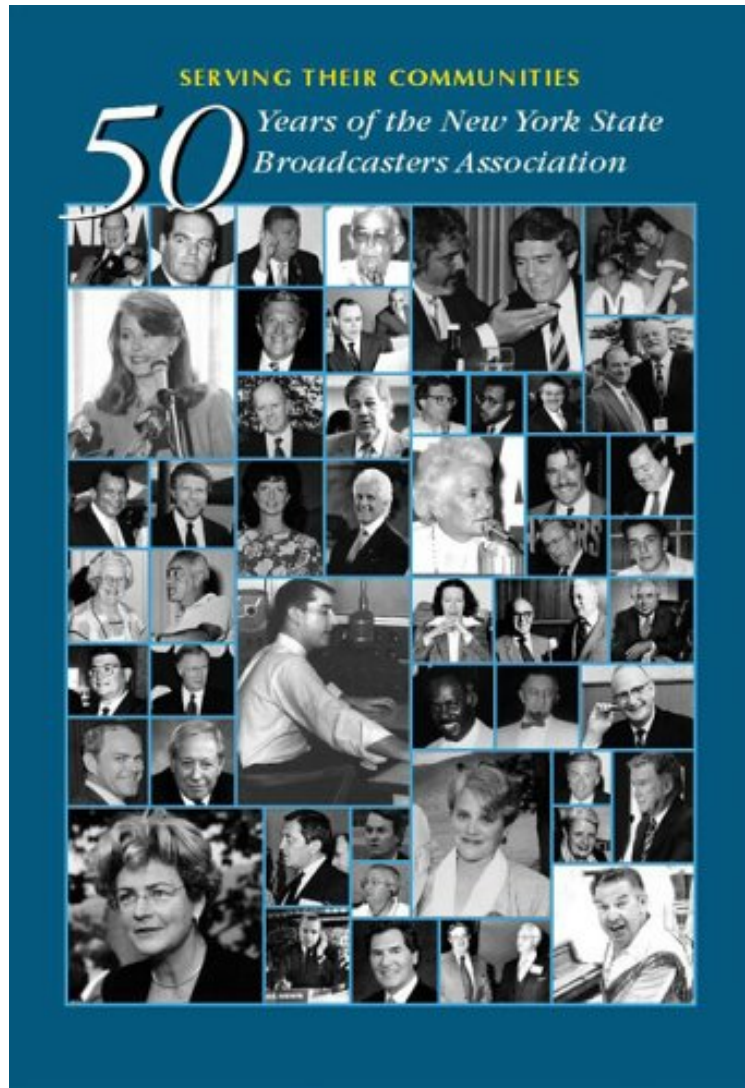


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Serving Their Communities: Fifty Years of the New York State Broadcasters Association

Stephen Warley

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Communities: Fifty Years of the New York State Broadcasters Association:

The New York State Broadcasters Association was founded in 1955 with a mission to provide radio and television

broadcasters a stronger voice in government and in the shaping of policies affecting media. This book chronicles in detail the history and impact of one of the nation's most influential media organizations. Representing television and radio broadcasting in the largest market in the country, NYSBA has helped set a national political agenda, just as it has worked for smaller stations and markets throughout the state. Stephen Warley tracks the way the Association has responded to a host of important issues: technological, economic, political, legal, and cultural as it serves not only the profession but also the larger public interest in effective media access during an era of rapid consolidation. He also includes personal accounts from almost one hundred well-known broadcasters.

Warley, a communications expert with impressive credentials, brings together some of the best minds in broadcasting to assess the challenges facing radio and TV. (Bob Doll Small Market Newsletter) NYSBA holds a unique position in the center of the universe of mass communication. (Eddie Fritts President, National Association of Broadcasters) About the Author Stephen Warley, a former television news producer, writes widely on broadcasting and media, and is general manager of TVSpy.com, the web site dedicated to broadcast television.