

My fellow broadcasters,

As you may know.....This has been the most fiscally challenging 18 months in NJBA history.

The unintentional and unforeseen interruption of the National Guard PEP sponsorships across the nation ripped over 40% out of our operating budget, overnight.

It affected every state broadcasters association across the country resulting in devastating cuts and executive terminations, retirements, and other leadership changes, including the closing of at least one state broadcaster association and the merging of others.

Some associations cut back on member services and many more eliminated their annual conventions in an effort to reduce expenditures with cost saving efforts, which have fundamentally changed the dynamic of their operation, and diminished their advocacy on behalf of their members.

Even so, with these financial crises tearing a 30-100 % hole in every state association budget, your leadership team and Board of Directors made some very tough, but critical decisions in order to keep the NJBA alive and well.

We made emergency operational adjustments and cuts in our annual budget.

We sold the Broadcast House and relocated to a new, more business like headquarters; saving our association tens of thousands of dollars in operational costs.

Even so, because of the generosity of our sponsors and Board Members, unlike many other state associations, the NJBA was still able to produce this conference, keeping it almost revenue neutral through the skillful

management of our resources, the cooperation of our hosts here at Caesars, and the sacrifices of our fine staff.

Mary and Debbie worked harder and longer to make sure we have a great conference; Our production team, led by David Glazer, John Quarrier of Encore Event Productions, Jim Morata and Henry Olaya of Caesars helped us to stretch our convention dollars to the breaking point, so that we could put this event together.

I also want to thank you all, for whatever part you played, in airing our PEP announcements so frequently.

You are directly responsible for keeping your association strong.

It's why New Jersey's Broadcasters have a clear and powerful voice in Washington.

It's why we have free ABIP Inspections to keep our stations running without the threat of tens of thousands of dollars in FCC fines long with the free processing of your special press credentials, and of course, this conference...

Now more than ever...Your diligent, on-going support of this essential program..will keep the NJBA alive.

So, please, continue to Air our PEP messages as frequently as possible. In this regard, you, more than I can help keep our wonderful industry strong in New Jersey!

And our industry is strong--Especially in New Jersey! No where in the nation is local radio and television more essential to the audience we serve.

And we can never--ever- let anyone in Washington, Trenton, or anywhere else, for that matter, forget that!

Your association--continues to lead our industry in advocacy--Our efforts are paramount in the fight to re-activation of FM Chips in ALL Cell and Smart Phones.

Our advocacy, coupled with the strong leadership of our Board and broadcasters like Jeff Smulyan, helped get Sprint, T-Mobil, AT & T, and soon, Verizon, to light up all of the FM chips in their cell phones!

*But my friends, we must all continue to FIGHT:*

- Burdensome Regulations and laws
- Unsubstantiated and specious propoganda about pure-plays
- Ad taxes
- The Fairness Doctrine
- An unfair TV Spectrum Grab
- And of Course, the toxic, Performance Tax.

My fellow broadcasters: The Performance Tax, and even the Fairness Doctrine, still loom large on the legislative horizon. And the Specter of Ad Taxes is ever present and the loss of tax deductibility for advertising by our sponsors is bandied about by the House Budget Committee on an annual basis.

Your support of the NJBA stopped this toxic legislation. We will need to stop it again! It really is --up - to -you!

Our adversaries have very powerful in Washington, Hollywood, Nashville, Motown, and yes, even in New Jersey, pushing for the Performance Tax.

WE must continue to work together to stop them.

You know, when I represent you in Washington, I make it clear to our legislators and also our regulators at the Friendly Candy Company, that I speak not only you, but for the millions of listeners who comprise our mutual constituencies. We—you and I---speak for the nearly 9 million New Jerseyans, and countless more, who visit our airwaves each day.

That's pretty powerful stuff guys: What other industry can say that with conviction? You should be proud!

But still, we must continue to fight for our future, in Washington and Trenton, and on the dashboard.

The enduring value and power of Free-over-the-air broadcasting should never be taken lightly.

Not when Local Radio and TV reach more New Jerseyans than all other Media combined!

Change in technology is all around us. But yet, the power, influence and popularity of local broadcasting, particularly local radio, has not been diminished.

Rather, it has grown! It has expanded, and it has flourished.

That's why this year's theme is so very apropos for us in New Jersey: *The Power of Broadcast!*

Yes, we have witnessed many challenges to our industry, but we have adapted.

Last year, we talked about the many apps that enhance the audio experience as natural allies of radio.

I said that "we have nothing to fear... and that we should embrace these new technologies; They allow us to experience, and not just listen to, radio!

I am astonished by power and resilience of our industry...

WE have been witness to the invention of so many ways to consume audio--stereos, quadrophonic, 8 tracks, cassettes, CD's, laser disks, MP3 players of all kinds, Bluetooth, and most recently, the phenomenon of the Internet.

These technologies did not replace radio, nor did they diminish our audiences, or lessen broadcast radio's impact on our culture. They increased it!

We married these new technologies with our beloved radio.

In fact, we even called "the am/fm 8 track player; the am/fm cassette player, and am/fm CD player;

By the way--where are 8 tracks, cd's and cassettes now?

Where are they now?

But radio-- remains the undisputed champion of media! People listen longer, more often and with more ways to access radio than ever before!

NextRadio and our initiative to activate the FM Chips in cell phones are prime examples of our cultivated partnership with digital technology.

We remain confident in our industry's power and prestige. We welcome new technologies like NextRadio and Shazam, that have put a new face on radio.

By the way, for a second year in a row, this conference is fully Shazamable thanks to our friends at Sun Broadcast Group. Fire up the Shazam App on your cell phone to get in-depth Conference info.

And this-----This --is just the *beginning!*

Radio campaigns resonate particularly well with Millennials----- the largest generation of nationwide, radio listeners.

And who can deny Radio's ubiquitous presence and influence on our culture for the past 100 years?

Throughout history, broadcast has informed, shaped, and nurtured public discourse across all spectrums of society--- all demographics ---and all geographic regions.

What a great product you have the privilege of representing --- and selling!

The Power of broadcast led, and continues to lead, the discussion of all major events, and has been a power for good!

Radio and television are responsible for more noble and worthy cultural movements and events that contribute to the overall fabric of our society and they enlighten the world.

That is the power of broadcast.

It was broadcast radio and television that made us laugh and cry over the generations;

It was broadcast radio that kept Americans warm during FDR's Fireside chats;

It was broadcast radio that informed us of the dastardly attack on Pearl Harbor;

It was broadcast radio that helped us celebrate VE and VJ day, and it was broadcast that defeated the Soviets and brought down the Berlin Wall!

It was broadcast radio that made us shiver one Halloween night when Martians were overrunning our planet, starting their invasion right here in New Jersey!

It was broadcast that ushered President Kennedy into the oval office, and it was broadcast the escorted Richard Nixon out.

It was broadcast that alarmed us to the unthinkable--- that a beloved leader could be struck down by an assassins' bullet during a parade;

It was broadcast television that enthralled us as a man walked on the moon!

And--It was broadcast radio and television that shocked us with images and reports of unspeakable horror executed by the cowardly attacks on the homeland on 9/11...;.

It was broadcast, that spawned the civil rights movement, initiating the tearing down of the seemingly immovable cultural walls of prejudice, bigotry and ignorance that transcended reason.

It was broadcast that celebrated a Pope's visit to our region—and it was broadcast that kept people safe before, during and after countless tragedies and natural catastrophes, like Sandy, right here at the Jersey shore.

Yes, broadcast is the most powerful innovation in technology that has ever created! And--It is more effective and more vibrant than ever before!

How lucky are we to be a part of this magnificent industry!

And how lucky are we to be here, where broadcast has been nurtured by pioneering broadcasters like you for almost 100 years!

Today, you will be among the first in our industry to hear about the latest developments in audience reach, analysis and measurement, and exciting revelations from experts and industry thought leaders to help you represent and sell more of the wonderful product you are entrusted with as radio executives.

In fact, I would like all of you to think of yourselves as Ambassadors of broadcast. For you have the privilege of being the face and voice of our industry.

Please take advantage of our many break-out session selections today: (list of sessions)

So *LET US REMAIN* confident in the power of our industry--

I am so proud of your achievements!



I remain honored and humbled to be your president and CEO.

Thank you all for your continuing support, and may God bless you *and our work together* to keep this industry, and our association, strong!