



New Hampshire Association of Broadcasters

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603-232-0277 ■ www.nhab.org

Dear New Hampshire broadcast partner or potential partner,

01/01/19

As we look forward to the New Year together, let's take a moment to reflect on 2018. Thank you for choosing to be a member of the New Hampshire Association of Broadcasters (NHAB). We are a strong group across the state with 70 commercial radio stations, four television stations and eight low power radio or Class A television stations.

We too often get caught up in our day-to-day and don't think about the impact of our products on our local communities. This membership has raised over six million dollars in charitable or disaster relief contributions. We are the first source for critical local information; amber alerts, school closings, breaking news, traffic and weather conditions cumulatively. We are who this state turns to for information. We have a significant impact on each community we serve.

In 2019, new technologies and assets will be introduced as each of our businesses continue to evolve. Please remember we are the radio and television voices in this state before anything else. As we compete, we need to unite to bring dollars to our local broadcast television and radio stations from other areas; local and regional cable, Sirius and Pandora as well as the still cash rich print category. We need to advocate for this industry and our local markets each day.

We are in very capable hands with the Spradling Group stewarding the NHAB and Tracy Caruso as the Executive director. Under their leadership we have seen significant fiscal restoration building us back to the vibrant association we had been for so many years.

I look forward to working with each of you and the Spradling Group as Chair of the Association. If you have ideas or suggestions I look for the greater membership to guide us into the future with what will help you most from your Association.

Sincerely,

Lucy Lange, NHAB Chair