

# THE MICHIGAN BROADCASTER

Editorial

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## Greetings of the Season

By Julie Koehn, WLEN-FM (Adrian) and Michigan Representative to NAB



Wow! It's hard to believe that it was 10 years ago when we were talking Y2K and wondering if any of us would be on the air at the stroke of midnight. We had contingency plans, we had auxiliary power provisions and we had our fingers crossed. I was fortunate enough to have some broadcast friends in Australia and New Zealand who provided updates as the hours passed and the New Year arrived without any extra fanfare, thousands of miles before it would affect us. Time sure flies....(a friend of mine said time goes faster the older you get because each day is a smaller percentage of your life).....true enough.

As time goes by our priorities change (Y2K is a distant memory)....however, one thing hasn't changed, and that is the NAB's commitment to representing our interests in Washington. The NAB is keeping our industry ahead of the technology curve with programs like Fastroad (Flexible Advanced Services for Television and Radio On All Devices), and keeping us informed about the issues that affect us from Capitol Hill to the FCC.

As the year winds to an end, I would like to take this time to say Thank You for allowing me to represent your interests and the interests of all broadcasters in the State of Michigan (District 13) on the NAB Board of Directors. It is only through engagement, the engagement of each and every one of us, that we will be able to protect free over-the-air broadcasting for the next generation.

Engagement will also allow us be at the table to take advantage of emerging technology as it unfolds. The opportunities this technology provides to all of us and the communities we serve are endless. I would also like to thank you for the work you do in your communities. I know through the holidays and all year long, we broadcasters provide millions of dollars in community service, through public service announcements, fund raising events and tens of thousands of people hours donated to non profits in our communities. Thank you for your service.

My holiday wish for you is that you find the joy and peace the season provides and that your new year is filled with optimism, hope and a renewed spirit.

I am at your service,

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