NAFMB President Scores Several Areas

NEW YORK—Although pre-
dictions of another growth year for FM radio in general, John Richer, presi-
dent of NAFMB, said that the industry is facing some serious challenges.

Richer noted that the medium's unique ability to reach a wide audience is being challenged by the growth of the digital age.

"We have to work hard to maintain our position as the most popular medium," Richer said. "But the industry is facing some serious challenges.

Many of our listeners are turning to the internet for their music, but we must figure out a way to compete.

Richer also noted that the industry is facing a significant demographic challenge. "With the growth of the internet, many of our listeners are younger than we expected," he said. "We must find a way to reach them.

But Richer was optimistic about the future of FM radio. "We are confident that we can weather this storm and continue to grow," he said. "And we will continue to work hard to ensure that FM radio remains the dominant medium."