

# NAB

THE WORLD'S LARGEST  
ELECTRONIC MEDIA SHOW

April 3-10, 2003 • Las Vegas, NV



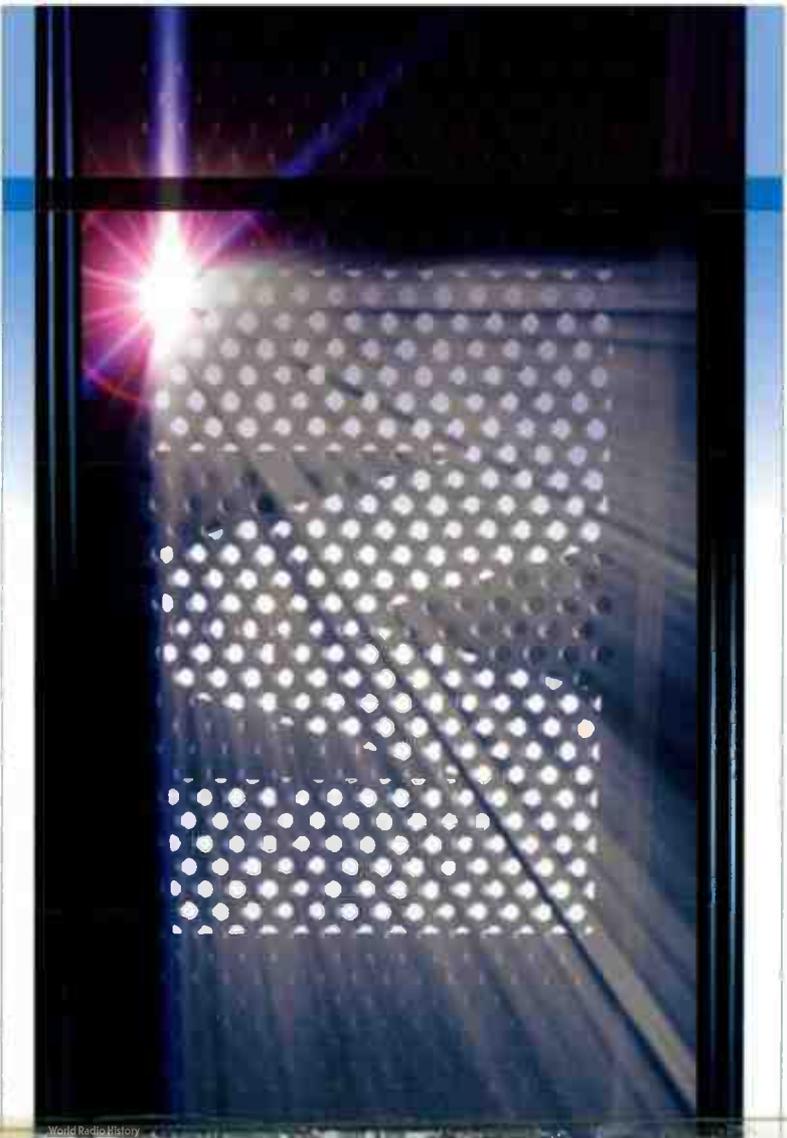
**FIND IT  
FAST!**

Events In-Brief  
begin on page 26.



# YOU GOTTA GROW!

**NAB2003 Convention  
Program**



**AFFORDABILITY THROUGH INNOVATION**  
**The digital breakthrough you've been waiting for.**

Coming to NAB 2003, booth SU7059.  
For a sneak preview go to [www.thomsongrassvalley.com/M](http://www.thomsongrassvalley.com/M)

A THOMSON BRAND

# Welcome to NAB2003!



**Eddie Fritts**  
NAB President  
& CEO



**David Kennedy**  
Chair of the  
NAB Joint Board

Those who attend the National Association of Broadcasters (NAB) spring convention for the first time quickly discover that it is the best investment they can make to improve their business. Nowhere can you find a more comprehensive showcase of broadcast, multimedia and digital video products. This year, new products are everywhere. In the next few days, thousands of state-of-the-art offerings will be introduced for the very first time. Whether you need one specific product, or you are outfitting an entire facility, you'll find it at NAB2003.

As NAB regulars know, it's not just about exhibits. This show offers you a fantastic selection of educational sessions on every facet of telecommunications. The biggest names in broadcasting, cable, Internet and video production are here for this show. You will not only hear from top industry CEOs and entrepreneurs— but from those who make the laws that impact your business— members of Congress, FCC commissioners and other key government officials.

The NAB spring convention is just one of the offerings the National Association of Broadcasters provides our members. If you are not a member, you're missing out on many services and products that can help you run your business. Just ask one of the NAB staff, identified by their silver and black name badges, to direct you to the NAB Zone, where you can learn what being an NAB member could mean to your future.

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of Broadcasters.  
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## Official Show Policies

### Location

This year, NAB2003 – The World’s Largest Electronic Media Show – will be held at the Las Vegas Convention Center (LVCC). All sessions, exhibits, and events are at the LVCC unless otherwise noted.

## Audio and Video Taping

Audio and video recording of the convention without NAB permission is prohibited. Permits are available in the following locations:

**Exhibitors** – Show Management Office, C201

**Journalists** – Newsroom, N259

**Other Attendees** – NAB Information Centers, Lobby locations

Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention.

## Registration Age Requirement

You must be 16 or older to register for the NAB2003 conferences and exhibits. No one under the age of 16 is permitted in the exhibit halls or sessions.

## No Smoking Policy

Smoking is not permitted in the LVCC. Please observe the NO SMOKING signs posted throughout the convention center.

## Signs/Other Solicitation

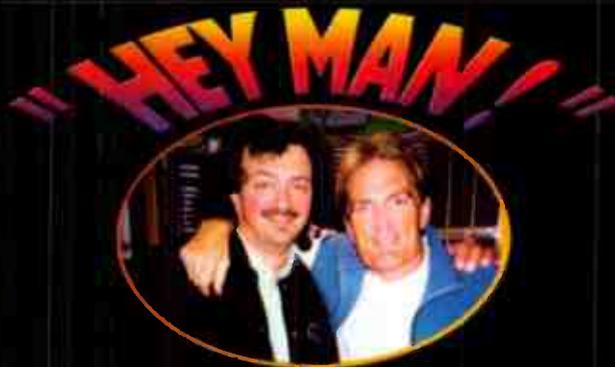
Only authorized convention and show management signs are permitted. All other signs, posters, etc. will be discarded. Distribution of unauthorized leaflets, pamphlets or other materials in any facility or official convention hotel is strictly prohibited.

## Security Procedures

Photo ID is required for on-site badge pickup. Group badge pickup is not permitted on-site. Attendees cannot pick up badges for colleagues.

CONGRATULATIONS  
SCOTT  
ON  
A  
WELL-DESERVED  
ACCOMPLISHMENT!

Love,  
The ISLAND DEF JAM MUSIC GROUP



It's with heartfelt feelings and love that I, along with your friends at Telos / Omnia, and your cherished Z-100 alumni, congratulate you on your induction in the NAB Broadcasters Hall Of Fame!

It seems like only yesterday that we were standing in a dusty, extremely small, rectangular room in Secaucus, NJ ( where I was building the Z-100 control room) when you told me emphatically..  
"Franko, we're gonna make broadcasting history right here in this little room!"  
As the broadcasting world knows only too well. YOU DID!

It's an honor and a pleasure to have worked with you! Beyond that, it's an even greater reward in life to be your friend! Count on me anytime you wish to "Crank it up man!"

Keep Rockin' Forevermore...



Frank Foti

A handwritten signature in cursive script that reads "Telos".

# Registration & Fees

## Attendee Registration Location

For assistance, please go to the Main Registration area in the Central Hall. Pre-registrant pickup is also available at the East Entrance of the South Hall.

### Hours:

Friday..... 1:00pm-5:00pm  
(Main Registration Only)  
Saturday - Wednesday.....7:30am - 6:00pm  
Thursday.....7:30am - 2:00pm  
(Main Registration Only)

## Registration Categories

**Full Conference** – includes access to all conference sessions (except the Seminar Packages which must be purchased separately), the Radio-Television News Directors Association (RTNDA) conference, super sessions, exhibits and one luncheon ticket. Spouse registration (available only if not involved in the industry) includes the same benefits and must be accompanied by a Full Conference registration.

**RTNDA@NAB** – includes access to all RTNDA and NAB conference sessions (except NAB Seminar Packages which must be purchased separately), super sessions, exhibits, the Paul White Award Reception and Dinner, the RTNDF luncheon and one ticket to either the NAB Radio or TV luncheon.

**Seminar Packages** – include seminar only and access to all exhibits. Seminar packages are available for the Digital Video Production Workshop or the Digital Cinema Summit. Full Conference registrants must purchase these packages separately. Seminar Packages do NOT include a luncheon ticket or access to any other sessions.

**Exhibits-Only** – includes only admission to all exhibits. Luncheon tickets may be purchased separately. A \$20 processing fee will be applied to all on-site Guest Pass registrations.

## Luncheon Tickets

All Full Conference registrants receive one complimentary luncheon ticket with their registration. Only registered attendees may purchase additional luncheon tickets. Tickets can be purchased for \$55 each at Main Registration in the Central Hall.

## Bill Cosby Ticket Exchange

The Ticket Exchange counter for the NAB Opening Celebration featuring Bill Cosby is located at Customer Service, Main Registration in the Central Hall. **Ticket vouchers can be exchanged ONLY at this location.**

## Lost Badges

Lost badges can be replaced at Main Registration in the Central Hall. Replacement fee for badges is \$50.

## Super Sessions

These high-caliber, high-level sessions feature industry visionaries who provide their own unique viewpoints, insights and expertise into a broad range of topics – from the latest in Internet broadcasting to digital video production, to name a few. Super Sessions are open to Full Conference Registrants only.

Meet old friends and  
make new ones over a cold  
beverage at Joe's Pub!



Open  
Monday thru Wednesday: 9am - 6pm  
Thursday: 9am - 4pm



Interactive  
choice  
is good

When it comes to interactive TV, no one gives you choices like NDS. Whether it's voting, home shopping, games, secure transactions or designing EPGs, NDS has created many award winning Value@TV interactive applications. That's why companies like DIRECTV Latin America, QVC,

MTV, Nickelodeon, Reuters, Discovery, CCTV and BSkyB choose NDS. From concept to design and integration, NDS knows iTV. We'll even give you tools to create your own applications in house.

When someone gives you a choice - make the right one!

See NDS iTV excellence for yourself at the NAB Interactive Pavilion and in South Hall Meeting Room S-213. Or call us at 949-725-2653 for an appointment.

**NDS**

World Leader • World Vision

QVC, MTV, Discovery and Nickelodeon in Europe

World Radio History

## News Media Services

### Media Badge Pick-up

**Newsroom: N259**

To obtain a media badge, members of the media must be pre-registered. Those who have not pre-registered may purchase a Full Conference or an Exhibits-Only badge at the Main Registration Area in the Central Hall.

**Hours:**

Saturday - Wednesday.....7:30am - 6:30pm  
 Thursday .....7:30am - 2:00pm

### NAB Newsroom

**N259 • 943-3557; Fax: 943-2037**

The newsroom facility is open for pre-registered news personnel only. Journalists may apply for audio/video recording permits in the newsroom. A SMART Board interactive whiteboard is available by reservation for on- and off-camera interviews.

Newsroom sponsored by



**Hours:**

Saturday - Wednesday.....7:30am - 6:30pm  
 Thursday .....7:30am - 4:00pm

## On-Site Services

### ADA Kiosks

**Central Lobby • 943-3591**

Wheelchairs, sign language interpreters, large print materials and special maps are available for attendees with special needs.

### AIM Awards Ballot Centers

**Information Centers**

Vote for the most innovative product at NAB2003. Pick up and drop off your ballot at the Information Centers located throughout the LVCC and on the exhibit floor. Votes must be submitted by Tues., April 8th at 3:00pm.

### ATM Machines

**Central Lobby**

## Baggage & Coat Check

**Business Center, Central Lobby**  
 \$2.00 per item

## Business Center

**Central & South Lobbies**

**Hours:**

Monday - Wednesday .....8:00am - 7:00pm  
 Thursday .....8:00am - 6:00pm

## Buying Team Lounge

**Central Upper lobby • 943-3505**

Offered to participants in the NAB2003 Buying Team Program, this area is a place for you to meet with your team, strategize over buying decisions, or just to relax! The lounge is open Monday - Thursday during show hours. Meeting rooms are available to the buying teams by reservation.

## Cellular Phone Rentals

**Business Center, Central Lobby**

Fees apply: \$5 activation, \$5 per day and \$1.50 per minute.

## Conference Bag Pick-Up

**North and South East Lobbies**

Exchange ticket required.

Sponsored by



## Conference Program Guides, Exhibit Guides & Floor Plans

**Information Centers, Lobbies**

Use NAB Show materials to learn about everything that is going on at NAB2003.

Floor plans sponsored by



## Conference Session Audio Recording Sales

**Central Upper and South Upper Lobbies**

# What do all these studios and productions have in common?

American Idol finale, Kodak Theatre, Hollywood ■ Antiques Road Show, WGBH Boston ■ ART TV, Jeddah, Saudi Arabia ■ Big Brother, CBS, Television City ■ Caracol TV, Bogotá, Colombia ■ Carlton Studios, Nottingham, UK ■ CBC, Halifax, Charlottetown and Winnipeg, Canada ■ Channel 5, London ■ China Central Television, Beijing ■ Ciao Darwin variety show, Studio 20, Mediaset Milan ■ CNN, Atlanta ■ C-Span Studios, Washington DC ■ DTV, Istanbul ■ E! Entertainment, Los Angeles ■ Ganz Millennium TV Studio, Hungary ■ Hot TV, Rome ■ KNBC, San Francisco ■ Korean International Broadcasting, Seoul ■ The Late Show with David Letterman, CBS, New York ■ Martini Stewart Studios, Connecticut ■ Matrix 2 ■ MSNBC, Fort Lee, Fort Lee, New Jersey ■ MTV Studios, New York ■ National Broadcast Corporation, Norway ■ NBC Studio EB, New York ■ NDTC, Los Angeles ■ NFL Film Studios, New Jersey ■ Nippon TV, Tokyo ■ SABC (South Africa Broadcasting Corporation), Johannesburg ■ Sex and the City, New York ■ Slobodkin Studio, Moscow ■ Sogecable, Studio 1, 2, 3 Canal Plus, Spain ■ Sony Studios, New York ■ The Sopranos, Silver Cup Studio, New Jersey ■ Spiderman, Universal Production ■ Tashkent TV Studio, Uzbekistan ■ Telemundo Studio, Chicago ■ Televisa Studios, Mexico ■ TNN Studios, Nashville ■ The Today Show, NBC, New York ■ The Tonight Show with Jay Leno, NBC, New York ■ Tunis TV, Tunisia ■ TV 2, Copenhagen ■ Univision Studios, Miami ■ VHI Studios, New York ■ Win Your Weight in Gold, Abu Dhabi TV, Emirates Media, JAE ■ WLWT, Cincinnati ■ WRTW, Indianapolis ■ WTBU, Butler University, Indianapolis ■ WTTW, Chicago Production Center, Chicago ■ WXIX, Cincinnati ■ Zapping Zone, France 102, Disney TV, France

## Lighting solutions by ETC.

Thousands of TV and film studios worldwide count on ETC for the best in production lighting.

At NAB 2003, demo ETC's award-winning Emphasis™ lighting control system. And find out how to upgrade your Expression®-line console to Emphasis! Try out ETC's new SmartPack™ portable dimmer – the ultra-light unit to take on remote shoots and video productions. See ETC's acclaimed Source Four®-lines fixtures, Sensor® dimming installation racks, ETCNet2™ networking, and WYSIWYG™ design software...

Register to win daily prizes at ETC booth, #C3876, like WYSIWYG Design programs or the grand-prize, SmartPack!

Emphasis Control System



SmartPack dimmer



Source Four fixture



Americas Tel: +1 608 831 4116 Fax: +1 608 836 1736 ■ Europe Tel: +44 (0)20 6896 1000 Fax: +44 (0)20 8896 2000  
Asia Tel: +852 2799 1220 Fax: +852 2799 9325 ■ [www.etconnect.com](http://www.etconnect.com)

# On-Site Services

## DTV Draffhouse: Technology on Tap!

### Central Lobby

Hot technology served with cold beer and fine wine, courtesy of the Advanced Television



Systems Committee (ATSC), the Consumer Electronics Association (CEA), and the National Association of Broadcasters (NAB). Socialize surrounded by the latest

DTV products showing spectacular HDTV, and demonstrations of cool new technologies at the DTV Draffhouse.



## Exhibit Hall Information Kiosks

Located throughout the exhibit hall, these manned kiosks can assist attendees with their questions.

Sponsored by ProductionHUB

## Expocards

Present your Expocard to participating exhibitors for follow-up after the show. Your Expocard has a magnetic strip containing your contact information. If you need to update the information on your card, please visit Main Registration Area in the Central Hall.

Sponsored by Miranda

## First Aid

**LVCC • 892-7400 on any house phone**  
**LVH • 732-5414 on any house phone**

A nurse or paramedic will be on duty at each first aid station.

## Housing Assistance

### Central Lobby • 943-3506

Hotel Assistance Desks will be staffed during the following times:

Saturday.....Noon-5:00pm  
Sunday .....8:00am-6:00pm  
Monday - Tuesday.....9:00am-6:00pm  
Wednesday.....9:00am-4:00pm

### LVH Ballroom Foyer Lobby • 892-3441

Saturday .....2:00pm-7:00pm  
Sunday.....2:00pm-7:00pm

Expoision/Housing Assistance Headquarters  
- 888-622-8830

## Information Centers

### Central Lobby • 943-3537

### South Lobby • 943-3539

### South East Upper Lobby • 943-3540

## International Trade Center

### Central Lobby

The ITC offers International attendees access to the Import/Export Matching System, multilingual staff, meeting rooms and a place to take a break.

### Hours:

Saturday .....7:30am - 5:00pm  
Sunday - Wednesday .....7:30am - 6:00pm  
Thursday.....7:30am - 4:00pm

## Joe's Pub

### Central Hall Exhibit Floor, Booth C4244

Meet old friends and make new ones over a cold beverage at Joe's Pub. Hours:

Monday - Wednesday.....11:00am - 5:00pm  
Thursday.....11:00am - 3:00pm

## Lanyards

Look for distribution bins in the lobbies and registration areas for this favorite convention keepsake.

Sponsored by NDS

## NAB Literature Service Center

### Central Lobby

Find literature from participating exhibitors. Trained staff can help you find items quickly and answer any questions.

# An Open Letter to Scott Shannon From A Long-Time WPLJ Listener

Hey Scott,

Your voice has been coming out of my radio speaker for as long as I can remember. I've met very few guys in the business with the passion and commitment that you have, not only for radio, but for music. My first hit, "Runaway," came about very soon after you introduced yourself to NY area listeners for the first time, so our friendship goes back 20 years. I'm proud to know you and I congratulate you on this special recognition of being inducted into the Broadcasting Hall of Fame! You're a class act.

Thanks for everything!



Jon Bon Jovi



...Proud To Be  
Scott Shannon's  
Radio Home  
Since 1991

# CONTRATULATIONS!

# On-Site Services

## Lost & Found

LVCC Security, Central Lobby

## Message Stations

### South East Lobby

Leave messages for colleagues at the show using Show Mail, a unique intra-show email system that lets you send and retrieve messages from other attendees or exhibitors. You can also stay in touch via email with friends and family back home.

## NAB Daily News

### N261-A

NAB Daily News, the official newspaper of NAB2003, is published Monday, Tuesday and Wednesday mornings and afternoons. The Monday and Tuesday morning editions are circulated at major hotels and the convention center. All other editions are distributed at the convention center. You can also access NAB Daily News on the Web at [www.nab.org/conventions/nab2003](http://www.nab.org/conventions/nab2003).

## NAB Directories

"You are here" maps are available throughout the convention center lobbies to help you find your way around.

Sponsored by



## NAB Store

### Central and South Lobbies

#### Hours:

Friday ..... Noon - 5:00pm  
 Saturday - Wednesday ..... 8:00am - 6:00pm  
 Thursday ..... 8:00am - 4:00pm

## NAB Zone

### Central Lobby

Learn more about the National Association of Broadcasters including membership, career assistance, insurance and financial services, public service campaigns, TARPAC, The NAB Radio Show and more.

#### Hours:

Saturday - Sunday ..... 9:00am - 5:00pm  
 Monday - Wednesday ..... 9:00am - 6:00pm  
 Thursday ..... 9:00am - 4:00pm

## PDA Download Stations

### Central and South Lobbies

Download exhibitor lists and show information to your PDA! Palm O/S and Windows CE available.

## Product Locator Stations

### Central and South Lobbies

Search the exhibitor database for companies that sell the products that are of interest.

## Relaxation Stations

### North Lobby

Get energized with a quick complimentary massage.

Sponsored by **MicroTouch**

## Wireless Internet

Enjoy wireless internet access anywhere in the Convention Center! Available through SmartCity Networks at a rate of \$5.00 an hour. If your laptop is wireless enabled, a pop-up screen will automatically appear when you turn on your computer. Simply enter your credit card information for daily internet access. Weekly rates are also available. If you need assistance, go to the SmartCity Service Desk located in the Main Lobby.

## Restaurant Reservations

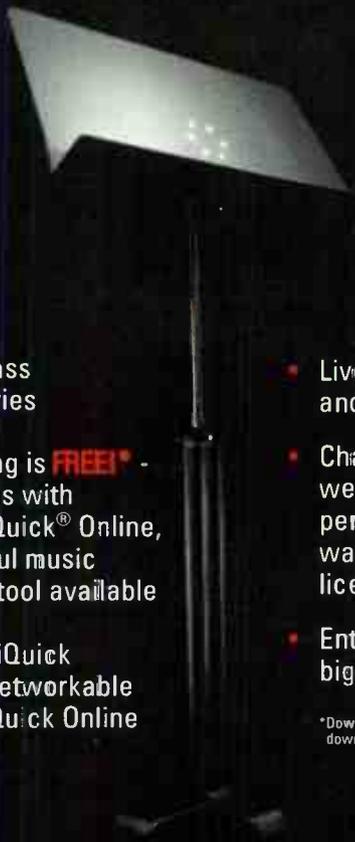
### Central and South Lobbies

## Trade Publications Bins

### Central and South Lobbies

For more information, N258/N260

# TRUE PERFORMANCE



- 14 true world-class production libraries
- Now downloading is **FREE!**\* - see how easy it is with enhanced MusiQuick® Online, the most powerful music search/audition tool available
- Experience MusiQuick Anywhere, the networkable version of MusiQuick Online
- Live demos of QuickTrax<sup>SM</sup> and LiquidTrax<sup>®</sup> Fast
- Chair massage for your weary bod, live music performances, free bottled water, magnets and cool license plates
- Enter to win a trip to 2004's biggest night in music

\*Downloads available to FirstCom clients only. Free downloads for music covered under current license.

**See you at FirstCom Booth SU7346,  
where True Performance is everything.  
Located in the Las Vegas Convention Center, South Hall 4**

**FIRSTCOM**  
MUSIC  
[www.firstcom.com](http://www.firstcom.com)

FirstCom Music, Inc., 1325 Capital Parkway, Suite 109, Carrollton, TX 75006 • Phone: 800-858-8880 • Fax: 972-242-6526

World Radio History

FirstCom Music<sup>®</sup> ■ Chappell<sup>®</sup> Recorded Music Library ■ MusicHouse<sup>®</sup> ■ OneMusic<sup>®</sup> Library ■ HollywoodMusic<sup>®</sup> ■ Gotham Music Library<sup>®</sup> ■ Velocity<sup>SM</sup>  
AccessMusic<sup>®</sup> ■ Galerie<sup>SM</sup> ■ Chappell<sup>®</sup> European Classical Series ■ Headspace<sup>®</sup> ■ Total Access<sup>®</sup> ■ Vivid<sup>®</sup> ■ Connect<sup>®</sup> (NEW)

# Staff Offices

Area Code: 702

## Advertising & Event Marketing

N258/N260 • 943-3700

## Attendee Services/Registration

Central Hall • 943-3581

## Career Center

NAB Zone, Central Lobby

## Convention Operations

N258 • 943-3598

## Exhibitor Registration

Central Hall • 943-3707

## Government Relations

N258 • 943-3703

## Information Centers

Central Lobby • 943-3537

South Lower Lobby • 943-3539

South East Upper Lobby • 943-3540

## Insurance & Financial Services

NAB Zone, Central Lobby

## International & Associate Group

NAB Zone, Central Lobby

## Legal & Regulatory Affairs

N258 • 943-3705

## Meetings & Conference Services

N258 • 943-3704

## Membership

Associate, International, Radio and Television,  
NAB Zone, Central Lobby

## NAB Education Foundation

NAB Zone, Central Lobby

## NAB Store

Central Lobby

South Lobby

## National Campaigns

NAB Zone, Central Lobby

## Newsroom/Corporate Communications

N259 • 943-3557

## News Media Briefing Room

N253

## Operations/Sales/Exhibits

C201, C2 Hall • 943-3528

## Panelists Prep Room

N249

## Research & Information Group

N258 • 943-3702

## Radio

N258 • 943-3599

## Science & Technology North

N103 • 943-3592

## Science & Technology South

S219-A • 943-3594

## Space Selection

N243

## TARPAC

NAB Zone, Central Lobby

## Television

N258 • 943-3701

## Other Offices

### Broadcast Education Association (BEA)

BEA Registration • 943-3502

### NAB Daily News

N261-A • 943-3508

### Radio Advertising Bureau (RAB)

N251 • 943-3708

## Getting Around Las Vegas

### Direct Airport Bus Service

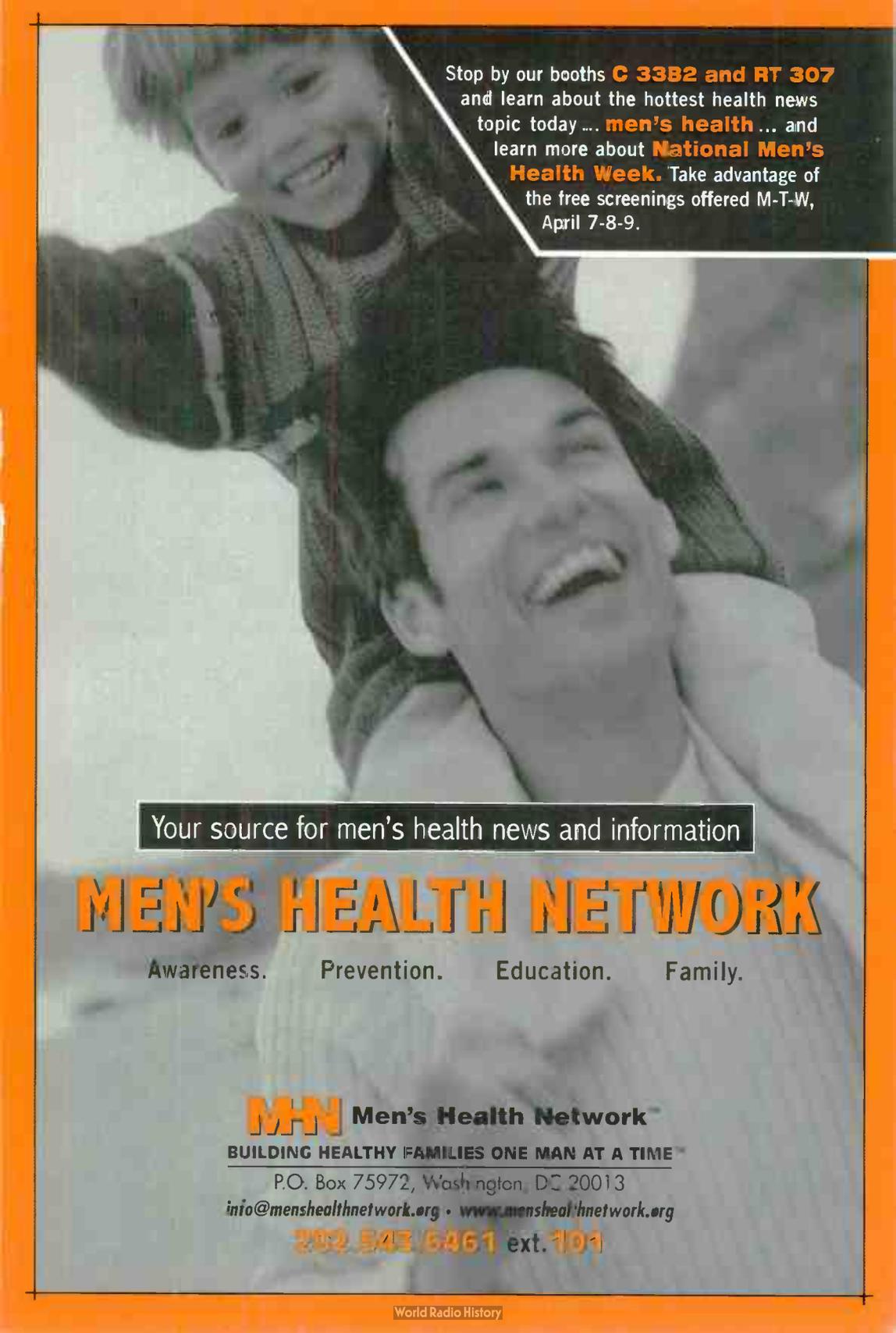
NAB provides bus service from the entrance of the LVCC to McCarran International Airport on Wednesday, April 9 and Thursday, April 10. Fare is \$5 per person, one way. Hours:

Wednesday .....Noon - 6:30pm (Every 30 min)

Thursday .....Noon - 4:30pm (Every 30 min)

### Attendee Parking

Paid parking is available at the LVCC and at the Las Vegas Hilton. LVCC parking is \$10 a day and is located at the intersection of Paradise & Convention Center Drives. Las Vegas Hilton (LVH) parking is free for LVH guests, \$20 for non-guests.



Stop by our booths **C 33B2** and **RT 307** and learn about the hottest health news topic today ... **men's health** ... and learn more about **National Men's Health Week**. Take advantage of the free screenings offered M-T-W, April 7-8-9.

Your source for men's health news and information

# MEN'S HEALTH NETWORK

Awareness. Prevention. Education. Family.

**MHN** Men's Health Network™

**BUILDING HEALTHY FAMILIES ONE MAN AT A TIME™**

P.O. Box 75972, Washington, DC 20013

[info@menshealthnetwork.org](mailto:info@menshealthnetwork.org) • [www.menshealthnetwork.org](http://www.menshealthnetwork.org)

**202 543 6461 ext. 101**

# Shuttle Services

Complimentary shuttle service is provided to attendees between the hotels in our room block and the Las Vegas Convention Center during the show. Hotel boarding locations are listed below. LVCC boarding is at the West entrance of the South Hall and in front of the Central Hall. Please see the shuttle schedule below:

Day	Inbound (am)	Outbound (pm)
Sunday	7:30 am - 9:30 am (Every 60 min) 1:00, 1:30, 2:00 pm (for RTNDA opening)	3:30 pm - 6:30 pm (Every 60 min)
Monday- Wednesday	7:30 am - 11:00 am (Every 20 min)	4:00 pm - 6:30 pm (Every 30 min)
Thursday	7:30 am - 11:00 am (Every 20 min)	4:00 pm - 6:30 pm (Every 30 min)

(Allow a 5-minute time variance to accommodate variations in traffic conditions.)

\* Service will be provided for the Congressional Breakfast on Monday & the FCC Breakfast on Tuesday at 7:00am only, from all official hotels to the LVCC.

## Hotel Information & Shuttle Boarding Points

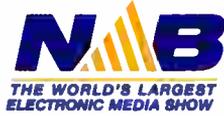
Hotel	Route	Boarding Point	Phone (702)	Fax (702)
Aladdin	1	Tour Bus Area	736-7114	785-5511
Alexis Park	1	Front Entrance	796-3300	796-3354
Bally's	2	North Casino Entrance	739-4111	967-4405
Bellagio	2	Tour Bus Area	693-7111	693-8585
Caesars Palace	3	Omni Max Entrance	731-7110	866-1700
Circus, Circus	6	Skyrise Tower	734-0410	794-3816
Flamingo Hilton	4	North Tour Bus Lobby	733-3111	733-3528
Gold Coast	3	Valet Parking Entrance	367-7111	367-8575
Harrah's	4	Tour Bus Area	369-5000	369-6014
Las Vegas Hilton	WD	Walking Distance	732-5111	794-3611
MGM Grand	1	Grand Garden Entrance	891-1111	891-3036
Mirage	5	Tour Bus Area	791-7111	791-7414
New York, New York	1	Tour Bus Area	740-6969	740-6700
Paris	2	At Bally's	946-7000	946-4405
Rio Suites	3	Outside Front Entrance	252-7777	777-6565
Riviera	6	Convention Center Entrance	734-5110	794-9663
Sahara	6	Tour Bus Area	737-2111	737-1017
Stardust	5	South Casino Entrance	732-6111	732-6296
Treasure Island	5	Tour Bus Area	894-7111	894-7414
Venetian	4	Tour Bus Area	414-1000	414-1100

VISIT THE



IN THE

LVCC CENTRAL LOBBY



# Enhancing the NAB Experience!

Thank you to our Sponsors for supporting the World's Largest Electronic Media Show



# NAB Board of Directors

## Executive Committee



*Joint Board Chair*  
**David Kennedy**  
Susquehanna Radio Corp.  
York, PA



*Radio Representative*  
**Carl Gardner**  
Journal Broadcast  
Group, Inc.  
Milwaukee, WI



*Immediate Past Joint Board  
Chair*  
**K. James Yager**  
Gray MidAmerica  
Television, Inc.  
Hoffman Estates, IL



*Television Board Chair*  
**Michael J. Fiorile**  
Dispatch Broadcast Group  
Columbus, OH



*President & CEO*  
**Eddie Fritts**  
National Association  
of Broadcasters  
Washington, DC



*Television Board Vice Chair*  
**Andrew S. Fisher**  
Cox Television  
Atlanta, GA



*Radio Board Chair*  
**Virginia "Ginny" Morris**  
Hubbard Radio Network  
AM1500 KSTP, KS95,  
WIXK-AM/FM, WFMP  
St. Paul, MN



*TV Representative*  
**Alan W. Frank**  
Post-Newsweek Stations, Inc.  
Detroit, MI



*Radio Board Vice Chair*  
**Steven W. Newberry**  
Commonwealth  
Broadcasting Corp.  
Glasgow, KY



*Network Representative*  
**Preston R. Padden**  
The Walt Disney Company  
Washington, DC

# NAB Board of Directors

## Radio Board



**John W. Barger**  
VictoriaRadio Works, Ltd.  
KVIC/KEPG/KITE/  
KRNX/KNAL  
San Antonio, TX



**David J. Field**  
Entercom  
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19-21 October 2003  
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For more information:

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INFRASTRUCTURE  
MONITORING

# RTNDA@NAB

All Radio & TV News Directors Association events take place at the Las Vegas Hilton and the Hilton Center.

**Event**

**Time • Room**

Event	Time • Room
<b>Monday at RTNDA</b> RTNDA Educator Breakfast - Making Choices	7:30 - 8:45am • Blrm B
RTNDA Opening Session and Business Meeting	10:20 - 11:10am • Blrms A&B
Why My News Should Be "Branded"	11:15am - 12:30pm • Pavilion 9
Managing Your Boss	11:15am - 12:30pm • Pavilion 10
When News Breaks	11:15am - 12:30pm • Blrm F
Covering Politics On-Air and Online	11:15am - 12:30pm • Blrm D
Stations and Colleges Working Together	11:15am - 12:30pm • Blrm E
Powerful Airchecking That Works!	2:15 - 3:30pm • Blrm G
Writing Workshop With Bob Dotson	2:15 - 3:30pm • Pavilion 9
Winning the Weather Wars	2:15 - 3:30pm • Blrm F
Making Convergence Work	2:15 - 3:30pm • Blrm D
Producing Producers	2:15 - 3:30pm • Blrm E
Working With Other Department Heads	2:15 - 3:30pm • Pavilion 10
Your Newsroom Leadership Style	3:45 - 5:00pm • Pavilion 10
One-On-One with Bob Schieffer	3:45 - 5:00pm • Pavilion 9
Do the Du(opoly)	3:45 - 5:00pm • Blrm E
How the Media Treated Me	3:45 - 5:00pm • Blrm F
One-Man Bands: How Do They Do It?	3:45 - 5:00pm • Blrm D
What Makes a Great News Music Theme?	3:45 - 5:00pm • Blrm G
Paul White Award Reception & Dinner	7:00 - 10:00pm • Barron Rm
<b>Tuesday at RTNDA</b> Design a Better Desk	9:00 - 10:15am • Blrm E
Intl Viewpoint: One-On-One With BBC News Head	9:00 - 10:15am • Blrm F
Caviar Websites on a Cheeseburger Budget, Take II	9:00 - 10:15am • Blrm D
Changing Audiences, Shifting Demographics	9:00 - 10:15am • Conf Rm 1-3
Proven Tools for Better On-Air Delivery	9:00 - 10:15am • Blrm G
Creating a Positive Newsroom Culture	9:00 - 10:15am • Conrad Rm

RTNDA@NAB In Brief

<b>Event</b>	<b>Time • Room</b>
Super Session: Leadership During Tough Times	2:00 - 3:30pm • Blrms A&B
Child Abduction Alerts	3:45 - 5:00pm • Blrm F
Graphic Trends: Finding a Look That Works	3:45 - 5:00pm • Blrm E
Basics of a Well-Written Newscast	3:45 - 5:00pm • Blrm G
Serving Your Spanish Speaking Audience	3:45 - 5:00pm • Blrm D
How Not to Get a Job	3:45 - 5:00pm • Conf Rm 1-3
Conducting Difficult Conversations	3:45 - 5:00pm • Pavilion 10
14th Annual RTNDF Live Auction & Reception	5:00 - 6:30pm • Ctr Foyer
<b>Wednesday at RTNDA</b>	
International Journalism Opportunities	9:00 - 10:15am • Blrm F
Making Your Mark with Enterprising Stories	9:00 - 10:15am • Pavilion 9
Converting to a Tapeless Newsroom	9:00 - 10:15am • Blrm D
Make Sure Your News Dept Isn't Expendable	9:00 - 10:15am • Blrm G
Secrets of Great Coaching	9:00 - 10:15am • Pavilion 10
Covering Native America	9:00 - 10:15am • Blrm E
24 Hour News Channels: Impact on Local News	10:30 - 11:45am • Blrm D
Covering Bioterrorism at Home	10:30 - 11:45am • Pavilion 9
Audience Grabbing Teasing Techniques	10:30 - 11:45am • Blrm G
Interviewing and Hiring the Best and the Brightest	10:30 - 11:45am • Pavilion 10
How To Win an RTNDF Scholarship	10:30 - 11:45am • Blrm E
RTNDF Luncheon	Noon - 1:45pm • Blrm A
Live Shot Training Camp	1:45-4:15pm • Pavilion 1-8
Time Management for You and Your Staff	3:00 - 4:15pm • Pavilion 10
Diversity in Newsroom Management	3:00 - 4:15pm • Blrm F
Talent Coaching: 60 Tips in 60 Minutes	3:00 - 4:15pm • Pavilion 9
High Sch. & You: Partnering with Next Generation	3:00 - 4:15pm • Blrm E
Interviewing Tech: Asking the Right Questions	3:00 - 4:15pm • Blrm D
Closing Reception in the RTNDA@NAB Exhibit Hall	4:15-6:00pm • Pavilion 1-8

## The Conferences and Events...

BEC = Broadcast Engineering  
 BLR = Business, Law & Regulation  
 DCS = Digital Cinema Summit  
 DVP = Digital Video Production Wrkshp  
 GI = General Interest Events

IS = InfoSession  
 MMW = NAB MultiMedia World  
 R/TV = Radio & TV Management  
 SS = Super Sessions  
 SMF = Satellite Media Forum

For  
 complete  
 description,  
 see page...

Conf.	Event	Time		
<b>Saturday</b>				
DVP	Digital Video Production Workshop ▲	8:30am - 4:30pm	60	
DCS	Digital Cinema Summit <i>Keynote: Kurt Hall</i> ▲	9:00am - 5:00pm	58	
BEC	IEEE/BTS Tutorial – 8 VSB Enhancements	9:00am - 1:00pm	42	
BEC	SBE Ennes Workshop	9:00am - 6:00pm	42	
BEC	HDTV Codecs: How Much Bandwidth Does It Take?	2:00-4:00pm	43	
GI	NAB Research Grant Recipient Summaries	3:00 - 4:15pm	36	
<b>Sunday</b>				
DVP	Digital Video Production Workshop ▲	8:30am - 5:30pm	62	
DCS	Digital Cinema Summit ▲	9:00am - 5:00pm	59	
BEC	Broadcast Engineering Conference Opening <i>Keynote: Leonardo Chiariglione</i>	9:00-9:30am	43	
BEC	DTV Conversion Issues & Solutions – Part I	9:30am - Noon	43	
BEC	IBOC DAB – Ready for Prime Time – Part I	9:30am - Noon	44	
MMW	Producing Video, DVD and Websites for Profit	10:00 - 11:00am	68	
GI	NAB/BEA/RTNDA Career Seminar	10:30 - 11:45am	36	
MMW	Web Designing for Dollars	11:15am-12:15pm	68	
GI	NAB/BEA/RTNDA Career Fair	Noon - 4:45 pm	36	
BEC	IBOC DAB – Ready for Prime Time – Part II	1:00 - 5:00pm	45	
BEC	DTV Conversion Issues & Solutions – Part II	1:00 - 5:30pm	44	
MMW	Internet Broadcasting Legal Review	2:00 - 3:15pm	68	
R/TV	The Digital Landscape	2:00 - 4:00pm	71	
	The Business of DTV: Revenue Opportunities			
	Digital AM & FM Radio: The Future Begins Now	4:00 - 5:00pm	71	
	Digital Reception and Table Top Exhibits			
GI	RTNDA@NAB Exhibit Preview	2:00 - 6:00pm	36	
MMW	Streaming Media Business Models That Work	3:30 - 4:45pm	68	

NAB2003 In Brief

# The Venues...

LVCC = Las Vegas Convention Center  
 LVH = Las Vegas Hilton Hotel

# Attend these sessions and events If your Interest Is...

Room	Venue	Digital	Engineering	International	Internet	Legal	Multi Media	Production/Post	Radio Mgmt.	Radio Sales/Mktg	Satellite	Streaming	Telecom	TV Mgmt.	TV Sales/Mktg	Video
S220-22	LVCC	●		●			●	●								●
N245	LVCC	●	●	●			●	●								●
N109	LVCC	●	●													
N111	LVCC	●	●													●
N109	LVCC	●	●													
N225	LVCC								●	●			●	●		
S220-22	LVCC	●		●			●	●								●
N245	LVCC	●		●			●	●								●
N109	LVCC	●	●	●												
N109	LVCC	●	●													
N111	LVCC	●	●													
N115	LVCCv	●		●	●		●	●								●
N242	LVCC								●	●						
N115	LVCC	●		●	●		●					●				
N252	LVCC								●	●						
N111	LVCC	●	●													
N109	LVCC	●	●													
N115	LVCC	●			●	●	●					●				
N237	LVCC	●	●			●			●	●				●	●	
N241	LVCC															
N238	LVCC															
Pavilion	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
N115	LVCC			●								●				

✱ Ticket Required    ▲ Separate Registration Required    ■ Sign Language Interpretation Available

NAB2003 in Brief

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For  
complete  
description,  
see page...

Conf.	Event	Time		
GI	Global Matchmaking Reception	6:00 - 8:00pm	36	
GI	Opening Celebration Featuring Bill Cosby ✳ <i>Sponsored by EMC</i>	8:00 - 10:pm	36	
<b>Monday</b>				
GI	Congressional Breakfast	7:30 - 8:45am	38	
GI	All Industry Opening Ceremony ■ <i>Keynote: Barry Diller; State of Industry: Eddie Fritts; DSA Recipient: Cokie Roberts</i>	9:00 - 10:30am	38	
GI	Exhibits Open	9:00am - 6:00pm	87	
SMF	Global Opportunities: Satellite Industry & Media Sector <i>Keynote: Joan Byrnes</i>	10:30 - 11:00am	80	
BLR	The New EEO Rules: Making Lemonade	10:30 - 11:45am	53	
BLR	Copyright/SHVIA - A Broadcaster Update	10:30 - 11:45am	53	
BLR	Legislating the Airwaves: Congress & Broadcasting	10:30 - 11:45am	53	
R/TV	Radio: Power of Performance: Require. for Excellence	10:30 - 11:45am	72	
R/TV	TV Digital Operations Exchange	10:30 - 11:45am	72	
R/TV	Radio & TV Idea Swap	10 :30 - 11:45am	72	
SS	The Future of Desktop Digital Video <i>Keynote: Bryan Lamkin Sponsored by Adobe</i>	10:30am - Noon	39	
BEC	Digital Television Around the World	10:30am - Noon	45	
BEC	International Broadcast Developments	10:30am - Noon	45	
SMF	What's Hot, What's Not in Satellite Services	11am - 12:30pm	80	
R/TV	Television All Industry Luncheon ✳ ■ <i>Hall of Fame Induction: Disney Anthology Series accepted by Michael Eisner; Spirit of Broadcasting Recipient and Keynote: Don Hewitt</i>	12:30 - 2:15pm	72	
R/TV	Radio: 10 Steps to Bigger Local Direct Sales	1:00 - 2:15pm	74	
R/TV	Radio: What Makes Your Employees Tick?	1:00 - 2:15pm	74	
BEC	Digital Storage & Asset Mgmt. for Content	1:00 - 5:30pm	46	

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Blrm B	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Grnd Blrm	Bellagio	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Blrm A	LHV					●		●	●							
Barron Rm	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Exh. Halls	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
N115	LVCC	●		●						●		●				
N240	LVCC					●		●					●			
N233	LVCC					●		●					●			
N241	LVCC					●		●					●			
N232	LVCC			●					●							
N237	LVCC	●	●		●								●		●	
N236	LVCC							●	●				●		●	
S222	LVCC	●		●			●	●								●
N109	LVCC	●	●	●												
N111	LVCC	●	●	●												
N115	LVCC	●		●						●		●				
Barron Rm	LVH			●									●		●	
N232	LVCC			●					●							
N241	LVCC			●				●								
N111	LVCC	●	●	●												

NAB2003 In Brief

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For complete description, see page...

Conf.	Event	Time		
BEC	MPEG-Enabling Broadcast and Media Convergence	1:00 - 6:00pm	46	
SMF	Satellite & Media Forum <i>Keynote: Scott Davis</i>	1:30 - 1:45pm	80	
SMF	From SNG to CDN: Outsourcing Media	1:45 - 2:55pm	80	
BLR	The FCC Legal Advisors	2:00 - 3:15pm	53	
BLR	Future of Music Performance Licenses for Radio	2:00 - 3:15pm	53	
MMW	New Media Research Study Forum	2:00 - 5:00pm	68	
MMW	The PVR: Shifting Time and Paradigm	2:00 - 5:00pm	69	
R/TV	Leadership Session: When Group Executives Talk...	2:30 - 3:45pm	74	
SMF	Roundtable: The Times They Are a Changin'	2:55 - 3:40pm	81	
BLR	Radio Licenses: Renew Them or Lose Them	3:30 - 4:45pm	54	
BLR	DTV: New Rule Proposals Abound	3:30 - 4:45pm	54	
SMF	What Content Providers Need Most	3:55 - 5:05pm	81	
R/TV	Digital TV Operations Tour	4:00pm	74	
MMW	NAB MultiMedia World <i>Keynote: Mike Volpi</i> <i>Sponsored by IBM</i>	5:00 - 6:00pm	69	
SMF	Creating New Customers in B'casting & Satellite	5:05 - 5:50pm	81	
GI	International Reception <i>Sponsored by HBO Latin America</i>	5:30 - 7:00pm	38	
R/TV	RTNDA Paul White Award Reception & Dinner ✳	7:00pm - 10:00pm	39	
BLR	<b>Tuesday</b> FCC Chairman's Breakfast ■ <i>Intro &amp; Welcome: Eddie Fritts; One-on-One: The Honorable Michael Powell and Sam Donaldson Sponsored by AG Edwards &amp; Sons, Inc.</i>	7:30 - 8:45am	54	
IS	PanAmSat Info Session - Global Satellite Update	8:30 - 10:30am	79	
GI	Exhibits Open	9:00am - 6:00pm	87	
BLR	Broadcast Ownership Regulation: Times Are a Changin'	9:00 - 10:15am	54	
R/TV	Influential Marketing: 2003 and Beyond	9:00 - 10:15am	75	

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N109	LVCC	●	●	●												
N115	LVCC			●						●		●				
N115	LVCC	●	●							●		●				
N240	LVCC			●		●		●						●		
N233	LVCC					●		●								
S220	LVCC	●		●			●									
S221	LVCC	●		●			●									
N245	LVCC					●		●	●					●		
N115	LVCC	●		●						●		●				
N240	LVCC					●		●								
N233	LVCC					●								●		
N115	LVCC	●		●						●		●				
N236	LVCC	●												●		
S222	LVCC	●		●			●									
N115	LVCC									●		●				
Blrm B	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Barron Rm	LVH							●								
Blrm A/B	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
N250	LVCC		●	●						●	●					
Exh. Halls	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
N240	LVCC					●		●						●		
N245	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

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NAB2003 In Brief

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Conf.	Event	Time		
R/TV	Radio: Stealing Ad Budgets from Newspapers	9:00 - 10:15am	75	
SS	Broadband Digital and Wireless Media <i>Keynote: Kari-Pekka Wilksa</i>	9:00am - Noon	40	
BEC	Implementing PSIP and Metadata	9:00am - Noon	48	
BEC	Radio Transmission Forum	9:00am - Noon	48	
MMW	B'cast Quality Production for Internet & DVD - Part I	9:00am - Noon	69	
BLR	Spectrum: Can We Keep It?	10:30 - 11:45am	56	
R/TV	Leadership Session: Business 2004: New Agenda	10:30 - 11:45am	75	
R/TV	The Digital TV Transition: Let Viewers Be Your Guide	10:30 - 11:45am	75	
R/TV	Radio Luncheon * ■ <i>Keynote: Bob Schieffer; Hall of Fame Radio Inductee: Scott Shannon Sponsored by ASCAP</i>	12:15 - 1:45pm	76	
BEC	DTV Reception and Enhancements	1:00 - 5:00pm	49	
BEC	Radio Audio Forum	1:00 - 5:30pm	49	
BLR	FCC Enforcement: Don't Bet the Ranch Against It	2:00 - 3:15pm	56	
BLR	Television Music Licensing - Bridge to Fairness	2:00 - 3:15pm	56	
R/TV	David & Goliath: Selling Strength of Your Cluster	2:00 - 3:15pm	76	
R/TV	Leadership During Tough & Demanding Times	2:00 - 3:15pm	76	
MMW	B'cast Quality Production for Internet & DVD - Part II	2:00 - 4:00pm	70	
SS	Ready for Primetime: Interactive TV <i>Keynote: Jeff Shell</i>	2:00-4:15pm	40	
IS	ISMA Info Session - The Future of Streaming Media	3:00 - 5:00pm	67	
BLR	Regulatory Face-off Coffee Break	3:15 - 3:30pm	56	
BLR	The Regulatory Face-off <i>Moderator: John Cochran; Panelists: Kathleen Abernathy; Michael Copps; Kevin Martin; Jonathan Adelstein; Nancy Victory</i>	3:30 - 4:30pm	56	
MMW	Walking the Line Between Rights and Revenue	4:15 - 5:30pm	70	
MMW	Distributing Media for Consumer-Based Services	4:15 - 5:30pm	70	

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- LVH = Las Vegas Hilton Hotel

# Attend these sessions and events If your Interest Is...

Room	Venue	Digital	Engineering	International	Internet	Legal	Multi Media	Production/Post	Radio Mgmt.	Radio Sales/Mktg.	Satellite	Streaming	Telecom	TV Mgmt.	TV Sales/Mktg.	Video
N232	LVCC			●						●						
S222	LVCC	●		●				●					●			
N109	LVCC	●	●													
N111	LVCC	●	●													
S220	LVCC	●		●	●		●	●								
N233	LVCC					●		●						●		
N245	LVCC			●				●	●							
N241	LVCC	●		●		●								●	●	
Barron Rm	LVH	●		●	●		●		●	●		●				
N109	LVCC	●	●													
N111	LVCC	●	●													
N240	LVCC					●		●						●		
N233	LVCC					●								●		
N232	LVCC			●						●						
Blrm A/B	LVH	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
S220	LVCC	●		●	●			●				●				
S222	LVCC	●		●	●							●				
N252	LVCC	●		●	●		●					●				●
N245	LVCC				●				●	●				●	●	
N245	LVCC				●				●	●				●	●	
S221	LVCC	●				●	●									
S220	LVCC	●		●			●									

✘ Ticket Required    ▲ Separate Registration Required    ■ Sign Language Interpretation Available

NAB2003 in Brief

## The Conferences and Events...

BEC = Broadcast Engineering  
 BLR = Business, Law & Regulation  
 DCS = Digital Cinema Summit  
 DVP = Digital Video Production Wrkshp  
 GI = General Interest Events

IS = InfoSession  
 MMW = NAB MultiMedia World  
 R/TV = Radio & TV Management  
 SS = Super Sessions  
 SMF = Satellite Media Forum

For complete description, see page...

Conf.	Event	Time		
<b>Wednesday</b>				
BEC	Technology Based Broadcast Services	8:00 - 11:30am	50	
GI	Exhibits Open	9:00am - 6:00pm	87	
SS	Technologies & Media on Wall Street <i>Keynote: Greg Estes</i>	9:00 - 10:30am	41	
R/TV	Radio: Mgmt. Lessons from Around the World	9:30 - 10:45am	78	
R/TV	Leadership Session: Customer of the 21st Century	9:30 - 10:45am	78	
MMW	Next Generation Technologies, Future of Comm.	10:45am - Noon	70	
R/TV	Breakout Session: The Teenage Marketplace	11:00 am - 12:15pm	78	
R/TV	Breakout Session: The Hispanic Marketplace	11:00 am - 12:15pm	78	
R/TV	Radio: Are You & Clients Speaking the Same Language?	11:00 am - 12:15pm	78	
BEC	Technology Luncheon * ■ <i>Keynote: George Gilder; Presentation of Radio &amp; TV Engineering Achievement Awards Sponsored by Thales Broadcast &amp; Multimedia</i>	Noon - 1:45pm	50	
GI	AIM Awards Presentation	Noon - 1:45pm	41	
R/TV	Broadcast/Print/Online Partnerships	1:30 - 2:45pm	78	
SS	Internet Broadcasting & Webcasting <i>Keynote: Rob Glaser</i>	2:00-4:00pm	41	
BEC	Facilities Management for Radio and Television	2:00 - 5:00pm	52	
GI	RTNDA@NAB Closing Reception	4:15 - 6:00pm	41	
BEC	Amateur Radio Operators Reception <i>Sponsored by CQ Communications &amp; Kenwood Communications Corporation</i>	6:00 - 8:00pm	52	
<b>Thursday</b>				
MMW	The Future of Streaming & Internet Broadcasting	9:00 - 10:30am	70	
BEC	Workbench Tips From Radio World's John Bisset	9:00am - Noon	52	
BEC	Television Production and Operations	9:00am - Noon	52	
GI	Exhibits Open	9:00am - 4:00pm	87	
MMW	Effective New Media Marketing Strategies	10:45am - Noon	70	

# The Venues...

LVCC = Las Vegas Convention Center  
 LVH = Las Vegas Hilton Hotel

# Attend these sessions and events if your interest is...

Room	Venue	Digital	Engineering	International	Internet	Legal	Multi Media	Production/Post	Radio Mgmt.	Radio Sales/Mktg	Satellite	Streaming	Telecom	TV Mgmt.	TV Sales/Mktg	Video
N109	LVCC	●	●													
Exh. Halls	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
S222	LVCC	●		●			●		●					●		
N232	LVCC			●						●						
N237	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
S220	LVCC	●		●	●		●									
N241	LVCC			●					●	●				●	●	
N240	LVCC								●	●				●	●	
N232	LVCC			●						●						
Barron Rm	LVH	●	●	●			●									
Barron Rm	LVH								●							
N237	LVCC				●				●	●				●	●	
S222	LVCC	●		●	●		●		●			●				
N109	LVCC	●	●													
Pavilion	LVH								●							
Blrm B	LVH		●	●					●							
S220	LVCC	●		●	●		●					●				
N111	LVCC	●	●													
N109	LVCC	●	●				●									
Exh. Halls	LVCC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
S220	LVCC	●		●	●		●					●				

NAB2003 In Brief

✱ Ticket Required    ▲ Separate Registration Required    ■ Sign Language Interpretation Available

# Super Sessions & Events

## Saturday

3:00 - 4:15pm • N233, LVCC

### NAB Research Grant Recipient Summaries

The 2002 NAB Research Grant recipients will discuss the findings of their projects.

**Moderator: David Gunzerath, NAB**

**Panelists: Brooke Barnett and Constance Ledoux Book**, Elon Univ., "Bandwidth Bonanza: DTV PC and the Promise of Digital Business Opportunity for Broadcasters"; **Jerry Condra**, State Univ. of New York at Oswego, "An Investigation of Factors Affecting Training and Recruitment of Entry-Level Broadcast Sales People"; **Kimberly S. Gregson**, Indiana State Univ., "Increasing SplashBack: Once We Get the Broadcast News Viewer to the Web, How Do We Get Them to Come Back?"; **Herbert H. Howard**, Univ. of Tennessee, "TV Station Ownership in the United States: A Comprehensive Study (1950-2002)"; **Annie Lang**, Indiana Univ., "News Program Pacing, Arousal, Memory, and Channel Changing"; and **Andrew Sweeting**, MIT, "Strategic Product Choices in the Commercial Music Radio Industry"

## Sunday

10:30 - 11:45am • N242, LVCC

### NAB/BEA/RTNDA Career Seminar – How to Land Your First Job or Your Next Job

Get expert advice from experienced broadcast professionals and knowledgeable communication educators. Panelists will discuss the current job market; how to best prepare for employment; special challenges and opportunities for minority job seekers; skills sought by employers; how to work the career fair; how to prepare for job interviews; and other employment topics.

**Moderator: Alex Hitz-Sanchez, NAB**

**Panelists: Rebecca Ann Lind**, University of Illinois, Chicago, IL; **David Louie**, KGO-TV, San Francisco, CA; **Condace Pressley**, WSB-AM; Atlanta, GA; **Brad Saul**, Matrix Media, Chicago, IL

Noon - 4:45 pm • N252, LVCC

### NAB/BEA/RTNDA Career Fair

Looking for a career opportunity in broadcasting? Visit the largest career fair in broadcasting and related industries. Meet with representatives from radio and television stations and related companies. This may be your chance to find your dream job!

2:00 - 6:00pm • Pavilion, LVH

### RTNDA@NAB Exhibit Preview

Get a jump-start on visiting the exhibits during RTNDA's special Sunday hours.

6:00 - 8:00pm • Ballroom B, LVH

### Global Matchmaking Reception

International attendees are invited to attend this reception and tabletop exhibit area. Meet with companies who are prepared to export their equipment to you.

8:00 - 10:00pm •

Grand Ballroom, Bellagio Hotel

### Opening Celebration Featuring Bill Cosby



*Ticket required.*

Legendary comedian Bill Cosby will kick off NAB2003 with a special one-night performance. An 8:00pm reception for all ticket holders precedes the Cosby performance at 9:00pm

Cosby's brand of comedy follows in the tradition of great American humorists such as Charlie Chaplin, Will Rogers and Groucho Marx. His humor centers on the human condition, family relationships, and the evolving roles of men and women. Without resorting to gimmickry or low-brow humor, Cosby has touched generations of Americans with his unique brand of comic brilliance.

Sponsored by

**EMC<sup>2</sup>**  
here information lives

# VISIT THE



# IN THE

# LVCC CENTRAL LOBBY

# Super Sessions & Events

## Monday

7:30 - 8:45am • Ballroom A, LHV

### Congressional Breakfast

Held annually, NAB's annual Congressional Breakfast brings key Members of Congress from both the House and the Senate to address leaders in the telecommunications and broadcasting fields. With issues like ownership limitations, copyright concerns, and spectrum lease fee proposals confronting our industry, the breakfast is a must-see event for industry leaders intent on staying up to date on the latest in Washington. Don't miss out.

9:00am - 6:00pm • Exhibit Halls, LVCC

### Exhibits Open

### NAB Announces First Annual Product Awards

Attendees must vote by 3:00 pm Tuesday, April 8 at AIM Ballot Centers located at Information Centers throughout the LVCC.

Awards will be presented at the Technology Luncheon on Wednesday, April 9.



9:00 - 10:30am • Barron Room, LVH

### All Industry Opening Ceremony

Open to full conference registrants only.  
Sign language interpretation available.

Hear the view from the top on key policy issues facing radio and television broadcasters in the 21st century

Keynote Address:

**Barry Diller**

Chairman and CEO  
USA Interactive and  
Vivendi UNIVERSAL  
ENTERTAINMENT  
New York, NY



State of the Industry  
Address:

**Eddie Fritts**

President and CEO  
NAB  
Washington, DC

Distinguished Service  
Award Recipient:

**Cokie Roberts**

Policital Analyst,  
ABC News  
Washington, DC



5:30 - 7:30pm • Ballroom B, LVH

### International Reception

This is the premier social event for international attendees and a "can't miss" if your business is global. Join us and our friends from HBO Latin America for a drink and some great networking. There's no better way to wind up the first big day at the convention!

Sponsored by  
HBO Latin America

# Super Sessions & Events

## Monday

10:30am - Noon • S222 LVCC

**Super Sessions**

### The Future of Desktop Digital Video

In this presentation, Bryan Lamkin, Adobe senior vice president of Digital Imaging & Digital Video Products, along with representatives from Microsoft and Intel, will reveal current and future desktop solutions that will extend rich video creation and increase productivity over the next few years.

**10:30am – Keynote**  
**Bryan Lamkin**  
Adobe Systems, Inc.  
San Jose, CA



### 11:00am – Executive Panel

**Will Poole**, Microsoft Corporation, Redmond, WA; **Deborah Conrad**, Intel Corporation, Santa Clara, CA



Sponsored by

Adobe

7:00 - 10:00pm • Barron Room, LVH

### RTNDA Paul White Award Reception & Dinner

Honoring  
**Bob Schieffer**  
anchor and moderator  
of CBS News' Face the Nation



The NAB/BEA/RTNDA  
RADIO AND TELEVISION

CAREER  
FAIR

Sun. April 6th, Noon-4:45pm  
N252, LVCC

Looking for a great career opportunity? Visit the largest career fair in broadcasting and related industries. Come network with professionals, interview with recruiters, and maybe even find your next job!



Conferences In Depth

# Super Sessions & Events

**Tuesday**

2:00 - 4:15pm • S222, LVCC

9:00am - 6:00pm • Exhibit Halls, LVCC

## Exhibits Open

9:00am - Noon • S222, LVCC

**Super Sessions**

### Broadband Digital and Wireless Media: Show Me the Money! Show Us the Promotion!

There's an untapped market comprised of mobile professionals who aren't watching television, listening to the radio or surfing the net. Hear about brand new media channels are now capable of reaching an elusive on-the-go audience.

#### 9:00am - Keynote

The keynote will highlight new Nokia devices that can be used to distribute broadcaster-controlled programming via multimedia streaming known as MMS.



**Kari-Pekka Wilska**  
Nokia Americas, Inc.  
Dallas, TX

Moderator: **Charles Bierbauer**, University of South Carolina, Columbia, SC

#### 9:30am - Up Close: Charles Bierbauer Live Interview with KP Wilska

#### 10:15am - Broadband Crossfire Debate

**Fred Tarter**, Radio Free Europe/Radio Liberty Foundation, New York, NY; **W. Thomas Simmons**, Midcontinent Communications; **Dan Rayburn**, Dan Rayburn, streamingmedia.com, New York, NY; **Steven Canepa**, IBM, Glendale, CA

This session is coproduced with Target Wireless, Inc.

**Super Sessions**

### Ready for Primetime: Interactive Television Transforms Advertising and the Broadcast Business Model

What happens to the free TV model when consumers can time-shift, skip commercials and move media at will? Advertisers, television executives and media services companies discuss what they expect from advertising and business models in the future ITV marketplace.

#### 2:00pm - Keynote

**Jeff Shell**  
Gemstar-TV Guide  
International, Inc.  
Los Angeles, CA



#### 2:45pm - Executive Panel

Moderator: **Allison Dollar**, Interactive Television Alliance, Santa Monica, CA

Host: **Ben Mendelson**, Interactive Television Alliance, Santa Monica, CA

Panelists: **Greg DePrez**, Starz Encore Group, Englewood, CO; **Rick Mandler**, Walt Disney Internet Group, New York, NY; **David Harkness**, VNU - Nielsen Media Research, New York, NY; **Tim Larcombe**, Agency.Com, New York, NY

Co-produced with the ITA.

2:00 - 3:15pm • Ballrooms A&B, LVH



### Leadership During Tough & Demanding Times

(Joint RTNDA/NAB session)

See page 76 for complete details.

# Super Sessions & Events

## Wednesday

9:00am - 6:00pm • Exhibit Halls, LVCC

### Exhibits Open

9:00-10:30am • S222, LVCC

#### Super Sessions

### Technologies & Media on Wall Street: A Look at the Near-Term Future

What are companies doing to secure their future and to bolster investor confidence? Can the experts accurately predict which industries will thrive and which will suffer? Executives from the broadcast, production, new media and telecommunications industries will be joined by analysts to offer their educated answers to these questions along with steps they are taking to improve their near-term future.

9:00am – Keynote  
**Greg Estes**

SGI  
Mountain View, CA



Moderator: **Margaret Smyth**, Deloitte & Touche, New York, NY

#### 9:30am – Executive Panel

**Jerry Chase**, Thales Broadcast & Multimedia, Southwick, MA; **Rob Henninger**, Henninger Media Services, Arlington, VA; **Gary Shapiro**, CEA, Arlington, VA

Noon - 1:45pm • Barron Room, LVH

### AIM Awards Presentation

The first annual NAB Award for Innovation in Media (AIM) recognizes exhibitors for their innovations in three categories – content creation, content management and content delivery. Winners will be announced at the Technology luncheon. Ballots may be picked up and dropped off at any AIM Voting Center located at Information Centers. Five winners from each category will be selected and editors of key industry publications will select one overall winner in each category.

2:00 - 4:00pm • S222, LVCC

#### Super Sessions

### Internet Broadcasting & Webcasting: New Opportunities in the New Digital Broadcast Marketplace

From the enterprise to entertainment the future for delivering content over the Internet looks very bright for the long-term. The session offers insight into the issues that will drive the future of streaming media encompassing a discussion of business models that are evolving in the wake of economic downturn. Co-produced with the International Webcasting Association.

2:00pm – Keynote

**Rob Glaser**

RealNetworks, Inc.  
Seattle, WA



#### 2:30pm – Executive Panel

Moderator: **Peggy Miles**, Intervox Communications, Washington, DC

**Bernard Gershon**, ABCNEWS.com, New York, NY; **Tom Gerstel**, CNN Internet Technologies, Atlanta, GA; **Jonathan Klein**, The FeedRoom, New York, NY; **Amir Majidmehr**, Microsoft Corporation, Redmond, WA

Co-produced with International Webcasting Association.

4:15 - 6:00pm • Pavilion, LVH

### RTNDA@NAB Closing Reception

Come thank the exhibitors and say "so long" to your colleagues at the closing reception in the RTNDA@NAB Exhibit Hall.

## Thursday

9:00am - 4:00pm • Exhibit Halls, LVCC

### Exhibits Open

# Broadcast Engineering

## Saturday

9:00am - 6:00pm • N111, LVCC

### SBE Ennes Workshop

*Chairpersons:* **William Hayes**, Iowa Public Television, Johnston, IA; **Fred Baumgartner**, Comcast Digital Programming Center, Littleton, CO

#### 9:00am – Audio Processing for Digital Transmission

**Robert Reams**, Neural Audio, Seattle, WA

#### 9:30am – Understanding the XM Radio Transmission System

**Tony Masiello**, XM Satellite Radio, Washington, DC

#### 10:00am – Understanding the Sirius Radio Transmission System

**Mark Kalman**, Sirius Radio, New York, NY

#### 11:00am – Understanding the iBiquity IBOC Transmission Systems

**Deepen Sinha**, iBiquity Digital, Warren, NJ

#### 11:30am – Employing ASI in Broadcast Station Design

**Scott Barella**, Burst Communications, Centennial, CO

#### 12:30pm – IP Based Content Distribution

**Joe Fabiano**, Pathfire, Roswell, GA

#### 1:30pm – Connectivity for Centralization

**Danny Romeo**, Nexustar, Del Ray Beach, FL

#### 2:00pm – Using the Advanced Digital Distribution Entity to Improve Station Operational

**Tom Handy**, KWSU/KTNW Washington State University, Pullman, WA

#### 2:30pm – Making the Centralization Decision

**Wendell Bailey**, NBC, Washington, DC

#### 3:00pm – New York Times Remote Control Station & Transmitter Monitoring

**Frank Chebalo**, The New York Times Company Digital Operating Center/WTKR-TV, Norfolk, VA

#### 3:30pm – McGraw-Hill's Centralcasting Initiative

**Ron Jennings**, McGraw Hill, San Diego, CA

#### 4:00pm – The Evolution of LIN Broadcasting's Centralization

**Lawrence Oaks**, LINTV, Indianapolis, IN

#### 4:30pm – Centralized Content and Control at the Emmis Television Division

**Mike McKinnon**, Emmis Communications, Indianapolis, IN

#### 5:00pm – The Proposed New and Improved Clear Channel Centralcasting Platform

**Michael DeClue**, Clear Channel, Tulsa, OK

#### 5:30pm – Panel Discussion

9:00am - 1:00pm • N109, LVCC

### IEEE/BTS Tutorial – 8 VSB Enhancements

*Moderator:* **Tom Gurley**, MSTV, Washington, DC

#### 9:00am – Introduction

**Tom Gurley**, MSTV, Washington, DC

#### 9:15am – Background on 8VSB and Overview of Potential Enhancements

**Yiyan Wu**, Communications Research Centre, Ottawa, Canada

#### 10:00am – Details of Zenith/ATI Dual-Stream System

**Wayne Bretl**, Zenith Electronics Corp., Lincolnshire, IL

#### 11:00am – Laboratory Tests

**Charles Einolf**, Advanced Television Technology Center, Alexandria, VA

#### 11:30am – Backwards Compatibility Tests

**Yiyan Wu**, Communications Research Centre, Ottawa, Canada

#### 11:45am – Field Tests

**Victor Tawil**, Association for Maximum Service Television, Inc., Washington, DC

#### 12:30pm – Transport Stream Issues

**Art Allison**, NAB

#### 12:45pm – Wrap-up & Status of Standards Process

**Tom Gurley**, MSTV, Washington, DC

## Saturday

2:00 - 4:00pm • N109, LVCC

### HDTV Codecs – How Much Bandwidth Does It Take?

Moderator: **Mark O'Brien**, SpectraRep, Chantilly, VA

Panelists: **Jerry Butler**, PBS, Alexandria, VA; **Jordi Ribas-Corbera**, Microsoft Corporation, Redmond, WA; **Ben Waggoner**, Ben Waggoner Digital, Portland, OR; **Anthony Jones**, Tandberg Television, Southampton, Hampshire, UK

## Sunday

9:00 - 9:30am • N109, LVCC

### Broadcast Engineering Conference Opening

Chairperson: **Lynn Claudy**, NAB

#### 9:00am – Digital Media: Can Content Business and Users Coexist?



Keynote:  
**Leonardo Chiariglione**  
Telecom Italia Lab  
Torino, Italy

9:30am - Noon • N109, LVCC

### DTV Conversion Issues & Solutions – Part I

Chairperson: **Jeff Andrew**, Gannett Broadcasting, Washington, DC

#### 9:30am – DTV Issues from a Network Point of View

**Robert Seidel**, CBS, New York, NY

#### 9:55am – Paths to 2006: Interim Vs. High Power Solutions

**Laura Sterling**, Andrew Corp, Orland Park, IL

#### 10:20am – Methods for Realizing Compact Lower Cost Filters for Terrestrial Digital Broadcast Applications

**Derek Small**, Myat Inc., Falmouth, ME

#### 10:45am – A New Generation Ultra-Efficient DTV Transmitter Using the MSDC IOT

**Gordon Gummelt** and **Fred Stefanik**,  
Thales Broadcast & Multimedia,  
Southwick, MA

#### 11:10am – Analog-to-Digital Upgradeable Transmitters for the Worldwide Market

**Martyn Horspool**, Harris Corp., Mason, OH

#### 11:35am – What About Those Shadows?

**Timothy Cutforth**, Vir James Engineers,  
Denver, CO



**You Gotta Vote!**

**AWARD FOR INNOVATION IN MEDIA**

**VOTE for the MOST INNOVATIVE PRODUCT at NAB2003.**

Nominations are being accepted in three categories:

- **Content Creation**
- **Content Management**
- **Content Delivery**

**Vote and Enter to Win:**

- 2 tickets to Blue Man Group, April 9
- Free NAB2004 Full Conference Registration
- \$250 Gift Certificate to NAB Store

Ballots may be picked up and dropped off at any AIM Ballot Center located at each of the Information Centers throughout the LVCC and on the exhibit floor. One ballot per attendee please.

**HURRY! Ballots must be turned in by Tuesday, April 8th at 3:00 p.m.**

Conferences In Depth

# Broadcast Engineering

**Sunday**

9:30am - Noon • N111, LVCC

## **IBOC DAB – Ready for Prime Time – Part I**

*Chairperson: Milford Smith, Greater Media Inc., East Brunswick, NJ*

### **9:30am – Chipping Away at the HD Radio System**

**John Gardner**, Texas Instruments, Houston, TX

### **10:00am – Swept Frequency Techniques for Evaluating AM Antenna System Bandwidth**

**Ronald Rackley**, du Treil Lundin and Rackley Inc., Sarasota, FL

### **10:30am – FM IBOC Transmission Using Dual Input Antennas**

**Eric Wandel**, Electronics Research Inc., Chandler, IN

### **11:00am – AM High Definition Radio-Technical Issues Affecting Adoption at Night**

**Glen Clark**, Glen Clark & Associates, Cranberry Township, PA

### **11:30am – IBOC Technical Activities Report**

**David Layer**, NAB

1:00 - 5:30pm • N109, LVCC

## **DTV Conversion Issues & Solutions – Part II**

*Chairperson: Ted Teffner, WCAX-TV, Burlington, VT*

### **1:00pm – Another Example of Software Replacing Hardware: Real-time Software MPEG-2 SDI/HD Encoding for Digital TV Broadcasting**

**Jay Kuo**, InterVideo, Arcadia, CA

### **1:30pm – Distribution and Routing of Multiple Audio Services in DTV Systems**

**Jeffrey Riedmiller**, Dolby Labs, San Francisco, CA; **Gerry Field**, CPB/WGBH National Center for Accessible Media, Boston, MA

### **2:00pm – Longley-Rice 101**

**William Meintel**, TechWare Inc., Chantilly, VA

### **2:30pm – Benefits of Next-Generation Real-Time Adaptive Correction in Real-World Digital Television Installations**

**Joe Seccia**, Harris Corporation, Mason, OH

### **3:00pm – The Analog Coder: HDTV Digital Transmission Over an Analog Microwave Link**

**John Payne**, Nucomm Inc., Hackettstown, NJ

### **3:30pm – The Right Time**

**David Strachan**, Evertz Microsystems Ltd., Burlington, Ontario, Canada

### **4:00pm – Does OSD Have a Role to Play in the Broadcast and Media Space?**

**Mohan Mysore**, Ciprico Inc., Plymouth, MN

### **4:30pm – Save Time and Money: Optimizing Your Broadcast RF System**

**Walter Mamak**, Andrew Corporation, Orland Park, IL

### **5:00pm – Real Life Experiences in Common-Site Multistation FM and TV Projects**

**Kerry Cozad**, Dielectric Communications, Raymond, ME



*Contact us when you are looking for answers...*

Reference Line: 202-429-5490

Open M - F, 8:30am - 5:00pm

[www.nab.org/irc](http://www.nab.org/irc) • [irc@nab.org](mailto:irc@nab.org)

# Broadcast Engineering

## Sunday

1:00 - 5:00pm • N111, LVCC

### **IBOC DAB – Ready for Prime Time – Part II**

*Chairperson:* **Jeff Littlejohn**, Clear Channel Communications, Covington, KY

#### **1:00pm – Practical Considerations for the Implementation of AM IBOC**

**Thomas Ray III**, Buckley Broadcasting/WOR Radio, New York, NY

#### **1:30pm – A Planning Guide: Determining the Best IBOC Migration Path for Your AM or FM Radio Station**

**Keith A. Mullin**, Harris Corp., Quincy, IL

#### **2:00pm – The Effects of Implementation of IBOC Transmissions On Nighttime Analog Reception At Night**

**Glynn Walden**, iBiquity Digital Corporation, Columbia, MD

#### **2:30pm – IBOC Space Diversity Test**

**Talmage Ball**, Bonneville International, Salt Lake City, UT

#### **3:00pm – Solutions for the Implementation of FM IBOC Technology**

**Henry Downs**, Dielectric Communications, Raymond, ME

#### **3:30pm – Reducing FM IBOC Transmission Costs with the Proper Configuration and Linearization Techniques**

**George Cabrera**, Harris Corp., Mason, OH

#### **4:00pm – Applying the Principles of Data Communications to the Development of an Open and Universal IBOC Data Protocol**

**David Maxson**, Broadcast Signal Lab LLP, Medfield, MA

#### **4:30pm – Digital Radio Concepts for Satellite and Terrestrial Reception**

**Jack Morgan**, Philips Electronics, Farmington Hills, MI

## Monday

10:30am Noon • N109, LVCC

### **Digital Television Around the World**

*Chairperson:* **Bill Napier**, Bahakel Communications, Charlotte, NC

#### **10:30am – Diversity Reception of Digital Terrestrial Television (DVB-T)**

**Justin Mitchell**, BBC R&D, Kingswood, UK

#### **11:00am – Marketing Strategies for Digital Terrestrial Broadcasting in Germany**

**Heiko Zysk**, ProSiebenSat.1 Media AG, Berlin, Germany

#### **11:30am – Digital HDTV Reception in Japan**

**Satoru Wajiki**, NHK, Tokyo, Japan

10:30am - Noon • N111, LVCC

### **International Broadcast Developments**

*Chairperson:* **Don Messer**, IBB, Washington, DC

#### **10:30am – Broadcast Engineering Behind the Lifted Iron Curtain**

**Martin Junek**, ABEX Society, Prague, Czech Republic

#### **11:00am – Digital Radio Mondiale: Features and Requirements from a Broadcaster's Perspective**

**Simon Gosby** and **Andy Giefer**, BBC World Service, London, UK

#### **11:30am – Networked Systems in the Sphere of Public and Private Broadcasting**

**Peter Koenig** and **Manfred Hermann**, T-Systems Media Broadcast, Hamburg, Germany

**ENGINEERING TITLES AVAILABLE IN THE NABSTORE  
Central Hall Lobby + South Hall Lobby**

## Monday

1:00 - 6:00pm • N109, LVCC

### MPEG-Enabling Broadcast and Media Convergence

*Co-Chairpersons:* **Richard Mizer**, Digital Ventures Diversified, San Francisco, CA; **Rob Koenen**, InterTrust Tech., Santa Clara, CA

#### 1:00pm – Keynote

**Leonardo Chiariglione**, Telecom Italia Lab, Torino, Italy

#### 1:30pm – Overview of the MPEG Family of Standards

*Moderator:* **Brane Zivkovic**, Soundball, New York, NY

#### MPEG Business/Technical Overview: MPEG-1 through MPEG-21:

**Interoperability as the Driving Force**  
**Rob Koenen**, InterTrust Technologies Corp.

#### Evolution of MPEG Video, from MPEG-1 to MPEG-4 Advanced Video Coding/ H.264

**Gary Sullivan**, Microsoft Corporation

#### Evolution of MPEG Audio From MP3 to High Efficiency AAC

**David Frerichs**, Coding Technologies

#### MPEG-7 Media Content Applications

**John Smith**, IBM

#### 2:30pm – MPEG - 4 Technologies

*Moderator:* **Klaus Diepold**, Technische, Universitat Munchen

#### From Chips to Codecs – MPEG Hardware Implementation

**Didier LeGall**, LSI Logic

#### Authoring Tools for MPEG-4 Broadcast Applications

#### eBox, MPEG-4 at the Set-Top

#### 3:30pm – Prime MPEG User Keynote

**Alan Bell**, Warner Bros.

#### 4:00pm – Executive Panel Discussion - Real World MPEG-4 Applications

*Moderator:* **J. Spierer**, DistanceVision Inc.,

#### Licensing Progress and Issues

**Larry Horn**, MPEG-LA

#### MPEG-2-4 Transition

**Sebastian Moeritz**, dicas GmbH

#### MPEG-4 for Films

Co-produced with SMPTE & the MPEG Industry Forum

1:00 - 5:30pm • N111, LVCC

### Digital Storage and Asset Management for Broadcast Content

*Chairperson:* **Thomas Weber**, WISH-TV, Indianapolis, IN

#### 1:00pm – Evaluating NAS Performance for Audio and Video Applications

**Jeff Homung**, Spinnaker Networks, Pittsburgh, PA

#### 1:30pm – Media Asset Management for Broadcast News: Integrated Workflow Management

**Anna Mae Sokusky**, DDMS USA, New York, NY

#### 2:00pm – Media Asset Management: Requirements Planning for Deployment of a Scalable Digital Asset Management System

**Robert Slutske** and **Bill Harris**, National TeleConsultants Inc., Glendale, CA

#### 2:30pm – Media Asset Management Platform-MetaConcierge

**Akira Kojima**, Nippon Telegraph and Telephone Corp, Kanagawa, Japan

#### 3:00pm – Integrate Legacy Content Stores to Increase Return on Content Investments

**Dennis Crane**, Agari Mediaware Inc., Herndon, VA

#### 3:30pm – A Unified Solution for the Integration of Media Applications and Products in Broadcaster Environments – The ASSET Architecture

**Mario Cordeiro**, INESC Porto, Porto, Portugal

#### 4:00pm – Retrieving Video Segments Based on Combined Text Speech and Image Processing

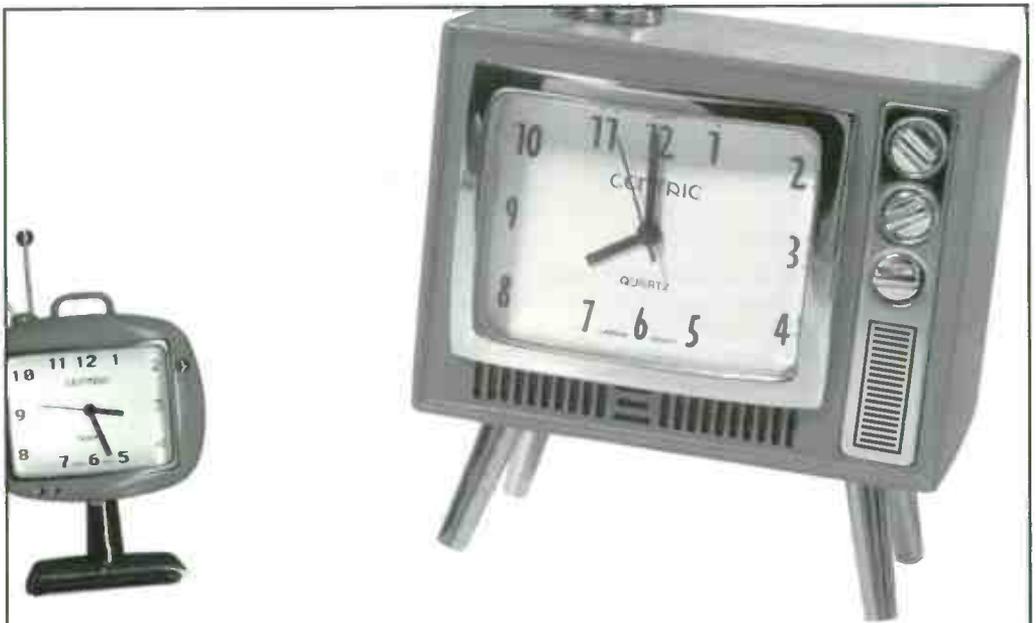
**Thomas Netousek**, Sail Labs Technology AG, Vienna, Austria

#### 4:30pm – Interactive Television News Services: Beginning of the UK Revolution

**Russell Merryman** and **Cliff Wootton**, BBC News, London, UK

#### 5:00pm – News Sharing System Application in China Central Television

**Wenhua Ding**, China Central TV, Beijing, China



# NABSTORE

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**OPEN SATURDAY-THURSDAY**



# Broadcast Engineering

**Tuesday**

**9:00am - Noon • N109, LVCC**

## Implementing PSIP and Metadata

*Chairperson: Art Allison, NAB*

### 9:00am – Making It All Work (and You Wonder Why We Have Gray Hair?)

**Gil Maxwell**, Maine Public Broadcasting, Bangor, ME; **Gerry Field**, CPB/WGBH National Center for Accessible Media, Boston, MA

### 9:30am – Sending Consistent Accurate and Up-To-Date PSIP Data

**Fred Grenier**, Thales Broadcast & Multimedia, Alexandria, VA

### 10:00am – Graphical Approach to PSIP Consistency Checking

**James Gupta** and **Gomer Thomas**, Triveni Digital Inc., Princeton Junction, NJ

### 10:30am – Metadata Exchange among Broadcast Systems

**Christopher Lennon**, Encoda Systems, Colorado Springs, CO

### 11:00am – Metadata Carriage in Digital Television

**Richard Chernock**, Triveni Digital, Princeton Junction, NJ

### 11:30am – Audio Watermarking for Audience Measurement

**Paul Kempter**, Nielsen Media Research, Dunedin, FL

**9:00am - Noon • N111, LVCC**

## Radio Transmission Forum

*Chairperson: Andy Laird, Journal Broadcast Group Inc., Milwaukee, WI*

### 9:00am – A Case Study in Event Frequency Coordination: 2002 Olympic Winter Games

**Mario Hieb**, Salt Lake City, UT

### 9:30am – Seattle's KKOL Goes Maritime Mobile

**James Dalke**, Salem Communications/Inspiration Media Inc., Seattle, WA

### 10:00am – Advanced Modulation System

**Michael Dorrough**, Dorrough Electronics, Woodland Hills, CA

### 10:30am Application of the Chebyshev Quarter-Wave Impedance Matching Transformers to Shortwave Broadcasting

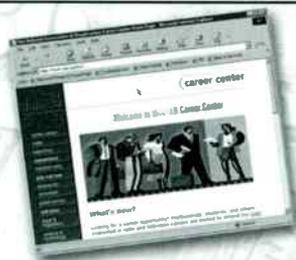
**Ernie Franke**, HCJB World Radio, Quito, Ecuador

### 11:00am – Testing and Results of a New Efficient Low-Profile AM Medium Frequency Antenna System

**Michael Jacobs**, Star-H Corporation, Lancaster, PA

### 11:30am – Care and Feeding of FM Multichannel Antennas

**William Kerkhoff**, Dielectric Communications, Palmyra, MO



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# Broadcast Engineering

## Tuesday

1:00 - 5:00pm • N109, LVCC

### DTV Reception and Enhancements

*Chairperson:* **Jeff Andrew**, Gannett Broadcasting, Washington, DC

**1:00pm – DTV Reception for the iBlast Datacasting Network**  
**Pete Lude**, iBlast, Beverly Hills, CA

**1:30pm – Minimum Target Performance for Digital Television Broadcast Receivers**  
**Charles Einolf**, Advanced Television Technology Center, Alexandria, VA

**2:00pm – Linx Receiver Field Tests**  
**Richard Citta**, Linx Electronics, Palatine, IL;  
**Victor Tawil**, Association for Maximum Service Television Inc., Washington, DC

**2:30pm – Distributed Transmission Systems Overcoming the Limitations of DTV Transmission**  
**S. Merrill Weiss**, Merrill Weiss Group LLC, Metuchen, NJ

**3:00pm – Implementation of the ATSC Distributed Transmission System**  
**David Hershberger**, Axcera, Lawrence PA

**3:30pm – Field Test Results of an ATSC 8-VSB Prototype Receiver in a Distributed Transmission Environment**  
**Yiyang Wu**, Communications Research Centre, Ottawa, Canada

**4:00pm – ATSC HDTV Carriage Over Digital Cable: A Perspective for Broadcasters**  
**Bill Zou** and **Michael Guthrie**, Harmonic Inc., Sunnyvale, CA

**4:30pm – Fifth Generation VSB Receiver Field Test Report**  
**Wayne Bretl**, Zenith Electronics Corp., Lincolnshire, IL

1:00 - 5:30pm • N111, LVCC

### Radio Audio Forum

*Chairperson:* **Andy Laird**, Journal Broadcast Group Inc., Milwaukee, WI

**1:00pm – Will IBOC/DAB/HD Radio Deliver All That's Promised?**  
**Simon Factor**, APT - Audio Processing Technology, Belfast, N. Ireland

**1:30pm – Maximizing Untapped Information Assets: The Case for Audio Search and Retrieval**  
**Armistead Whitney**, Fast Talk Communications, Atlanta, GA

**2:00pm – aacPlus—Highest Efficient Audio Coding for Broadcast Applications**  
**Stefan Meltzer**, Coding Technologies, Nürnberg, Germany

**2:30pm – Ethernet for Studio Audio Systems**  
**Steve Church**, Telos Systems, Cleveland, OH

**3:00pm – Radio Production: Beyond the Digital Editor**  
**Alan Peterson**, Montgomery College, Rockville, MD

**3:30pm – Don't Re-Invent the Wheel Find a Different Spoke**  
**Rick Kemp**, Journal Broadcast Group, Boise, ID

**4:00pm – Reliability and Redundancy in Linearly Expandable Routers**  
**Carl Christensen**, Thomson Grass Valley, Salt Lake City, UT

**4:30pm – A Network-Enabled Radio Console Architecture**  
**Michael Dosch**, Telos Systems, Cleveland, OH

**5:00pm – Understanding and Avoiding "Ground Loop" Problems**  
**Bill Whitlock**, Jensen Transformers Inc., Van Nuys, CA

**DTV TITLES AVAILABLE IN THE NABSTORE**  
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# Broadcast Engineering

**Wednesday**

**8:00 - 11:30am • N109, LVCC**

## Technology Based Broadcast Services

Chairperson: **Jeff Littlejohn**, Clear Channel Communications, Covington, KY

**8:00am - Holographic Data Storage: The Technology for Next Generation Removable Broadcast Media**  
**William Wilson**, InPhase Technologies, Longmont, CO

**8:30am - Broadcasting the Theater Experience to the Home**  
**Michael Steel**, Leitch Technology Inc., Toronto, Ontario, Canada

**9:00am - Broadcasting and High-Bandwidth Network Applications**  
**Michael Wellings**, Research Channel, Seattle, WA

**9:30am - Technical and Regulatory Changes in the Auxiliary Broadcast and CARS Services**  
**Chris Hardy**, Comsearch, Ashburn, VA

**10:00am - Digital View: An Update on Interoperability Standards for Interactive Television**  
**Tony Faustini**, Microsoft Corporation, Wellesley, MA

**10:30am - TV-Anytime Has Completed Its First Specification Phase in November 2002**  
**Evain Jean-Pierre**, EBU, Geneva, Switzerland

**11:00am - A Homeland Security Solution Utilizing ATSC Datacasting**  
**Tom Rucktenwald**, NDS Americas, New York, NY

**Noon - 1:45pm • Barron Room, LVH**

## Technology Luncheon

*Sign language interpretation available.  
Ticket required.*



Keynote:  
**George Gilder**  
Gilder Group, Inc.  
Tyringham, MA



Radio Engineering  
Achievement Award  
Winner  
**John Reiser**  
FCC (Retired)  
Mount Vernon, VA



Television Engineering  
Achievement Award  
Winner  
**Robert Eckert**  
FCC  
Washington, DC

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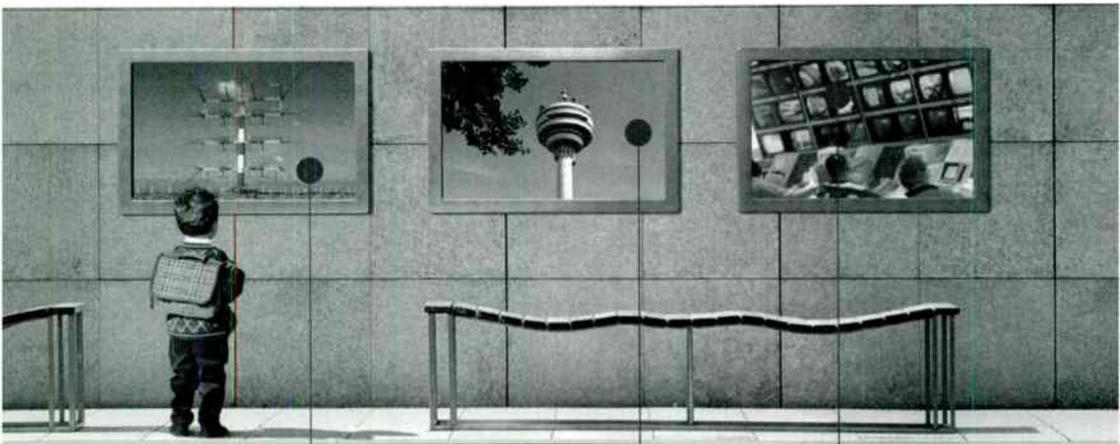
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# Broadcast Engineering

2:00 - 5:00pm • N109, LVCC

## Facilities Management for Radio and Television

*Chairperson:* **Troy Pennington**, Cumulus Broadcasting Inc., Mobile, AL

### 2:00pm – New Standards for Broadcast Structures ANSI/TIA/EIA-222-G

**John Wahba**, Radian Communication Services, Ontario, Canada; **David Brinker**, Rohn Industries Inc., Peoria, IL; **Mark Malouf, P.E.**, Malouf Engineering, Richardson, TX; **John Erichsen, P.E.**, Valmont Communications, Plymouth, IN

### 2:30pm – Novel Method for Detecting Leaks on Pressurized Transmission Systems

**Hal Smith**, AM/FM Services Company/LeaksTech.com, Edmond, OK

### 3:00pm – Designing for the Unexpected

**George Crowe**, George Crowe Associates, London, UK

### 3:30pm Telecommunications Towers & Equipment: Legal Duties of Owners Engineers and Contractors

**Vincent O’Fiaherty**, Niewald Waldeck & Brown, Kansas City, MO

### 4:00pm – RF Hazard Control Equipment

**Richard Strickland**, RF Safety Solutions, South Setauket, NY

### 4:30pm – Systems Integration/ Designing and Building the Digital Studio Facility: More Than Bricks Mortar and Equipment Rack-Success Factors in the Planning Design Construction and Integration of a High Technology Digital Media Facility

**Edward Hobson**, National TeleConsultants Inc., Glendale CA; **John Aalto**, National TeleConsultants Inc., Glendale, CA

Thursday

9:00am - Noon • N111, LVCC

## Workbench Tips From Radio World’s John Bisset

*Presenter:* **John Bisset**, Harris Broadcast, Springfield, VA

9:00am - Noon • N109, LVCC

## Television Production and Operations

*Chairperson:* **Marcus Williams**, WDIV, Detroit, MI

### 9:00am – Getting from Air to the Field

**David Schleifer**, Avid Technology Inc., Tewksbury, MA

### 9:30am – Video Tracking for Virtual Object Insertion

**Brian Astle**, Princeton Video Image, Lawrenceville, NJ

### 10:00am – High Definition Applications of a Parallax Scanning Zoom Lens

**Christopher Mayhew**, Vision III Imaging Inc, Herndon, VA

### 10:30am – Practical Solutions for News and Sports: How Sir Issac Newton Helps Keep Camera Lenses Clear from Rain and Snow

**Louis Libin**, Broad Comm Inc., Woodmere, NY

### 11:00am – Nuggets and MXF-Making the Networked Studio a Reality

**Wolfgang Ruppel**, T-Systems, Darmstadt, Germany

### 11:30am – CMOS vs. CCD: Changing Technology to Suit HDTV Broadcast

**Lester Kozlowski**, Rockwell Scientific, Thousand Oaks, CA

6:00 - 8:00pm • Ballroom B, LVH

## Amateur Radio Operators Reception

Check out the official NAB2003 amateur repeaters: 146.940- (100.0 Hz tone) and 449.700 - (127.3 Hz tone). Courtesy of the Las Vegas Amateur Radio Club.

Don't miss out on your chance to win some fabulous prizes!

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**Monday**

**10:30 - 11:45am • N240, LVCC**

## The New EEO Rules: Making Lemonade

How will you comply with the FCC's revised EEO rules? Find out what is required and how the rules can help you find the best employees.

*Moderator:* **Jack Goodman**, NAB

*Panelists:* **Roy Stewart**, FCC, Washington, DC; **James Dockery**, Clear Channel Communications, San Antonio, TX; **Todd Stansbury**, Wiley Rein & Fielding, Washington, DC; **Anne Swanson**, Dow Lohnes & Albertson PLLC, Washington, DC; **Richard Zaragoza**, Shaw Pittman, Washington, DC

**10:30 - 11:45am • N233, LVCC**

## Copyright/SHVIA – A Broadcaster Update

A whirlwind tour of these bottom line issues: streaming; EchoStar litigation; cable royalties; copy protection for digital signals; Replay litigation; new broadcaster treaty and more.

*Moderator:* **Ben Ivins**, NAB

*Panelists:* **Susan Fox**, ABC, Washington, DC; **Bruce Joseph**, Wiley Rein & Fielding, Washington, DC; **Tom Olson**, Wilmer Cutler & Pickering, Washington, DC; **Erica Redler**, Canadian Association of Broadcasters, Ottawa, Ontario

**10:30 - 11:45am • N241, LVCC**

## Legislating the Airwaves: Congress and the Business of Broadcasting

Join us as key Congressional staff discuss how the policy decisions affecting your bottom line are formulated on Capitol Hill.

*Moderator and Panelists:* TBA

**2:00 - 3:15pm • N240, LVCC**

## The FCC Legal Advisors

Usually the first point of contact with the FCC commissioners is their legal advisors. Come meet them and find out how they inform and educate the decisionmakers.

*Moderator:* **Karen Kirsch**, NAB

*Panelists:* **Susan Eld**, Advisor to Chairman Powell, FCC, Washington, DC; **Stacy Robinson**, Advisor to Comm. Abernathy, Washington, DC; **Alex Johns**, Advisor to Comm. Copps, Washington, DC; **Catherine Bohigian**, Advisor to Comm. Martin, Washington, DC; **Sarah Whitesell**, Advisor to Comm. Adelstein, Washington, DC

**2:00 - 3:15pm • N233, LVCC**

## The Future Structure of Music Performance Licenses for Radio Stations

A discussion of how the RMLC is seeking to change licenses offered by performing rights societies and how those changes will affect fees payable.

*Introduction:* **Ben Ivins**, NAB

*Moderator:* **Keith Meehan**, Radio Music License Committee, New York, NY

*Panelists:* **Bud Walters**, The Cromwell Group, Nashville, TN; **Jonathan Weiss**, Weil Gotshal & Manges LLP, New York, NY

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Central Hall Lobby + South Hall Lobby

# Business, Law & Regulation

3:30 - 4:45pm • N240, LVCC

## Radio Licenses: Renew Them or Lose Them

For the first time in eight years, radio station licenses are up for renewal. Prepare now for the renewal process by attending this panel.

*Moderator:* **Jerianne Timmerman**, NAB

*Panelists:* **Peter Doyle**, FCC, Washington, DC; **Harry Martin**, Fletcher Heald & Hildreth PLC, Arlington, VA; **Gregg Skall**, Womble Carlyle Sandridge & Rice, Washington, DC; **Barry Umansky**, Thompson Hine LLP, Washington, DC

3:30 - 4:45pm • N233, LVCC

## DTV: New Rule Proposals Abound

Hear about the new DTV Biennial Review issues as well as cable/DTV inter-operability, DTV "broadcast flag," build-out and cable carriage issues and DTV extension requests.

*Moderator:* **Valerie Schulte**, NAB

*Panelists:* **Rick Chessen**, FCC, Washington, DC; **Barbara Kreisman**, FCC, Washington, DC; **Lynn Claudy**, NAB; **George DeVault**, Holston Valley Broadcasting Corp., Kingsport, TN; **Tom Van Wazer**, Sidley Austin Brown & Wood, Washington, DC

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Tuesday

7:30 - 8:45am • Ballroom A&B, LVH

## FCC Chairman's Breakfast

*Sign language interpretation available.*  
Everyone's talking about the FCC's ownership proceeding, digital television and radio, and radio and television indecency. Chairman Powell and Sam Donaldson will talk one-on-one about those issues and much more!



*Introduction & Welcome:*  
**Eddie Fritts**  
NAB  
Washington, DC

**The Honorable Michael Powell**  
FCC  
Washington, DC



**Sam Donaldson**  
ABC News  
Washington, DC

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9:00 - 10:15am • N240, LVCC

## Broadcast Ownership Regulation: The Times They Are a Changin'

Hear from experts about upcoming - and perhaps radical - changes in ownership regulation, and how they may affect the broadcast marketplace and your business.

*Moderator:* **Jerianne Timmerman**, NAB

*Panelists:* **Kenneth Ferree**, FCC, Washington, DC; **Wade Hargrove**, Brooks Pierce McLendon Humphrey & Leonard LLP, Raleigh, NC; **Blair Levin**, Legg Mason, Washington, DC; **Brian Madden**, Leventhal Senter & Lerman PLLC, Washington, DC; **Gregory Schmidt**, LIN Television Corporation, Washington, DC



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# Business, Law & Regulation

10:30 - 11:45am • N233, LVCC

## Spectrum: Can We Keep It?

The FCC wants to change the way it allocates spectrum, possibly putting new users in broadcast bands. What's happening and what are the risks for broadcasters?

*Moderator:* **Jack Goodman**, NAB

*Panelists:* **Bruce Franca**, FCC, Washington, DC; **Lynn Claudy**, NAB; **David Donovan**, Assn. for Maximum Service Television, Washington, DC; **Jullan Shepard**, Venable Baetjer Howard & Civiletti, LLP, Washington, DC

2:00 - 3:15pm • N240, LVCC

## FCC Enforcement: Don't Bet the Ranch Against It

Join our group of expert lawyers and the FCC's top enforcement official in discussing all the hot button issues. Hear about what's getting fines and why.

*Moderator:* **Valerie Schulte**, NAB

*Panelists:* **David Solomon**, FCC, Washington, DC; **Michael Berg**, Shook Hardy & Bacon LLP, Washington, DC; **John Burgett**, Wiley Rein & Fielding, Washington, DC; **Dennis Corbett**, Leventhal Senter & Lerman PLLC, Washington, DC

2:00 - 3:15pm • N233, LVCC

## Television Music Licensing - The Bridge to Fairness

Panelists will discuss the ASCAP rate court proceeding, current BMI and SESAC licenses, source licensing and the effort to establish a competitive market place.

*Moderator:* **Ben Ivins**, NAB

*Panelists:* **Bob Apfel**, Television Music License Committee, New York, NY; **Will Hoyt**, Television Music License Committee, New York, NY; **Bruce Rich**, Weil Gotshal & Manges LLP, New York, NY; **Chuck Sennet**, Tribune Company, Chicago, IL

3:15 - 3:30pm • N245, LVCC

## Regulatory Face-off Coffee Break

3:30 - 4:30pm • N245, LVCC

## The Regulatory Face-off

FCC Commissioners and NTIA Secretary of Commerce discuss the top broadcasting issues in this high-powered session.



*Moderator:*  
**John Cochran**  
ABC News  
Washington, DC

*Panelists:*

**The Honorable  
Kathleen Abernathy**  
FCC  
Washington, DC



**The Honorable  
Michael Copps**  
FCC  
Washington, DC

**The Honorable  
Kevin Martin**  
FCC  
Washington, DC



**The Honorable  
Jonathan Adelstein**  
FCC  
Washington, DC

**Assistant Secretary  
Nancy Victory**  
NTIA  
Washington, DC



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# Digital Cinema Summit

Saturday's program  
coproduced with the Society of Motion  
Picture & Television Engineers.



## Saturday

9:00am - 5:00pm • N245, LVCC

### 9:00am - Opening

Cochairpersons: **Edward Hobson**, SMPTE  
Editorial Vice President, Burlingame, CA;  
**Peter Symes**, SMPTE Engineering Vice  
President, Nevada City, CA



### 9:05am - Keynote

**Kurt Hall**  
Regal Cinemedia  
Centennial, CO

### 9:30am - State of the State - Where Are We? Where Are We Going?

**John Fithian**, NATO, North Hollywood, CA;  
**Peter Wilson**, European Digital Cinema  
Forum, Peterfield, Hampshire, UK

### 10:00am - The Theatrical Experience

**Glenn Kenneil**, Eastman Kodak, Los  
Angeles, CA

### 10:25am - Challenges of Implementing Digital Technology in Motion Picture Distribution and Exhibition: Testing and Evaluation Methodology

**Charles Swartz**, Entertainment Technology  
Center, Los Angeles, CA

### 10:50am - Break

### 11:00am - A Standards Update - Report from SMPTE Digital Cinema Engineering Team

**Tom Scott**, SMPTE Engineering Director of  
Motion Pictures, San Francisco, CA

### 11:20am - Distribution Technologies for Digital Cinema.

**Rich Mizor**, CINEvents, San Francisco, CA

### 12:00pm - Lunch Break

### 1:10pm - The Concept of Visually Lossless

**Dave Schnuelle**, Dolby Labs,

### 2:00pm - A Current Distribution Model

**Justin Allen**, Katana Interactive, Thornton,  
CO

### 2:25pm - DALSA-A 4 K Camera System

**John Coghill**, DALSA, Waterloo, Canada

### 2:50pm - Broadband Based Digital Cinema Production and Distribution

**Masa Inakage**, Keio University Digital  
Cinema Laboratory, Fujisawa, Japan

### 3:25pm - Scanning for Digital Cinema

**David Bancroft**, Thomson, Slough, UK

### 3:50pm - Digital Cinema Intermediate

**Bill Feightner**, EFILM

### 4:25pm - Presentation Systems

Christie Digital Systems

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# Digital Cinema Summit

Sunday's program coproduced with Digital Cinema Magazine.



## Sunday

9:00 am - 5:15 pm N245, LVCC

### 9:00am - The Year in Digital Cinema

A recap of the major business and creative developments in the digital cinema industry since last year's Summit. Brian McKernan, Editor, Digital Cinema Magazine

### 9:15am - Sunday Morning Keynote



**Charles Swartz**  
CEO  
Entertainment Technology  
Center at USC

### 10:15am - Status Report on Digital Cinematography

A panel of directors of photography relate their successful use of digital tape formats for shooting theatrical films, ranging from major Hollywood releases to independent productions.

### 11:30am - Digital Dailies Realized

Major players in the fast-evolving field of digital dailies and preview screenings explain how their systems have been used to increase efficiency and economy in the production and preview of theatrical features.

### 12:30-1:30pm - Lunch Break

### 1:30pm - Digital Intermediates: The New Frontier

Leading Hollywood facilities offer a status report on their implementation of digital intermediate services for theatrical filmmakers.

### 2:15pm - Sunday Afternoon Keynote

#### Dale Launer

Director/Producer/Screenwriter  
"Tom's New Heaven" & "My Cousin Vinny"

### 2:45-3:00pm - Break

### 3:00pm - Digital Cinema Delivery and Advertising

Major integrators of theatre-grade digital cinema servers, satellite terminals, and projectors relate their 2002 success stories in converting cinemas to digital, and their work to bring advertising content to theatres.

### 4:00pm - Digital Projection in The Studio and the Theatre

An update on improvements in high-end projection technologies for color grading, audio post, and theatrical presentation.

### 5:00pm - Closing Remarks & Reminders



## 2003 Service to America Summit

Recognizing leading citizens and broadcasters for their outstanding public service contributions to communities nationwide.

June 9, 2003 - Ronald Reagan Building and International Trade Center, Washington, DC

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For more information on the Service to America Summit and awards program, visit [www.nabef.org](http://www.nabef.org)

# Digital Video Production Workshop

Produced in conjunction with



## Saturday

**8:30 - 9:00am • S222, LVCC**

### Welcome and Instructor Introductions

Host: **Rod Harlan**, Digital Video Professionals Association, Dunedin, FL

**9:00 - 10:00am • S220, LVCC**

### Boris Continuum Complete for Avid and Final Cut Pro

This class will take you beyond the basics into advanced effects creation with Light Zoom, particles, advanced DVE filters, and a full suite of time effects including Velocity Remap and Temporal Blur – all using the video interfaces you already know.

Presenter: **Tim Wilson**, Boris FX

**9:00 - 10:00am • S221, LVCC**

### Motion Tracking

Motion tracking is a powerful tool that can be used to fix camera shake or track motion for effects. You'll learn the tricks of the trade that will make your tracks cleaner and your renders shorter.

Presenter: **Steve Hullfish**, Big Idea Productions, Naperville, IL

**9:00 - 10:00am • S222, LVCC**

### Photoshop Down & Dirty

In this session, you'll learn the most requested Photoshop special effects and techniques.

Presenter: **Scott Kelby**, Photoshop User Magazine, Oldsmar, FL

**10:15 - 11:15am • S220, LVCC**

### Real Title Animation with Boris Graffiti

Boris Graffiti offers fully integrated effects including particles and animated apply modes, all inside your favorite NLE. Learn techniques that will save time and take your video titles to another level.

Presenter: **Tim Wilson**, Boris FX

**10:15 - 11:15am • S221, LVCC**

### Ultimatte Keying Techniques

Ultimatte is an incredibly powerful keying tool, but the learning curve is notoriously steep. Learn the important tips that will have you on your way to turning your next Ultimatte job into a success.

Presenter: **Steve Hullfish**, Big Idea Productions, Naperville, IL

**10:15 - 11:15am • S222, LVCC**

### Photoshop Studio Techniques

In this session, we'll look at some of the most important Photoshop studio techniques, including how to create elements used in DVD interfaces and other interactive media.

Presenter: **Scott Kelby**, Photoshop User Magazine, Oldsmar, FL

**11:30am - 12:30pm • S220, LVCC**

### Visual Effects for Editors with Boris FX

Much more than a mere plug-in, FX is a powerful effects environment especially designed for video editors. See how to work with unlimited layers of compositing, particles, natural effects (including fire, rain and snow), mapping video to shapes and exceptionally robust keying, even with DV footage.

Presenter: **Tim Wilson**, Boris FX

# Digital Video Production Workshop

**11:30am - 12:30pm • S221, LVCC**

## Automated Video Processing: Batch Video Conversions

This power-packed workshop will provide a hands-on tour of automated video processing. You'll learn how to define a collection of desired compression formats and then batch convert a list of input files into a variety of distribution formats.

*Presenter:* **Douglas Dixon**, Manifest Technology, Hopewell, NJ

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**11:30am - 12:30pm • S222, LVCC**

## Mastering Photoshop Layers

This session will teach you how to use layers to unlock Photoshop's creative power.

*Presenter:* **Scott Kelby**, Photoshop User Magazine, Oldsmar, FL

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**2:00 - 3:00pm • S220, LVCC**

## Advanced Effects Creation for Editors with Boris RED

This class offers the ultimate insider's view of the most powerful effects creation tool ever offered for video editors.

*Presenter:* **Tim Wilson**, Boris FX

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**2:00 - 3:00pm • S221, LVCC**

## Authoring DVDs on Your PC: Fast and Fancy

This workshop provides a hands-on tour of the video to DVD process, showing how to bang out a quick DVD for review immediately, and then author a more sophisticated design for a finished production.

*Presenter:* **Douglas Dixon**, Manifest Technology, Hopewell, NJ

**2:00 - 3:00pm • S222, LVCC**

## Getting the Most from Your Canon XL1s & GL2

Tips for best use of creative filters, lenses, matte boxes and other accessories will be shown in this practical, clear and entertaining workshop.

*Presenter:* **Josh Mellicker**, DVcreators.net, Los Angeles, CA

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**3:15 - 4:15pm • S220, LVCC**

## Using Director to Create an Additional Revenue Stream

This powerful class is designed to teach basic director skills, while teaching you how to create a simple CD-ROM based project that sells!

*Presenter:* **Tom Brand**, Avid Design

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**3:15 - 4:15pm • S221, LVCC**

## DVD Studio Pro Tips & Tricks

Explore the tricks the pros use to make DVD Authoring with DVD Studio Pro fast and easy. Learn tips on DVD workflow, menu design, navigation guides, encoding.

*Presenter:* **Bruce Nazarian**, Gnome Digital Media, Burbank, CA

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**3:15 - 4:15pm • S222, LVCC**

## Adobe Premiere Tips & Tricks

If you use Premiere on a regular basis and find yourself wondering if there's a shortcut you should be using, then this class is for you!

*Presenter:* **Daniel Brown**, Adobe Systems, Inc., San Jose, CA

# Digital Video Production Workshop

**4:30 - 5:30pm • S220, LVCC**

## Building Your Director Skills

Add to your basic Director skills and learn some timesaving tricks and basic lingo that can turn any basic Director project into an advanced multimedia presentation.

*Presenter:* **Tom Brand**, Avid Design

**9:00 - 10:00am • S221, LVCC**

## Final Cut Pro – 10 Killer Tips

Get ready to learn new timesaving tips and tricks that will shave hours, if not days, off your project's completion time.

*Presenter:* **Guy Cochran**, DVcreators.net, Los Angeles, CA

**4:30 - 5:30pm • S221, LVCC**

## DVD Scripting

Come spend an enjoyable session with one of the most prolific trainers for DVD Authoring with DVD Studio Pro, and the author of the DVD Companion Pro Pack 2 for Scripting.

*Presenter:* **Bruce Nazarian**, Gnome Digital Media, Burbank, CA

**9:00 - 10:00am • S222, LVCC**

## TV & Motion Pictures – On a Budget

You'll learn text tips and tricks for title creation, and also some fast keying and realistic motion picture effects – all with the idea of time and budget restraints in mind!

*Presenter:* **Steve Holmes**, Outlaw, FX/Total Training, San Francisco, CA

**4:30 - 5:30pm • S222, LVCC**

## DVPA All Access

If you want to work faster, be more creative and save money, then this is the class for you!

*Presenter:* **Rod Harlan**, Digital Video Professionals Association, Dunedin, FL

**10:15 - 11:15am • S220, LVCC**

## Avid Power Effects

If you want your Avid system to do more work and do it faster, this session is for you. Designed for the intermediate to advanced editor on any product in the Avid line.

*Presenter:* **Steve Hulfish**, Big Idea Productions, Naperville, IL

## Sunday

**8:30 - 9:00am • S222, LVCC**

Welcome and Instructor Introductions

*Host:* **Rod Harlan**, Digital Video Professionals Association, Dunedin, FL

**10:15 - 11:15am • S221, LVCC**

## Great TV Commercial Effects – Done in Final Cut Pro

Learn the secret of nesting, composite modes and masking and keying. Find out what the generators are for, and discover how to use the filters you've always wondered about.

*Presenter:* **Philip Hodggets**, Intelligent Assistance, Inc., Tarzana, CA

**9:00 - 10:00am • S220, LVCC**

## Avid Power Editing Techniques

This session is for the intermediate to advanced editor on any Avid product from Xpress DV to Symphony

*Presenter:* **Steve Hulfish**, Big Idea Productions, Naperville, IL

**AUDIO/VIDEO TITLES AVAILABLE IN THE NABSTORE  
Central Hall Lobby + South Hall Lobby**

“Local radio and television stations are very generous with their airtime and other resources, helping us convey critical health messages... and supporting fundraising efforts such as WalkAmerica.”

– Jane Massey, *Executive Vice President and COO*,  
March of Dimes



Bringing Community Service Home

**VISIT THE NAB ZONE TO LEARN MORE**

# Digital Video Production Workshop

**10:15 - 11:15am • S222, LVCC**

## Things You Didn't Know You Could Do with After Effects

With 3D, Expressions and Parenting, creative designers are only beginning to scratch the surface of what After Effects 5.5 is capable of. Our presenter scratches a little deeper.

*Presenter:* **Brian Maffitt**, Total Training Inc.

**11:30 - 12:30pm • S220, LVCC**

## Avid Tips and Tricks

Learn to program Avid user settings that will have you editing fast and rendering faster.

*Presenter:* **Steve Hullfish**, Big Idea Productions, Naperville, IL

**11:30am - 12:30pm • S221, LVCC**

## Tricks & Techniques of Fabulous Titles in Final Cut Pro

Attend this fast paced class and learn the philosophy behind Final Cut Pro's titling. Learn how to build network quality titles using only the tools supplied with Final Cut Pro.

*Presenter:* **Philip Hodgetts**, Intelligent Assistance, Inc., Tarzana, CA

**11:30am - 12:30pm • S222, LVCC**

## Track It, Key It!

This class will cover Motion Tracking in After Effects, with various tips and tricks for forward and backward tracking. Attendees will see a short lesson on keying techniques with the AE Production Bundle.

*Presenter:* **Steve Holmes**, Outlaw, FX/Total Training, San Francisco, CA

**2:00 - 3:00pm • S222, LVCC**

## Professional Compositing on a Budget

The session will include tips for inexpensive keying techniques, perspective matching and making the most out of AE's built-in filters.

*Presenter:* **Brian Maffitt**, Total Training Inc.

**2:00 - 3:00pm • S220, LVCC**

## Improving DV Sound – From Location Shooting to Post-Production

In this session you'll learn the importance of microphone selection (dynamic vs. condenser mics) for achieving great audio and you'll learn when to use a lav, a handheld or a boom.

*Presenter:* **Glenn Cragwall**, Hoffmantown Church, Albuquerque, NM

**2:00 - 3:00pm • S221, LVCC**

## Real World Color Techniques for Final Cut Pro

Learn how to fix the most common color problems – mixed light, fluorescent light, mercury vapor and high pressure sodium. Transcend correction into managing color like color professionals have for years: comparing, grading and matching color from shot to shot, scene to scene and camera to camera.

*Presenter:* **Philip Hodgetts**, Intelligent Assistance, Inc., Tarzana, CA

**3:15 - 4:15pm • S220, LVCC**

## The Video Producer and the Law

This class will provide a beyond-basics primer on copyright law with a special emphasis on how to protect works that you produce, as well as, how to protect yourself from illegally using other's copyrighted material.

*Presenter:* **Glenn Cragwall**, Hoffmantown Church, Albuquerque, NM

**3:15 - 4:15pm • S221, LVCC**

## Intermediate Color Correction

This session will focus on the Avid Xpress DV and Symphony, but FCP users, AE users and other NLE users with color correction engines will benefit as well.

*Presenter:* **Steve Hullfish**, Big Idea Productions, Naperville, IL

# Digital Video Production Workshop

3:15 - 4:15pm • S222, LVCC

## 3D Channels & Displacements

In this session, Steve shows you how to maximize your workflow by adding stunning visual effects to rendered 3D animation in After Effects, to produce a finished effects shot in 3D from 2D stock.

Presenter: **Steve Holmes**, Outlaw, FX/ Total Training, San Francisco, CA

4:30 - 5:30pm • S220, LVCC

## Power Editing Techniques with Pinnacle Edition

This session will show sophisticated editing techniques with Edition including speed logging, project, compositing and motion graphics, burning a DVD from the timeline and audio mixing.

Presenter: **Guy Cochran**, DVcreators.net, Los Angeles, CA

4:30 - 5:30pm • S221, LVCC

## Advanced Color Correction

Building on the concepts learned in the Intermediate Color Correction class, Steve Hullfish will now show you how to fix the most common video problems: underexposures, overexposures and color casts.

Presenter: **Steve Hullfish**, Big Idea Productions, Naperville, IL

4:30 - 5:30pm • S222, LVCC

## After Effects for Editors

Come see shortcuts for getting work done quickly, discover ways of consistently creating great content, and get the scoop on the various filters within After Effects and how you can get more out of them. Even if you've never used After Effects before, you'll be sure to come away with some ideas to ponder.

Presenter: **Daniel Brown**, Adobe Systems, Inc., San Jose, CA

## Gotta Get Ahead...



If your future goals include moving up in station or group management, you should consider the 2003 Management Development Seminar for Television Executives. The faculty of the acclaimed Kellogg School of Management and the Medill School of Journalism will teach attendees to think more strategically, negotiate more effectively, and manage their staff more productively. Skills which in today's challenging times are more a requirement for success than an option!

July 13-18, 2003  
Northwestern University  
Evanston, IL

**MDS**  
Management Development Seminar  
For Television Executives

For more information stop  
by the Television Membership Booth  
in the NAB Zone, call (202) 429-5368  
or email [MAD@nab.org](mailto:MAD@nab.org)

Conferences In Depth

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# **CENTRAL HALL LOBBY**

# INFOSESSION

## **The Internet Streaming Media Alliance (ISMA)**

Cordially Invites All NAB Attendees to Attend...

### **"The Future of Streaming Media"**

**An Information Session, Product Showcase & Reception**

Tuesday, April 8, 2003, 3:00 - 5:00pm, Room N252

Meet with Representatives of Companies Representing all Facets of  
Media Distribution over IP

Learn About the ISMA's Technical Activities including Product  
Interoperability and Conformance, Content Protection Specification  
Initiatives, and more

Join the ISMA Board of Directors for a Lively Discussion of the  
Future of Streaming Media

See Our Multi-Vendor Product Showcase and Interoperability  
Demonstrations

Enjoy Light Snacks & Refreshments!

The Internet Streaming Media Alliance is a global alliance of industry leaders in content management, distribution infrastructure, and streaming media. Visit our website at [www.isma.tv](http://www.isma.tv)!



**I S M A**

# NAB MultiMedia World Conference

Produced in conjunction with



3:30 - 4:45pm • N115, LVCC

## Streaming Media Business Models That Are Working Now

Learn how broadcasters are using subscriptions and sponsorships in content. Learn how using rich media boosts your company's bottom line. Find out what's working now and what will work tomorrow.

*Moderator:* **Lisa Osborn**, Broadcast Edge, Marina del Rey, CA

*Panelists:* **Thom Callahan**, Associated Broadcast News Center, Washington, DC; **Glenn Bulycz**, Apple, Cupertino, CA; **Jim O'Brien**, Cable & Wireless, Thousand Oaks, CA; **John Ousby**, British Broadcasting Corporation, London, UK

## Sunday

10:00 - 11:00am • N115, LVCC

## Producing Video, DVD and Websites for Profit

The unification of printing, accounting, audio, video, CD, DVD and Web site production into a low cost desktop workstation provide opportunities for creative individuals. A creative person can start and run a boutique creative enterprise, easily making six figures.

*Presenter:* **George Avgerakis**, Avekta Productions, Inc., New York, NY

## Monday

2:00 - 5:00pm • S220, LVCC

## New Media Research Study Forum

*Moderator:* **Michael Stroud**, iHollywood Forum, Culver City, CA

### 2:00pm - Breakthroughs in On-Demand & Personalized Media Research

**Gary Schultz**, Multimedia Research Group, Inc., Sunnyvale, CA

### 2:30pm - The Evolution of Internet Radio. Where Do We Go From Here?

**George Bundy**, BRS Media Inc., San Francisco, CA

### 3:00pm - Streaming Media in the Mainstream

**Paul Palumbo**, AccuStream iMedia Research, Seaside, CA

### 3:30pm - An Assessment of the Present and Future State of the Broadcast Television Industry

**Joseph Kraemer**, LECG, LLC, Washington, DC

### 4:00pm - ITV - Consumer Trends and Attitudes

**David Tice**, Knowledge Networks/SRI, Cranford, NJ

### 4:30 pm - Broadcasting vs. Satellite vs. Cable: Where's the Beef?

**Jimmy Schaeffler**, The Carmel Group, Monterey, CA

## Web Designing for Dollars

Learn design secrets for making money through the Internet. Based on new research, surveys and interviews, this session will equip you with the know-how to ensure your Web site is one that visitors will return to over and over again.

*Presenter:* **Tom Marcoux**, TomMarcoux.com, Inc., San Francisco, CA

2:00 - 3:15pm • N115, LVCC

## Internet Broadcasting Legal Review - Facts You Need to Know

If you are involved with distributing content over the Internet, you need to attend this session. The facts you learn may protect your business in the future.

*Moderator:* **Roger Dean**, Lehman Brothers, New York, NY

*Panelists:* **Kevin Shively**, Beethoven.com, Hartford, CT; **David Oxenford**, Shaw Pittman, LLP, Washington, DC; **Zack Zalon**, Radio Free Virgin, Los Angeles, CA; **Ben Ivins**, NAB; **George Galt**, Associated Press Broadcasting, Washington, DC

# NAB MultiMedia World Conference

2:00 - 5:00pm • S221, LVCC

## The PVR: Shifting Time and Paradigm

Moderator: **Skip Pizzi**, Windows New Media Platform Division, Microsoft, Fairfax, VA

### 2:00pm – Overview of PVR Technology and Applications to Date

**Skip Pizzi**, Microsoft, Fairfax, VA

### 2:30pm – Metadata Architectures from Production to Consumer Delivery

**Adam Hume**, BBC Broadcast Limited, London, UK

### 2:50pm – Content Security Models for PVRs

**Alexander Medvinsky**, Motorola BCS, San Diego, CA; **Bridget Kimball**, Motorola BCS, Encinitas, CA

### 3:10pm – Toward a Horizontal Market for PVRs

**Simon Parnall**, NDS Ltd, Southampton, UK

### 3:40pm – An Interoperable, Open Standard for PVRs

**Alex Ashley**, Philips, Redhill, UK

### 4:00pm – Using a Rights Expression Language for Management of Content Usage in the Home Media Environment

**Michael Raley**, ContentGuard, Inc., El Segundo, CA

### 4:20pm – Future Opportunities for Broadcasters Enabled by Personal Media Storage Systems

**Gary Hayes**, BBC New Media, London, England, UK

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Central Hall Lobby + South Hall Lobby

5:00 - 6:00pm • S222, LVCC

## NAB MultiMedia World Keynote



**Mike Volpi**

Cisco Systems, Inc.  
San Jose, CA

Mike Volpi, SVP, and one of Cisco Systems' top executives, will provide an overview about the state of The Network, and the issues media professionals should be concerned about as they transition to new media formats; specifically, broadband adoption, network convergence, content networking, security, the role of the government, Digital Rights Management (DRM) and on-demand streaming media.

Sponsored by



## Tuesday

9:00 - Noon • S222, LVCC

## Broadcast Quality Production for the Internet and DVD - Part I

Moderator: **Rod Harlan**, Digital Video Professionals Association, Dunedin, FL

### 9:00am – DVD Recordable Compatibility

**Mark Ashkinos**, ScreamDVD, Sparkill, NY

### 10:00am – Photoshop in Motion – Movie Magic

**Jeff Foster**, Photoshop In Motion, Fullerton, CA

### 11:00am – Inside DVD Authoring

**Tom McCarthy**, Henninger Interactive Media, Arlington, VA

# NAB MultiMedia World Conference

2:00 - 4:00pm • S220, LVCC

## Broadcast Quality Production for the Internet and DVD – Part II

*Moderator:* **Rod Harian**, Digital Video Professionals Association, Dunedin, FL

### 2:00pm – Streaming Media Production: Smart Techniques for Producing Better Results

**Scott Labrozzi** and **John Bishop**, Osprey Video at ViewCast Corp., Morrisville, NC

4:15 - 5:30pm • S221, LVCC

## Walking the Line Between Rights and Revenue

This program is designed to provide attendees an actual front-row seat in a mock presentation where a real general manager is pitched multi-layered new media opportunities that have the potential to generate significant new revenue, promotion, and tune-in adversarially weighed against the actual legal constraints all broadcasters must face everyday.

*Moderator:* **Craig Krueger**, Target Wireless, Fort Lee, NJ

*Presenters:* **Susan Adams Loyd**, WTEV CBS 47 & WAWS Fox 30, Jacksonville, FL; **Jeff Sanders**, Arent Fox Kintner Plotkin & Kahn, PLLC, New York, NY

4:15 - 5:30pm • S220, LVCC

## The Ins and Outs of Distributing Media for Consumer-Based Services

Media distribution is a complex endeavor. We will layout the technologies and issues surrounding encoding and distribution of audio and video to consumers over the Internet, including the advances that affect perceived media quality and its reach ability.

*Presenter:* **Lee Friedman**, BellSouth Internet Group, Alpharetta, GA

## Wednesday

10:45am - Noon • S220, LVCC

## Next Generation Technologies and the Future of Communications

The technologies focused on the Internet are evolving rapidly. The myriad ways to connect with the Net are staggering. Designers anticipate a future where everything is interconnected on a real-time basis.

*Moderator:* **Peggy Miles**, Intervox Communications, Washington, DC

*Panelists:* **George Kurian**, Cisco Systems, Inc., San Jose, CA; **Veronica Williams**, DiscoverIT, South Orange, NJ; **Jurij Paraszczak**, IBM Corporation, White Plains, NY; **Rich Lappenbusch**, Microsoft, Redmond, WA

## Thursday

9:00 - 10:30am • S220, LVCC

## The Future of Streaming & Internet Broadcasting – Where Do We Go From Here?

A panel of experts discuss the future of on-demand content delivery, wireless devices, media players, interactive advertising and how you can use new tools to connect with your audience.

*Moderator:* **Michael Terpin**, Internet Wire, Los Angeles, CA

*Panelists:* **Bill Rose**, Arbitron, New York, NY; **Tom DesJardin**, Lightingcast; **Richard Ducey**, SpectraRep, Inc., Chantilly, VA; **Andrew Butler**, Public Broadcasting Service, Alexandria, VA

10:45 - Noon • S220, LVCC

## Effective New Media Marketing Strategies

Explore clever new ways to acquire consumers, upsell existing buyers and expand a loyal customer base using the Internet as a platform.

*Presenter:* **Susan Bratton**, Cendara, Inc., Los Altos, CA

# Radio & Television Management

Sunday

## The Digital Landscape

The digital age has opened the door to new revenue, new partnerships and greater community awareness – this afternoon is guaranteed to give you greater insight into these opportunities and help improve your station's long range business plans.

2:00 - 4:00pm • N237, LVCC

### Television Opening Remarks

Are you ready for the future of digital? What impeding issues are in your way? Find out the remaining regulatory steps that can help you solidify your transition strategy and get down to business.

Presenter: **Richard E. Wiley**, Wiley Rein & Fielding, Washington, DC

### The Business of DTV: Revenue Opportunities

The digital transition has created a new ball game for us all. Come hear money-making ideas – some proven, some about to be launched – options that will spark your creative entrepreneurial skills and strengthen your future digital plans.

Moderator: **Gary Arlen**, Arlen Communications, Bethesda, MD

Panelists: **Michael DeClue**, Clear Channel Television, Tulsa, OK; **Richard Ducey**, SpectraRep, Inc., Chantilly, VA; **Patrick Griffiths**, Microsoft, Raleigh, NC; **Lakish Hataalkar**, Proctor & Gamble, Cincinnati, OH; **Sam Matheny**, WRAL/DTV Plus, Raleigh, NC

2:00 - 4:00pm • N241, LVCC

### Digital AM & FM Radio: The Future Begins Now

In 2002, the FCC approved iBiquity Digital's HD Radio™ technology and allowed stations to begin broadcasting digital signals. After that decision, dozens of groups began the process of converting stations in markets across the country. Find out from iBiquity, broadcasters, receiver manufacturers and others the status of rollout, future plans, and how the technology will impact your station, your listeners and your revenue.

#### Opening Remarks

Presenter: **Jeff Jury**, iBiquity Digital Corporation, Columbia, MD

#### HD Radio™ Rollout: Chicken & the Egg

Presenter: **Scott Stull**, iBiquity Digital Corporation, Columbia, MD

#### HD Radio™ Benefits: Audio is the Steak, Data is the Sizzle

Presenter: **Joe D'Angelo**, iBiquity Digital Corporation, Warren, NJ

#### Related Industries Roundtable

Presenters: **Bob Law**, Kenwood USA, Long Beach, CA; **Jeff Jury**, iBiquity Digital Corp., Columbia, MD; **Tom Ray**, Buckley Broadcasting/WOR, New York, NY; **Gregg Thomas**, Ultimate Electronics, Thornton, CO

4:00 - 5:00pm • N238, LVCC

## Digital Reception and Table Top Exhibits

Enjoy a beverage and learn about some companies that support new digital revenue services. Start forging these money-making partnerships now!

**Radio TableTops** – Broadcast Electronics, Inc., Quincy, IL; Harris Corporation, Quincy, IL; iBiquity Digital Corporation, Columbia, MD; Orban/CRL, San Leandro, CA

**Television TableTops** – DTV Plus, Raleigh, NC; NDS Americas, Inc., Newport Beach, CA; SpectraRep, Chantilly, VA; Triveni Digital, Princeton Junction, NJ; Tune To TV, Raleigh, NC; V@Box Communications, Ltd., Mountainview, CA

zenith



### Check It Out!

Check in on these digital sessions and you could check out with a Zenith 34" wide-screen integrated HDTV. Entry forms in rooms.

# Radio & Television Management

**Monday**

**10:30 - 11:45am • N237, LVCC**

## TV Digital Operations Exchange

General managers and industry experts will come together in a roundtable discussion to exchange practical information and personal advice on how they are dealing with obstacles and achieving the goals of their stations' digital transitions.

*Facilitator:* **Jeff Andrew**, Gannett Broadcasting, Arlington, VA

*Table Leaders:* **Tim Patnode**, Encoda Systems Inc., Denver, CO; **Valerie Schulte**, NAB; **Joe Snelson**, Meredith Corporation, Fairway, KS; **Tom Van Wazer**, Sidley & Austin, Washington, DC; **Lewis Zager**, PBS, Alexandria, VA

### Pick It Up!

Pick up a second entry form at this digital session and double your chances to win a Zenith 34" wide-screen integrated HDTV. Forms available for all who attend.

zenith



**10:30 - 11:45am • N232, LVCC**

## Radio: The Power of Performance: Meeting the New Requirements for Excellence

Changes in ownership and management structure have rendered yesterday's management techniques obsolete. Organizational success requires outstanding individual performance, yet the rules are changing as to how to create that success on your team. Learn the systems and strategies you'll need to lead your staff to enhanced success and "over-the-top" performance.

*Presenter:* **Roger Dodson**, RAB, Dallas, TX

**10:30 - 11:45am • N236, LVCC**

## Radio & TV Idea Swap

Join fellow television and radio broadcasters for this fast paced session where the ideas will flow for 75 minutes. You'll walk away with information you can take home to your staff and put to use immediately.

*Facilitators:* **Madelyn Bonnot**, Emmis Television, New Orleans, LA; **Rosanne Rybak**, KROC-AM/FM, Rochester, MN

**12:30 - 2:15pm • Barron Room, LVH**

## Television All Industry Luncheon

*Sign language interpretation available. Ticket required.*



*Hosted by:*  
NAB Television Board Chair  
**Michael J. Florile**  
Dispatch Broadcast Group  
Columbus, OH



NAB Broadcasting  
Hall of Fame  
*Television recipient:*  
**The Wonderful World of Disney Television Anthology Series**  
*Accepted by*  
**Michael Eisner**  
Chairman and CEO  
The Walt Disney Co.



*Spirit of Broadcasting*  
*Recipient:*  
**Don Hewitt**  
Creator and Executive Producer  
60 Minutes  
CBS News

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# *Congratulations!*

*The following stations have been selected as finalists in the 2003 NAB Crystal Radio Award competition:*

KDFC, San Francisco, CA  
KFME, Kansas City, MO  
KFOR, Lincoln, NE  
KGO, San Francisco, CA  
KJDX, Susanville, CA  
KKLI, Colorado Springs, CO  
KNOM, Nome, AK  
KOIT, San Francisco, CA  
KOZT, Fort Bragg, CA  
KPRS, Kansas City, MO  
KSL, Salt Lake City, UT  
KSTP-FM, Minneapolis, MN  
KUZZ, Bakersfield, CA  
KVAK-AM, Valdez, AK

WAVJ, Princeton, KY  
WAXX, Eau Claire, WI  
WBIG-FM, Washington, DC  
WCMT-AM, Martin, TN  
WDEL, Wilmington, DE  
WDRV, Chicago, IL  
WEBB, Augusta, ME  
WEZF, Burlington, VT  
WEZN, Milford, CT  
WFUN-FM, St. Louis, MO  
WGMS, Washington, DC  
WIBC, Indianapolis, IN

WIVK, Knoxville, TN  
WJBC, Bloomington, IL  
WJJY, Brainerd, MN  
WLUP, Chicago, IL  
WMIL, Greenfield, WI  
WOAI, San Antonio, TX  
WPHR, Syracuse, NY  
WQCS, Fort Pierce, FL  
WTAM, Cleveland, OH  
WUGO, Grayson, KY  
WUPE, Pittsfield, MA  
WUSL, Philadelphia, PA  
WVRV, St. Louis, MO  
WZZZ, Washington, DC

*N*AB CRYSTAL  
RADIO AWARDS  
*for excellence in community service*

*NAB salutes these and all the other stations dedicated to serving their communities.*

# Radio & Television Management

1:00 - 2:15pm • N241, LVCC

## Radio: What Makes Your Employees Tick?

Ways to retain, recruit and ensure your employees are accountable. This session will focus on ways to find out what motivates current employees to keep them, ways to recruit employees that will fit into your professional culture and ways to make sure your employees are accountable professionally.

*Moderator:* **Julie Koehn**, WLEN Radio, Adrian, MI

*Panelists:* **Paul Gardner**, KELK/KLKO, Elko, NV; **Marilyn Kushak**, Midwest Family Broadcasters, Springfield, IL; **Kim Love**, KROE-AM/FM, Sheridan, WY

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1:00 - 2:15pm • N232, LVCC

## Radio: 10 Steps to Bigger Local Direct Sales

Strong local direct business is the foundation for many stations' success, especially in challenging economic conditions. Learn a 10-step system for identifying and cultivating more local direct customers, and growing and solidifying your revenue base.

*Presenter:* **Paul Weyland**, Weyland Training Seminars, Austin, TX

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4:00pm • N236, LVCC

## Digital TV Operations Tour

This tour is for broadcasters who are "on air" with a basic transmission facility and are looking to expand their studio capabilities to program acquisition and production.

2:30 - 3:45pm • N245, LVCC



## When Group Executives Talk...

Radio and television group executives share their views on what the future holds for broadcasting. The insights and leadership philosophies of these decisionmakers may help managers direct and lead their own operations to greater success.

*Moderators:*



**Larry Patrick** and **Susan Patrick**  
Patrick Communications, Ellicott City, MD



*Panelists:*



**Stanley Hubbard**  
Hubbard Broadcasting  
St. Paul, MN



**Jeff Smulyan**  
Emmis Communications  
Corp.  
Indianapolis, IN

# Radio & Television Management

**Tuesday**

**9:00 - 10:15am • N245, LVCC**



## The Influential Outlook 2003 and Beyond

Who are they? Influential Americans – the ones who tell their neighbors what to buy, what to support and where to vacation – are the group of change agents and opinion leaders most engaged in their local communities. At this forum, attendees will get the inside track on how to tap into this important group of decision-makers who greatly could impact the station's public service efforts, community visibility and local advertising strategies. Influential marketing – beyond demographics, beyond psychographics.

Presenters: **Edward Keller**, RoperASW, New York, NY; and **Paul Leinberger**, RoperASW, Irvine, CA

**9:00 - 10:15am • N232, LVCC**

## Radio: Stealing Ad Budgets from Newspapers

Despite dwindling audiences, daily newspapers continue to grab the lion's share of local ad budgets. Learn the real truth about radio's advantages over print in a world of time-impooverished consumers, and how to position your station to compete more effectively for a bigger share of clients' budgets.

Presenter: **Lynn Anderson**, RAB, Dallas, TX

**SALES TITLES AVAILABLE IN THE NABSTORE**  
Central Hall Lobby + South Hall Lobby

**10:30 - 11:45am • N241, LVCC**

## The Digital TV Transition: Let The Viewers Be Your Guide

Having recently finished a national study on consumer awareness of and interest in the digital transition and high definition television, representatives from one of the industry's leading research firms will present some of their most eye-opening findings.

Representatives: **Sandi Yost Gehring**, **Bill Hague**, **Maryann Schulze**, Frank N. Magid Associates, Marion, IA

### Do It Again!

**Triple your learning  
while tripling your chances  
to win a Zenith 34" wide-screen  
integrated HDTV. It's your last chance  
to pick-up an entry form!**



**10:30 - 11:45am • N245, LVCC**



## Business 2004: A New Agenda

What will it take for an organization – any industry, any size, any location – to prosper: depth or dazzle, empire building or cash? What are the critical issues in today's business climate – new economic models, accountability or eroded shareholder and customer trust. Corporate leaders will debate these and other important issues challenging the concept of "business as usual."

Moderator: **John Lavine**, Northwestern University, Evanston, IL

**The drawing for the Zenith 34" wide  
screen integrated HDTV will be  
immediately following this session.**

**Good Luck!**

# Radio & Television Management

12:15 - 1:45pm • Barron Room, LVH

## Radio Luncheon

Sign language interpretation available.  
Ticket required.

CBS News' Face the Nation anchor and moderator, Bob Schieffer, will be the luncheon keynote speaker. The 2003 recipient of the Paul White Award from the Radio-Television News Directors Association, Schieffer has been CBS' chief Washington correspondent since 1982. Legendary air personality and program director Scott Shannon at WPLJ in New York will be inducted into the NAB Broadcasting Hall of Fame. Shannon's influence and innovation in contemporary radio can be heard on radio stations across the country. Plus, NAB honors the 2003 NAB Crystal Radio Award finalists and announces the ten winners for outstanding year-round community service.



Keynote Speaker:  
**Bob Schieffer**  
CBS News  
Washington, DC

Hall of Fame  
Radio Recipient:  
**Scott Shannon**  
WPLJ  
New York, NY



2:00 - 3:15pm • Ballrooms A&B, LVH



## Leadership During Tough & Demanding Times

(Joint RTNDA/NAB session) Americans have been living with the dual threats of terrorism at home and war abroad. Broadcasters play a critical role in their communities, and strong station leadership is essential in these tough times. Station leaders must grapple with many questions as they strive to create a climate where the newsroom can operate effectively while covering these difficult stories under possible censorship and FOI restrictions. This panel will bring together station and news leaders with government experts on public health and homeland security to consider these pressing issues.

**Participants:** **Lucy Dalglish**, Reporters Committee for Freedom of the Press, Arlington, VA; **Jerry Hauer**, Department of Health and Human Services, Washington, DC; **Mike McCurry**, Grassroots Enterprise, Washington, DC; **Susan Neely**, Department of Homeland Security, Washington, DC; **Condace Pressley**, WSB-AM, Atlanta, GA; **Susan Schiller**, KYW-TV, Philadelphia, PA; **Shaun Sheehan**, Tribune Company, Washington, DC

**Producers:** RTNDA, RTNDF and NAB with support of the McCormick Tribune Foundation

2:00 - 3:15pm • N232, LVCC

## David & Goliath: Selling the Strength of Your Cluster

Are you facing the challenges of building "synergy" and meeting higher sales and profit targets in a multi-station cluster? Are you an independent operator staking out a ruggedly individual position in a crowded market? Wherever you are, you'll get tips from the finest cluster operators and independents.

**Presenters:** **Randy Hershoff**, WBRU, Providence, RI; **Susan Hoffman**, Sandusky Radio, Seattle, WA; **Bob Salvato**, Clear Channel Radio, San Diego, CA; **Harvey Stone**, Inner City Radio/KBLX, San Francisco, CA

Sponsored by



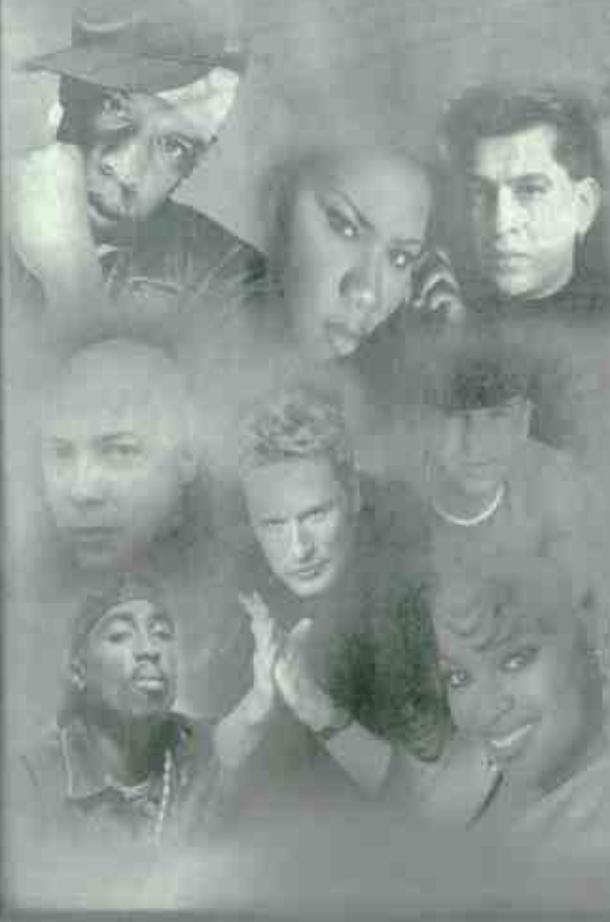
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# The POWER of Success



## The Power of Repertory

The ASCAP repertory is unequalled in breadth, depth and sheer numbers for good reason. We attract the best and brightest. Including, pictured here, some of the biggest names in music, who we've recently welcomed to ASCAP. Because we are the only US performing right society that is member-owned, we have music creators' best interests at heart. Which explains why we dominated the year-end Billboard charts. We make it possible for creators to inspire whole generations of listeners. And that is, undoubtedly, the biggest advantage of ASCAP.

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# Radio & Television Management

**Wednesday**

**9:30 - 10:45am • N237, LVCC**



## The Customer of the 21st Century

What are the characteristics of today's audience – who are they, what do they like, and what are their needs and expectations? The answers to these important questions will impact station managers' programming, advertising and marketing decisions.

*Presenter:* **Peter Francese**, Founder, American Demographics Magazine, New York, NY

**11:00am - 12:15pm • N241, LVCC**

## Radio/TV Breakout: The Teenage Marketplace – Local Opportunities

Today's breed of teenager is richer, smarter and savvier than ever. This roundtable will analyze fresh attitudes and influences of the modern teen.

*Presenters:* **Lynn Anderson**, RAB, Dallas, TX; **Stu Naar**, Interep, New York, NY

**11:00am - 12:15pm • N240, LVCC**

## Radio/TV Breakout: The Hispanic Marketplace – Local Opportunities

As the Hispanic community now makes up the largest minority group in the U.S., this session will focus on what this continually growing market wants and expects from the media. Learn how to capture and generate new revenues for your station while building valuable partnerships with your community.

*Presenters:* **Carolina Echeverria**, Yankelovich, San Francisco, CA; **María Elena Llansa**, WCMQ/WRMA/WXDJ, Miami, FL

**9:30 - 10:45am • N232, LVCC**

## Management Lessons from Around the World

When building sales and profitability, many of the strategies that build success in one situation can be adapted to overcome challenges in other environments as well. On this panel, three of the world's finest broadcast managers and entrepreneurs share their success secrets.

*Moderator:* **Bud Stiker**, RAB, Dallas, TX

*Panelists:* **Milivoje Calija**, Belgrade, Union of Serbia and Montenegro; **Nikholai Ianchovichlu**, BG Radio, Sofia, Bulgaria; **Christo Grozev**, Metromedia International, Moscow, Russia

**11:00am - 12:15pm • N232, LVCC**

## Radio: Are You and Your Clients Speaking the Same Language?

How can you help your staff build the long-term client relationships? Start with finding out if they're speaking the same language (even if they're both using English)! Pick up tips to help you improve communication, resolve conflict and reduce turnover.

*Presenters:* **Jeffrey Myers**, Personal Selling Principles, Beltsville, MD; **Bob McAlpine**, Type-Resources, Louisville, KY

**1:30 - 2:45pm • N237, LVCC**

## Broadcast/Print/Online Partnerships: Is There Any Money in This?

Many newspapers, TV and radio stations have formed business relationships around a local Web site. How are they working out? What kind of revenue gains are realized, and are there tangible benefits (other than revenue) that properties can gain? Share your thoughts on how to turn a traditional competitor into your new best friend.

*Moderator:* **Gordon Borrell**, Borrell Associates Inc., Portsmouth, VA

*Panelist:* **Kelly Dyer**, NewsOK.com, Oklahoma City, OK

## **PANAMSAT PRESENTS...**

### **PanAmSat's Global Satellite Update Breakfast**

Tuesday, April 8, 2003, 8:30 - 10:30 am, Room N250

Broadcasters and other satellite service customers are invited to participate in a comprehensive discussion of PanAmSat's global satellite-based communications operations. Mike Antonovich, senior vice president, Global Sales, will lead a panel of PanAmSat executives in a discussion of how PanAmSat is adding value to its customers' businesses.

#### **Other topics to be discussed include:**

- Global Satellite Fleet Overview
- 2003 Launch Update
- North America Cable Neighborhood Update
- New Virtual Teleport Service



20 Westport Road • Wilton, CT 06897

[www.panamsat.com](http://www.panamsat.com)

Tel: 203 210-8000 • Fax: 203 210-8001

# Satellite & Media Forum

Produced in conjunction with World Teleport Association and Society of Satellite Professionals Institute.



**Monday**

**10:30 - 11:00am • N115, LVCC**

## Welcome & Keynote

Introductions: **Robert Bell**, World Teleport Association, New York, NY

**10:40am – Keynote**



*Speaker:*

**Joan Byrnes**

LoralSkynet  
Bedminster, NJ

**“Global Opportunities:  
Satellite Industry and  
the Media Sector”**

Hear more about what makes the satellite industry so important to the media sector and the exciting, global opportunities that exist in the very near term.

**11:00am - 12:30pm • N115, LVCC**

## What's Hot, What's Not in Satellite Services for the Media

Senior executives from teleport and satellite operating companies and their customers discuss major trends of the past year, and applications and markets that will streamline operations and provide growth in the next.

*Moderator:* **David Bross**, PBI Media LLC, Potomac, MD

*Panelists:* **Eric Le Proux de la Riviere**, Vista Advisers, Paris, France; **Paul Bush**, Telesat Canada, Gloucester, Ontario; **Mark Krikorian**, Industrial Logic Corp., Atlanta, GA; **Harry Thibedeau**, National Rural Telecommunications Coop., Beaver Dam, WI; **Richard DalBello**, Satellite Industry Assn, Alexandria, VA; **Susan Brazer**, LionShare Media Int'l, Pennington, NJ; **Carl Capista**, SES Americom, Princeton, NJ

**1:30 - 1:45pm • N115, LVCC**

## The Present & Future: Store & Forward

*Keynote:*

**Scott Davis**

Ascent Media Group  
New York, NY



For the media industry, satellite file delivery has already made significant inroads in distributing electronic content—even though the services are not yet associated with an IP-based network, such as the Internet.

Is your business ready for Store and Forward technologies? Has your company embraced it, and if not, should you be considering it as a viable option?

Scott Davis will discuss today's Store and Forward technologies, where the marketplace is headed, and what ground-based technologies are required to further growth. Specifically, he will pinpoint the major hardware platforms and software applications, present a cost-benefit analysis, as well as explain how Store and Forward will alter the industry paradigm.

**1:45 - 2:55pm • N115, LVCC**

## From SNG to CDN: Outsourcing Media Contribution and Distribution

Panelists from broadcast, cable, teleport and satellite companies discuss the dynamics of providing outsourced services to broadcast and cable networks from the point of view of cost, expertise, turnaround time, security and other factors.

*Moderator:* **Stephen Tom**, Teleport Consulting Group Int'l., Sandwich, MA

*Panelists:* **Ron Samuel**, Eutelsat, SA, Paris, France; **Russell Foy**, Invidex, Montreal, Canada; **Matt Armstrong**, Ascent Media Group, Stanford, CT

2:55 - 3:40pm • N115, LVCC

## Roundtable: The Times They Are a Changin'

Panelists will tackle issues ranging from DBS and financing to Internet and video-on-demand.

*Moderator:* **Robert Bell**, World Teleport Association, New York, NY

*Panelists:* **Brent Stranathan**, CBS Inc., New York, NY; **Steve Blum**, Tellus Venture Assoc., Marina, CA; **Maury Mechanick**, White & Case, LLP, Washington, DC; **Fred Fourcher**, Bit Central, Inc., Irvine, CA

3:55 - 5:05pm • N115, LVCC

## What Content Providers Need Most

Panelists from major satellite users discuss what new technologies and services are most important how buying decisions are made.

*Moderator:* **Susan Irwin**, Irwin Communications, Washington, DC

*Panelists:* **Lucy Green**, Kingston inmedia, London, UK; **Tom Eaton**, PanAmSat, Wilton, CT; **Robert Zitter**, Home Box Office, New York, NY; **Dick Tauber**, CNN; **Christine Ehrenbard**, CBS Inc., New York, NY

5:05 - 5:50pm • N115, LVCC

## Roundtable: Creating New Customers in Broadcasting and Satellite

What are broadcasters (who create and own content) and satellite industry companies (who collect and deliver it) doing to create new customers? Industry experts on both sides of the aisle reveal how they plan to "move the dial" in the year ahead.

*Moderator:* **Louis Zacharilla**, World Teleport Association, New York, NY

*Panelists:* **Anthony Bontrager**, Fisher Pathways, Inc., Seattle, WA; **David Liddle**, Verestar, Fairfax, VA; **Owen Kurtin**, Salans, New York, NY

### 5:50pm - Closing Remarks

**Stephen Tom**, Teleport Consulting Group Intl., Sandwich, MA

## NAB Presents The SATELLITE UPLINK OPERATORS TRAINING SEMINAR

October 14-17, 2003  
NAB Headquarters,  
Washington, DC

Learn safety and interference management techniques plus gain hands-on training with earth station equipment. The Seminar is designed for satellite uplink operators, engineers and engineering managers wishing to become more familiar with satellite communications. Includes classroom and actual operational training with satellite communications equipment.

For additional information  
call NAB Science & Technology  
at (202) 429-5346  
or visit our Web site at  
<http://www.nab.org/SciTech/>.

# Conference Partners



## Digital Video Professionals Association

1603 Main Street  
Dunedin, FL 34698  
(727) 461-1537  
(727) 738-0659  
<http://www.dvpa.com>

The Digital Video Professionals Association (DVPA) is a community of new media enthusiasts and professionals that provides membership to all those who are involved as visual communicators using digital media.



## IEEE Broadcast Technology Society

445 Hoes Lane  
Piscataway, NJ 08854  
(732) 562 3846  
(732) 981 1769

The IEEE (Eye-triple-E) is a non-profit, technical professional association of more than 377,000 individual members in 150 countries. The Broadcast Technology Society is one of the IEEE's 37 societies and consists of electrical and electronics engineers interested in furthering the advancement of the theory and practice of electrical and electronics engineering as they apply to broadcasting technology.



**interactive  
television  
alliance**

## Interactive Television Alliance

1007 Montana Avenue  
Suite 308  
Santa Monica, CA 90403  
(310) 428-5079  
(310) 403-3004  
<http://www.itvalliance.org>

Interactive Television Alliance is an independent, self-funding, non-profit trade and professionals organization representing the broad interests of the entire ITV industry. Members include representatives from content, distribution, advertising applications, data/commerce, production and hardware companies. The ITA aggressively promotes the deployment of interactive television technologies through public awareness, industry outreach, education, networking opportunities and professional services.



## International Webcasting Association

2020 Pennsylvania Ave., NW  
Suite 182  
Washington, DC 20006  
(508) 477-8488  
(413) 292-4092  
[www.webcasters.org](http://www.webcasters.org)

The International Webcasting Association (IWA) is the largest worldwide non-profit trade organization representing companies, organizations and individuals active or interested in the delivery of multimedia.

# Conference Partners



## Radio Advertising Bureau

1320 Greenway Drive, Suite 500  
Irving, TX 75036  
(800) 232-3131  
[www.rab.com](http://www.rab.com)

The Radio Advertising Bureau is a service organization responsible to the needs of its membership. The RAB mission is to increase awareness, credibility, and salability of Radio by designing, developing, and implementing appropriate programs, research, tools, and activities for member stations.



## Society of Broadcast Engineers

9247 North Meridian Street  
Suite 305  
Indianapolis, IN 46260  
(317) 846-9000  
(317) 846-9120  
<http://www.sbe.org>

The Society of Broadcast Engineers is the largest organization for broadcast engineers and technicians. It is devoted to the professional development of its members and the field of broadcast engineering.



## Society of Motion Pictures and Television Engineers

595 W Hartsdale Avenue  
White Plains, NY 10607-1824  
(914) 761-1100  
<http://www.smpete.org>

The Society of Motion Picture and Television Engineers (SMPTE), is the leading technical

society for the motion imaging industry. Touching on every discipline, our members include engineers, technical directors, cameramen, editors, technicians, manufacturers, educators, and consultants.



## Society of Satellite Professionals International

The New York Information Technology Center  
55 Broad Street, 14th Floor  
New York, NY 10004  
(212) 809-5199  
(212) 825-0075  
<http://www.sspi.org>

The Society of Satellite Professionals International is a nonprofit member benefit society that serves satellite professionals throughout their careers through education, networking and the recognition of outstanding achievement.



## WORLD TELEPORT ASSOCIATION

### World Teleport Association

The New York Information Technology Center  
55 Broad Street, 14th Floor  
New York, NY 10004  
(212) 825-0218  
(212) 825-0075  
<http://www.worldteleport.org>

WTA is a nonprofit trade association representing the key commercial players in broadband. WTA's members in 20 nations include teleports, satellite and terrestrial carriers, technology providers, engineering firms, investment houses and consultants.

# Hospitality Suites

*Suite numbers below are accurate at the time of printing. For last minute changes please check the NAB Daily News.*

**Aldeavision, Inc.....377, Las Vegas Hilton**  
8550 Cote-de-Liesse  
St. Laurent, QC, Canada H4T 1H2  
514-344-5432

**American Media Services, LLC ...Bellagio**  
1311 Chuck Dawley Blvd.  
Mt. Pleasant, SC 29464  
843-972-2200

**Americom Radio Brokers .....Bellagio**  
3100 McPherson Road  
Atlanta Roswell, GA 30075  
770-645-2000

**Applied Magic .... 2160, Las Vegas Hilton**  
2120 Las Palmas  
Carlsbad, CA 92009  
760-931-6417

**Audemat Aztec .....650, Las Vegas Hilton**  
Parc D'Activities Kennedy  
20 Avenue Neil Armstrong  
Bordeaux-Mergnac, France  
33-557-928939

**Bird Technologies  
Group .....1860, Las Vegas Hilton**  
30303 Aurora Road  
Solon, OH 44139  
440-684-3378

**BitCentral, Inc. ....2903, Las Vegas Hilton**  
18872 Bardeen Avenue  
Irvine, CA 92612  
949-417-4126

**CBS Broadcasting  
Inc. ....2937, Las Vegas Hilton**  
524 West 5th Street  
New York, NY 20019  
212-975-1732

**CIBC World Markets.....Bellagio**  
425 Lexington Avenue  
New York, NY 10017  
212-856-6764

**CIT Communications  
& Media Finance .....Bellagio**  
1 CIT Drive  
Livingston, NJ 07039  
973-422-3813

**Cumulus Media Inc. ....Bellagio**  
3535 Piedmont Road  
Atlanta, GA 30305  
404-4443-0729

**Diversified  
Systems, Inc. ....560, Las Vegas Hilton**  
385 Market Street  
Kenilworth, NJ 07033  
908-245-4833

**DMOD, Inc. ....1760, Las Vegas Hilton**  
244 Brighton Avenue  
Allston, MA 02134  
617-254-1024

**Dremedia  
Limited.....1865, Las Vegas Hilton**  
25 St. James Street  
London, England SW1A1AH  
44-207-970-5670

**EDS .....1610, Las Vegas Hilton**  
5400 Legacy Drive  
Plano, TX 75024  
972-605-6225

**EMTEC Multimedia  
Inc. ....20121, Las Vegas Hilton**  
25050 Avenue Kearny  
Valencia, CA 91355  
661-295-5551

**Fox News Channel.....Bellagio**  
1211 Avenue of the Americas  
New York, NY 10036  
212-301-3278

**GE Commercial Finance/Media  
& Communications Finance .....Bellagio**  
2325 Lakeview Parkway  
Alpharetta, GA 3004  
678-624-7945

**Globo Television Network  
- Brazil.....1650, Las Vegas Hilton**  
Rua Lopes Quintas  
303 - Sala 804 - Jardim Botânico  
Rio De Janeiro, Brazil 22460-010  
55-21-2540-2151

# Hospitality Suites

**InterVideo, Inc. ....1360, Las Vegas Hilton**  
47350 Fremont Blvd.  
Fremont, CA 94538  
510-979-7102

**John Pierce & Co., LLC.....Mirage**  
11 Spiral Drive  
Florence, KY 41042  
859-647-0101

**Kalil & Co., Inc.....Bellagio**  
3444 North Country Club  
Tucson, AZ 85716  
520-795-1050

**Kaydara Inc. ....371, Las Vegas Hilton**  
4428 Saint-Laurent Blvd.  
Montreal, QC, Canada H2W125  
514-842-3158

**Larcan, Inc.....373, Las Vegas Hilton**  
228 Ambassador Drive  
Mississauga, Ontario  
Canada L5T 2J2  
905-564-9222

**Liman Video Rental Co.....Bellagio**  
341 W. 38th Street  
New York, NY 10018  
212-594-0086

**Max Media.....Caesars Palace**  
900 Laskin Road  
Virginia Beach, VA 23451  
757-437-9800

**Media Services Group .....Bellagio**  
7620 Sweetbriar Road  
Richmond, VA 23229  
804-288-9776

**Meteorlogix .....950, Las Vegas Hilton**  
11400 Rupp Drive  
Brunsville, MN 55337  
952-882-4337

**Mindspeed Technologies .....2410, Las Vegas Hilton**  
4000 MacArthur  
Newport Beach, CA 92660  
949-579-4631

**National TeleConsultants, Inc. ....473, Las Vegas Hilton**  
700 N. Brand Blvd.  
Glendale, CA 91203-1202  
818-265-4400

**Orban/CRL.....2986, Las Vegas Hilton**  
1330 West Auto Drive  
Tempe, AZ 85284  
602-438-0888

**Panavision.....1550, Las Vegas Hilton**  
6219 DeSoto Avenue  
Woodland Hills, CA 91367  
818-316-1000

**Patrick Communications.....Bellagio**  
5074 Dorsey Hall Drive  
Ellicott City, MD 21042  
410-740-0250

**Richland Towers.....28121, Las Vegas Hilton**  
4890 W. Kennedy Blvd.  
Tampa, FL 33609  
813-286-4140

**Secure Media .....2060, Las Vegas Hilton**  
One Apple Hill  
Natick, MA 01760  
415-563-1800

**Shaw Pittman .....Bellagio**  
2300 N Street, NW  
Washington, DC 20037  
202-663-8125

**SignaSys, Inc.....2165, Las Vegas Hilton**  
749 N. Tenth Street  
San Jose, CA 95112  
408-998-8076

**SkyStream Networks .....564, Las Vegas Hilton**  
455 DeGuigne Drive  
Sunnyvale, CA 94085  
408-616-3314

**Starbak Communications..1150, Las Vegas Hilton**  
757 Brookside Plaza Drive  
Westerville, OH 43081  
614-865-9150

**Stephen Arnold Music .....1450, Las Vegas Hilton**  
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McKinney, TX 75069  
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6901 Rockledge Drive  
Bethesda, MD 20817  
301-214-2470

### **Terayon .....471, Las Vegas Hilton**

4988 Great America Parkway  
Santa Clara, CA 95054  
408-235-5616

### **Terenex, Inc. ....1830, Las Vegas Hilton**

7800 Southland Blvd.  
Orlando, FL 32809  
408-219-0666

### **The Systems**

#### **Group .....1850, Las Vegas Hilton**

317 Newark Street  
Hoboken, NJ 07030  
201-795-4672

### **TM Systems .....850, Las Vegas Hilton**

419A Espanola Way  
Miami Beach, FL 33139  
305-535-6373

### **U.S. Bank National Assn.....Bellagio**

7th & Washington  
St. Louis, MO 63101  
314-418-2024

### **Veronis Suhler**

#### **Stevenson .....18121, Las Vegas Hilton**

350 Park Avenue  
New York, New York 10022  
212-935-4990

### **Wegener Communications .....2828, Las Vegas Hilton**

11350 Technology Circle  
Duluth, GA 30097  
770-814-4045

### **Wells Fargo Communications**

#### **Finance .....Bellagio**

6th and Marquette  
MAC N9305-072  
Minneapolis, MN 55479  
612-667-6571

Registered attendees have access to all NAB exhibits and the RTNDA exhibits.

## On-Site Exhibits-Only Registration

Anyone who has not yet registered and is interested in attending only the exhibits can register at Main Registration in the Central Hall. A \$20 processing fee will be applied to all on-site Guest Pass registrations.

## Exhibit Locations

TV/Video/Film .....Central Hall and South Upper Hall  
 Radio/Audio.....North Hall  
 Satellite/Telecommunications .....North Hall  
 Multimedia/Internet .....South Lower Hall  
 RTNDA.....LVH Pavilion

## Exhibit Hours

Monday - Wednesday .....9:00am - 6:00pm  
 Thursday .....9:00am - 4:00pm

### RTNDA Exhibit Hours

Sunday .....2:00pm - 6:00pm  
 Monday - Wednesday .....9:00am - 6:00pm\*  
 \*Closing event in exhibit hall 4:15 - 6:00pm

## Featured Exhibit Areas

### Interactive Living Pavilion- South Hall

The NAB Interactive Living Pavilion will deliver the premier companies in the areas of Interactive Television, Video On Demand Technologies, T-Commerce, Programming and more.

Presented by



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### SAN Pavilion Featuring Network Storage and Security - Central Hall Booth C4162

This exciting new pavilion will feature data storage and security experts involved in data backup, storage management, SAN, NAS, IP, and Virtual Private Networks. Participants include: Hitachi Data Systems, Isilon Systems, Legato Systems, Sony Electronics, Z-force and more.

### Digital Media Theater - South Hall SL136

Stay connected with the latest developments in digital media. Learn what's new in live broadcasting and video on-demand, hosting and playback quality. Theater guides containing a detailed schedule are available in bins in the South Hall.

Sponsored by



### Mobile Media Exhibits - Walkway between Central & South Halls

This year, remote broadcast technologies for news, sports, television and radio move outside on the walkway between Central and South Halls. Mobile satellite uplink technologies, power generators for backup and protection and large-scale video projection equipment are just a few of the technologies you'll find.

### RTNDA@NAB Exhibits - Las Vegas Hilton

Technologies specifically geared toward radio and television news directors will be on display in the Las Vegas Hilton Pavilion.

## International Pavilions

### Korean Pavilion - SL2864

### UK/US Partner Pavilion - SU6234

### Italian Pavilion - N1410

The "Punto Italia" hosts a number of Italian companies - leaders in the fields of satellite telecommunications, broadband technologies, data broadcasting, video and audio entertainment, streaming, webcasting and wireless technologies. The Pavilion also hosts representatives of the SAT Expo, the Digital and Satellite Telecommunication Exhibition held yearly in Italy. Punto Italia is sponsored by the Italian Trade Commission (ICE) with the intent of promoting and facilitating international commerce.

## Exhibit Floor Maps

### Information Centers

Detailed maps will help you locate specific companies.

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# Exhibits

## Legend

**C**.....Central Hall, LVCC  
**MM**.....Outside Exhibits  
**MR**.....Meeting Room (on exhibit floor)  
**N**.....North Hall, LVCC  
**RT**.....RTNDA, Pavilion, LHV  
**SL**.....South Hall, Lower Level  
**SU**.....South Hall, Upper Level

12 Inch Design..... SL1437  
 16x9, Inc..... C3150  
 360 Systems..... C2024  
 5 Alarm Music..... SU6656  
 615 Music Library..... RT518,C664

A.F. Associates, Inc. .... C950  
 AARP..... RT616  
 Aastra Digital Video ..... C154  
 AATON ..... C286  
 ABE Elettronica S.p.A ..... C144  
 ABS Trade Srl..... N1833  
 Accom, Inc. .... SU7325  
 Accordent Technologies ..... SL1828  
 Accuscene..... SU6646  
 AccuWeather ..... C3534  
 Acoustic Systems ..... N2256  
 Acoustical Solutions ..... C543  
 Acrodyne Industries Inc ..... C958  
 Activa 3 ..... SU6358  
 Active Power, Inc..... SU6157  
 Adam Systems Group ASR..... SU5315  
 ADC ..... C4026  
 ADIC ..... SL3017  
 Adobe Systems Incorporated ..... SL2507  
 Adrienne Electronics Corp..... C566  
 ADS Technologies ..... SL2262  
 Adtec Digital, Inc..... SU5870  
 Advanced Designs Corp..... C2874  
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 Advanced Switch Technology ..... N1763  
 ATSC ..... DTV Drafthouse, Central Lobby  
 Advantech ..... N1221  
 Advent Communications Ltd..... C704  
 Advertising Edge Inc. .... N3036  
 AEI Components ..... SU4865  
 AEM Technology..... SL3049  
 AEQ, S.A. .... N3136  
 AEV S.P.A. .... N2460  
 Agari Mediaware, Inc..... SL2645  
 AheadTek ..... C669  
 Aircraft Production Music Libraries..... SU5612  
 AIRNOW - US EPA ..... RT614  
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 Airstar Space Lighting ..... C3940  
 AIST Gmbh ..... SU6569  
 AJA Video ..... SL536  
 Alcorn McBride Inc..... SL1625  
 Alias\Wavefront ..... S102  
 Allen Avionics, Inc..... SU5318  
 Allen Osborne Assoc. Inc. .... SU5131  
 Allergy Alert ..... RT520  
 Allied Tower Co. .... N2445  
 Alpermann + Velte E.E. .... SU6005  
 Altman Lighting Inc ..... C3777  
 Altronic Research Inc. .... N2428

American Cinematographer..... SU5616  
 American Grip ..... C4060  
 American Inflatables Inc. .... N1851  
 American Radio Relay League..... Lobby Booth 23  
 American Tower ..... N2166  
 Americas Generators ..... MM217  
 AMETEK Hunter Spring..... C3975  
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 AMS NEVE..... N3038  
 AnaCom, Inc..... N1664  
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 Anheuser-Busch, Inc. .... RT620  
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 Apogee Labs Inc. .... C4265  
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 APW Enclosure Products ..... C744  
 ARENA Maxtronic ..... C4067  
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# Exhibits

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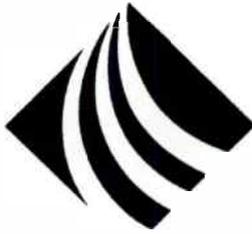
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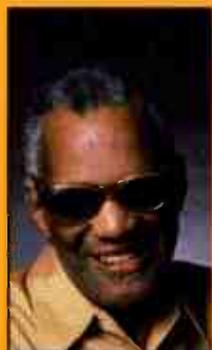
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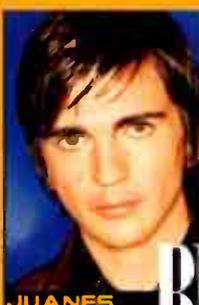
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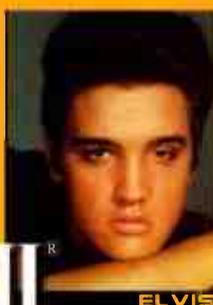
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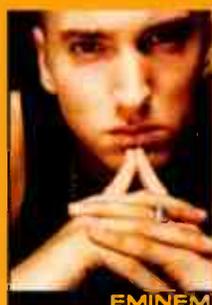
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