



# the SIGNAL

BIMONTHLY PUBLICATION OF THE SOCIETY OF BROADCAST ENGINEERS

**FEBRUARY  
2008**

*Volume 21, Number 1*

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## Add SBE to your 2008 NAB Show schedule

**T**he Society of Broadcast Engineers will once again have a full slate of activities during the NAB spring convention, the "2008 NAB Show." For the 14th year, SBE will serve as NAB's partner in the production of the NAB Broadcast Engineering Conference (BEC) and will also have a prominent exhibit booth. The event begins on Saturday, April 12 and runs through Thursday, April 17. SBE will kick off the NAB Broadcast Engineering Conference with the presentation of an all-day Ennes Workshop on the topic of, "File Based Work Flow." (see Ennes Workshop at 2008 NAB Show on page 8 of this issue of the Signal).



The 2008 NAB Show will once again be in Las Vegas.

### **SBE Spring Membership Meeting**

At 5 p.m. on Tuesday, April 15, the annual spring SBE Membership Meeting will highlight the week for SBE. The meeting will be held in one of the BEC

See **NAB SHOW** on page **15**



## Add to SBE's Winning Team

### **Recruit a new member and win in the 2008 Membership Drive**

**S**pring is around the corner, which means it is time to start preparing for the SBE Membership Drive, which runs from March 1st through May 31st. Now is the perfect time to recruit new members for SBE. Members are what make our society strong, so help strengthen SBE by adding to its growing membership.

"Be a part of a winning team" is this year's membership drive theme. A new year means a new chance to win. By being a part of SBE's winning team, you have a chance to win in this year's SBE Membership Drive and help someone you know win the benefits of being a part of the SBE team.

Maybe there is someone new to broadcast

See **DRIVE** on page **20**

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Deposit your resume where prospective employers can view your profile and make a withdrawal from SBE. For information on submitting or accessing resumes, contact Scott Jones at [kjones@sbe.org](mailto:kjones@sbe.org) or visit: [www.sbe.org/career\\_resume.php](http://www.sbe.org/career_resume.php)

## JobsONLINE

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# Nominate a deserving member for SBE Fellow

BY **Troy Pennington, CSRE, CBNT**  
*Chair, SBE Fellowship Committee*

The March 31 deadline for nominations for the membership rank of SBE Fellow will soon be upon us. That's still plenty of time to nominate a deserving member who has made a real difference in your chapter over a long period of time; someone who has exhibited a dedication to the advancement of the broadcast engineer, the field of broadcast engineering and the SBE itself. If you have such a person in your chapter, consider nominating him or her for the SBE Fellow rank of membership. The Fellow designation is the highest level of membership and recognition presented to members by the Society of Broadcast Engineers. Members of SBE may earn the Fellow rank through several paths of achievement including conspicuous service, valuable contributions to the advancement of broadcast engineering or its allied professions, or by disseminating their broadcasting knowledge and promoting its application in practice.

Candidates for Fellow must be proposed in writing by a voting member to the Fellowship Committee. The nomination must include a comprehensive professional history of the nominee and the reasons you feel the candidate is deserving of this honor. The nomination must also include the written endorsements of at least five other voting SBE members. All nominations are to be kept confidential. No others besides the nominators and the SBE

Fellowship Committee members should be aware of the nomination. Moreover, the nominee should not be made aware that he or she has been nominated.

Nominations for 2008 must be received no later than March 31, 2008 for consideration. The Fellowship Committee will bring the names of nominees to the SBE Board of Directors for consideration and election at their April 13, 2008 meeting. The SBE secretary will notify those elected. They will receive their award at the SBE National Awards Dinner on October 15, during the 2008 SBE National Meeting held in Madison Wisconsin, in conjunction with the annual Wisconsin Broadcasters Clinic.

Sixty-nine members have been recognized with the Fellow honor in SBE's 44 years of existence. If there is a member in your chapter who has provided distinguished service in the field of broadcast engineering or to the chapter or at the national level, this is an opportunity for your chapter members to prepare a nomination for that person.

Nominations for Fellow are to be submitted to Fellowship Committee Chair: Troy Pennington, CSRE, CBNT, 6156 Hampton Hall Way, Hermitage, TN 37076 or to troy.pennington@cumulus.com.

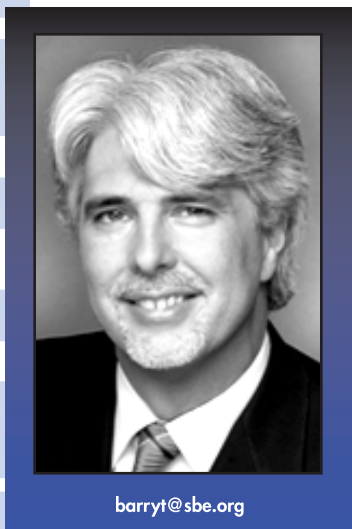
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# Happy New Year!

BY **Barry Thomas, CPBE, CBNT**

*SBE President*



In our last issue, I told you a little about the road that led me to the SBE and what the Society means to me. I want to talk now about the future and how we do the things we do. Recently, I was reminded of how much of our efforts on a national level might be invisible to the membership. I'd like to change that and talk about how the Society is structured and how we guide our collective efforts.

The Society is governed by a 17-person board of directors which includes 12 directors and four officers (President, Vice President, Secretary and Treasurer, elected by you each August. Our immediate Past President also serves on the board. Board members serve for two years, officers for one. To keep things consistent, board of directors terms are staggered so that only

half of the directors are up for election each year. We all meet in person twice per year. We have a full-time office staff in Indianapolis led by our Executive Director, John Poray. These people handle the day-to-day execution of the Society but their efforts are a reflection of committee and board direction. The officers, the immediate past president and two appointed board members also serve as the executive committee and meet in person an additional two times per year. The executive committee and/or board of directors also meet by conference call as needed.

Here's the important part: Each board member chairs a committee dedicated to a certain aspect of our Society. Significant decisions and discussions happen at the in-person meetings but the meat of SBE guidance is done in the committees. Certain other committees are chaired by non-board members, as well. Below is a list of our committees, who leads them, and a brief summary of their responsibilities.

**Awards - Larry Wilkins, Prattville, AL**

([larrywilkins@charter.net](mailto:larrywilkins@charter.net))

Solicits nominees and selects recipients of annual chapter and individual member awards.

**By-Laws - Hal Hostetler, Tucson, AZ**

([hkh@kvoa.com](mailto:hkh@kvoa.com))

This group is charged with evaluation and adjustment to the governing instrument of our organization; the ethical and legal framework around which our Society is built.

**Certification - Jim Bernier, Atlanta, GA**

([jim.bernier@sbe.org](mailto:jim.bernier@sbe.org))

Although most of you are familiar with the output of this committee, you may not be aware of the incredible commitment and discipline required to guide the program. Jim Bernier also serves on the Executive Committee.

**Chapter Liaison - Chriss Scherer, Overland Park, KS**

([cscherer@sbe.org](mailto:cscherer@sbe.org))

This committee is charged with chapter development and communication. Our Immediate Past President has taken this as a personal assignment because our members derive much of the value of membership through our chapters.

**EAS - Clay Freinwald, Seattle, WA**

([k7cr@blarg.net](mailto:k7cr@blarg.net))

This committee has been a historical fixture with the Society because of member interest but also because our members have a core competency to execute EAS plans. More recently we've been in the position of facilitating communication as a new generation of EAS is created.

**Education - Cris Alexander, Denver, CO**

([crisa@crawfordbroadcasting.com](mailto:crisa@crawfordbroadcasting.com))

This is a relatively new committee but, as you can imagine, a critical one. This committee is tasked with charting the Society's educational efforts, finding and executing programs to educate and train our members.

**FCC Liaison - Chris Imlay, Esq. (Interim chair),**

**Bethesda, MD** ([bfitpc@aol.com](mailto:bfitpc@aol.com))

This committee has historically been operating at an exceptionally high level, leading the efforts to protect BAS spectrum and inject technical perspectives into appropriate filings with the FCC. Recently this committee has been a focal point in alliances and negotiations with Nextel, T-Mobile, US Department of Defense and others.

***Fellowship*** - Troy Pennington, Mobile, AL  
(troy.pennington@cumulus.com)

SBE Fellow is the highest honor that can be bestowed upon a member recognizing distinguished service to the Society. This committee identifies and nominates potential Fellows to the Board of Directors.

***Finance*** - Jerry Massey, Greenville, SC  
(jmassey@entercom.com)

The Treasurer of the Society works closely with this committee to guide the Society's financial health. As previous treasurer, former chair and long time member of this committee, I have a strong affinity for the importance of their efforts. The SBE Staff, led by Executive Director John Poray, execute the day to day job of the finances, but policy and overall guidance of the Society investments, budget and major expenditures is overseen by this committee. They have the responsibility for evaluating, re-searching and recommending any needed changes to the board of directors for action.

***Frequency Coordination*** - Ralph Beaver, Tampa, FL  
(bevo@mediaalert.com)

This committee, like EAS is based in member interest and core competency. We as broadcast engineers know what's at stake and how scare our BAS resource is. This committee also manages our SBE/NFL Game Day Coordinator program.

***Industry Relations*** - Jeff Smith, New York, NY  
(jrsmith@monmouth.edu)

This committee is involved with developing partnerships and opportunities with other industries, groups, and societies.

***International*** - Chuck Kelly, Hackett's Cove, NS, Canada  
(chuck.kelly@nautel.com)

The SBE has a worldwide reach with alliances with similar organizations around the world. This committee is charged with maintaining and developing those alliances and identifying international growth possibilities.

***IT Strategy*** - Chris Tarr, Milwaukee, WI,  
(chris@broadcastdoc.net)

Anything related to IT and our Internet efforts runs through this committee. This means our online presence, our main office connectivity, our email services, . . . everything.

***Marketing and PR*** - Conrad Trautmann, New York, NY  
(ctrautmann@westwoodone.com)

Anything related to IT and our Internet efforts runs through this committee. This means our online presence, our main office connectivity, our email services, . . . everything.

***Membership/Sustaining Membership*** - Tom Ray, New York, NY (tomray@wor710.com)

Membership stability and growth is of critical importance because our resources are directly a result of membership dues and participation. This committee works to develop ways to improve your member services and encourage new and renewed membership. The committee is also responsible for developing the annual membership drive. Tom Ray also serves on the Executive Committee.

***Nominations*** - Chriss Scherer, Overland Park, KS  
(cscherer@sbe.org)

To keep a transition plan that insures the leadership of the Society, this committee identifies and qualifies potential board members and officers for the annual ballot. If you want to participate on the national board, this chairperson is the one to contact!

***Publications*** - Andrea Cummis, Roseland, NJ  
(acvideo2@comcast.net)

This committee evaluates and develops any books and published materials produced by the Society. This committee has most recently worked with Focal Press in developing a joint publishing agreement.

***Strategic Planning*** - Vinny Lopez, Syracuse, NY  
(VLopez@wsyt.sbgnet.com)

This committee is charged with the long-term vision of the Society. Many programs we're doing now are the result of this committee's research and recommendations years ago.

I tend to beat a drum to the rhythm of the four purposes of the SBE. Please indulge me as I beat it again:

- Promote and Advance the science of broadcast engineering
- To establish standards of professional education, training and competence for members
- To encourage the exchange of ideas and promote professional standards
- To represent the needs of members before regulators and the industry

Everything we do relates to one of these four purposes or serves an effort to facilitate them by increasing membership, improving membership services or improving the profile of broadcast engineers. The way we do this is to combine the efforts of our 5,000+ members through our 112 chapters.



# Faith, Hope and Clarity

BY **Chris Imlay, CBT**  
SBE General Counsel

**O**K, time to take off the gloves and let's get down to it. My old buddy Richard Rudman, former SBE President and a person less cynical than I am, nevertheless is often heard reciting the Golden Rule, which as we all know by now is that "he who has the gold, rules." It appears that cynical assessment is nowhere more true than on the 8th floor of the FCC. There, even the most ridiculous, el stinko ideas for uses of RF can be made to smell like Chanel #5 if advocated often enough and if enough money is thrown at the lobbying effort. Clarity Media Systems, a subsidiary of Flying J Truck stops, is today's case in point.

You have heard of SBE's effort to protect the BAS 2 GHz band from the Clarity Media Systems, LLC plan to use of the entire 2 GHz band at Flying J truck stops around the country. Dane Ericksen has appropriately labeled this "Trucker TV," because that is literally what it is. You have heard that Clarity, fueled (pun intended) by massive funding from Flying J, has attempted to do a spectrum allocation (read "spectrum grab") not by rule-making, as everyone else has to do, but by a series of waivers (257 of them, to be precise) in applications for CARS licenses specifying use of the entire 2025-2110 MHz band for short-range video transmission at truck stops for the benefit of long haul truckers. The ancillary applications of this technology, for those who don't yet see the salesman's foot in the door here, is to have short range video transmissions for recreational vehicles at RV parks around the country. Next, of course, is campgrounds generally, and then perhaps theme parks, sports stadium parking lots, etc. etc. until the use

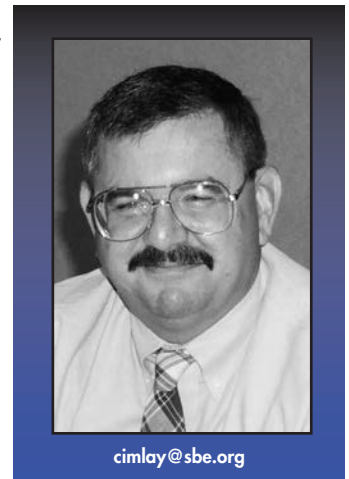
of the 2 GHz band for ENG is pretty much a no go. One wonders why we are killing ourselves reconfiguring the band and spending many millions of Sprint Nextel's dollars in the process, if the FCC is going to allow spectrum pollution of this type anyway.

Clarity has no entitlement to provide subscription television service to end users via CARS licenses without rule waivers. About this there is no doubt. A bit less clear is Clarity's eligibility for CARS licenses at all. And the worst part about Clarity's proposal is that it stands the entire spectrum allocation process that FCC has used reasonably successfully for many years, on its ear. The Media Bureau, in 2007, reasonably and clearly denied these 257 waivers and dismissed the applications associated with them, noting that Clarity had not met the very high burden of justifying permanent waivers. Clarity, using apparently unlimited funds from Flying J, Inc., promptly filed an Application for Review, asking the Commissioners to overrule their own Media Bureau.

Now, keep in mind that the Media Bureau didn't just brush off these applications, as I would have done had I been the chief of the Media Bureau at the time. Dismissing these applications was the

obvious and inevitable action a reasonable person would take.

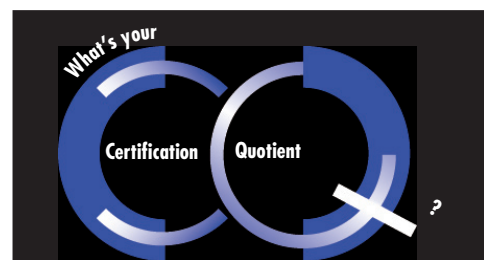
The Bureau did everything it could to steer Clarity into a more appropriate venue for Trucker TV, so as to avoid interference to licensed radio services, and still provide Trucker TV as a competitive video delivery service. It asked, for example, why Clarity couldn't use the 5.47-5.725 GHz band, dedicated for Unlicensed National Information Infrastructure (U-NII) applications. That was a good, and perfectly viable alternative. Last July, Clarity said no, that wouldn't work, because that band is intended for packet data, rather than multiple streams of video and audio programming, and so Clarity would require some waivers of the Part 15 rules to make that band work.



See **LEGAL** on page **22**

**Advertise in the Signal**  
**SBE members are YOUR customers!**

They use your products and services and make or influence purchasing decisions. If you're not already hearing from them, perhaps it's time you put your message where our members will see it! **Contact Holly Essex at [hsex@sb.org](mailto:hsex@sb.org) or call 317-846-9000 and be in the next issue of the Signal.**



To connect an LED that draws 24ma at 2.0V across a 26V source, a series resistor of the following value is required:

- A. 48 ohms at 1/2W
- B. 620 ohms at 1W
- C. 1000 ohms at 1W
- D. 1500 ohms at 1/2W

Question taken from SBE CertPreview. Turn to page 14 for the answer

The committees above are one of the ways we make this happen. In every case, these chairpersons manage the work in these areas to direct the course of the Society.

We'd like you to participate. If one or more of these areas are of interest to you, contact the chairperson. They will appreciate your interest and we all crave your involvement because it makes us all stronger.

**Final Note:**

Beginning in October, we hit the ground running and kicked off a number of efforts. One of the efforts is a new way to communicate to our members through a twice-monthly SBE-news email. The Signal offers in-depth discussions about the Society and its member efforts but often we need to tell you about things we're doing quickly so you can participate and help. SBE-news gives us

a way to get information to you quickly. If you have not received our first few issues in your email box, please make sure we've got your current email information and/or our newsletter is not trapped by your spam filters. I have noted in the first issue a number of ground rules we've set for ourselves related to the newsletter.

We initiated the SBE Roundtable two years ago which this

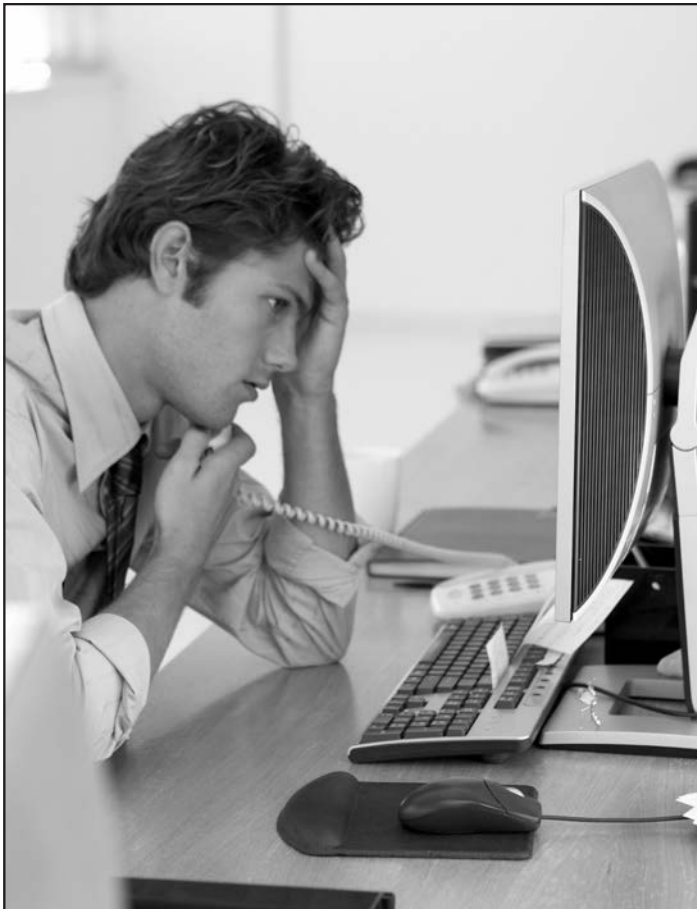
is an email list server for SBE members. We've highlighted it recently and have received an amazing response with 321 members now participating. There are a couple of ways that this is being used: It's a 24-hour brain trust but it's also a discussion group on issues related to broadcasting. Please sign up! You'll find it's refreshingly helpful!

Looking forward to seeing you in SBE-news and on the SBE Roundtable! ●



# ROUNDTABLE

The SBE Roundtable is a member-only e-mail discussion group created to facilitate discussions about the Society, the industry and everyday work issues and questions. To subscribe to the SBE Roundtable, just send your name and e-mail address to: [sberoundtable@sbe.org](mailto:sberoundtable@sbe.org).



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# "File Based Work Flow SBE's Ennes Workshop

BY **Fred Baumgartner, CPBE, CBNT**  
*SBE Education Committee, Ennes Foundation*

**T**he 2008 NAB Broadcast Engineering Conference will open on Saturday, April 12 with the Society of Broadcast Engineers/Ennes Educational Foundation Trust Workshop.

Again this year, those attending the PBS Engineering Conference will also be participating. It will be held at the Las Vegas Convention Center with the topic focusing on file based workflow. Nothing in Broadcast Operations has such far reach-

## 8:00 am – 9:00 am

*Harlan Neugeboren, CEO of The Workflow and Technology Group, LLC Presents, "File Based Workflow 101."*

This year's early-bird tutorial covers the basics of file-based workflow from acquisition through playback and archiving.

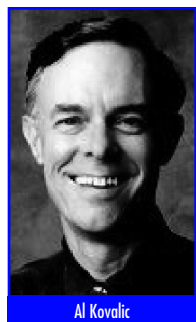
## 9:10 am – 9:55 am



Jim O'Brien

*James O'Brien, President, Building4Media, presents, "Cross Platform Work Flow."*

This paper discusses design considerations and developments in cross platform media operations and automation.



Al Kovalic

## 9:55 am – 10:30 am

*Al Kovalic, Strategist and Pinnacle Fellow, Pinnacle, presents, "Video Timing and Synchronization in a Web Services Environment."*

This talk covers the essentials of timing concepts across distributed software systems - the salient aspects of how to achieve frame accurate video control using web

services and SOA concepts.

## 10:35 am – 11:20 am

*Brad Gilmer, Principal, Gilmer & Associates, Inc., presents, "Understanding and Describing File-based Workflow."*

This presentation highlights efforts by users and manufacturers to develop and deploy file-based workflow solutions in the broadcast environment. It discusses efforts to create a common understanding of the problem and the words we use to describe it. The presentation also brings into focus that

user-driven business analysis is required if these efforts are to be successful.

## 11:20 am – 12:05 pm



Chris Lennon

*Chris Lennon, Director of Integration & Standards, Harris Corp., will present "Broadcast Exchange Format."*

A lot has been written and said about BXF (Broadcast eXchange Format). It will eliminate Master Control Operators, automate ingest, turn Traffic into a 24/7 operation, etc. This tutorial will sort through the hype and go into exactly what BXF was designed to do, what it can do today, and what it might do in the future. We will look at use cases, and explore the schema itself, with an eye toward making attendees much better versed on this promising new standard from SMPTE.

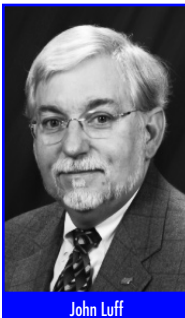
## 12:05-1:15 LUNCH BREAK

## 1:15 pm - 1:30 pm

*Al Kovalic, Strategist and Pinnacle Fellow, Pinnacle, presents, "A Brief History of the Second."*

This short paper covers the development of timekeeping from water clocks to cesium fountain clocks to GPS and SMPTE 12M. Al ties all of this into the needs of broadcasters.

## 1:30 pm – 2:15 pm



John Luff

*John Luff, Consultant, Television Technology Consultant, presents, "Implementing Workflow Changes."*

Changing from tape based linear workflow in a broadcast plant to a file based non-linear workflow brings with it great benefits, and significant challenges in implementation, training, maintenance, and recruiting. This



# "N" is the topic for at the 2008 NAB Show

ing consequences as the inevitable transition to the highly efficient file-based workflows that allow a high quality product with a minimum of resources. This year's SBE/Ennes tutorials directly address the issues of this shift, with the most recognizable presenters in the industry.

To attend the program, you must have full NAB Convention registration.

paper will discuss planning and implementation from a holistic approach, centered on defining goals and managing change.

## 2:15 pm – 3:00 pm

*John Footen, Vice President, National*



*TeleConsultants, presents, "Business Process Analysis."*

Business Process Analysis is a structured methodology for defining workflow. The presentation focuses on Service-Oriented Architecture (SOA), an architectural approach to systems design that best provides flexibility to change workflow over time as business requirements change. Mr. Footen

will also speak about Business Process Management (BPM) technologies which allow the orchestration of complex workflows across multiple systems. The talk covers media-specific applications of these concepts and the very practical steps which can be taken by a broadcaster or media facility.

## 3:00 pm – 3:45 pm

*Michael Wellings, Engineering Director, ResearchChannel consortium, presents, "Codec Performance."*

The engineers at the University of Washington and the ResearchChannel have analyzed HD codec performance and documented their results. Engineering Director Michael Wellings presents this data, along with an illustrative HD video showing codec loss using the SMPTE STEM uncompressed Mini-Movie. In addition, attendees are invited to learn about ResearchChannel (a consortium of major research and educational institutions), its purpose and its accomplishments in the field of advanced visualization and high resolution delivery over high-speed networks.

## 3:45 pm – 4:30 pm

*John Wadle, Vice President of Technology, OmniBus Sys-*



*tems, presents, "File-Based Transmission Process."*

This presentation will explore the impact and benefits of deploying a software-based transmission system in conjunction with file-based content workflows. Using the example of a typical transmission sequence of primary and secondary events, we will examine the steps involved in content acquisition, preparation, storage and staging of the content elements required and the processing of those elements by a software-based transmission system.

## 4:30 pm – 5:15 pm

*Leonard (Joe) Fabiano, Chief Technology Officer, Pathfire, presents, "Pathfire's Distribution of Files and the Impact on File Based Workflow."*

We have been through the wars implementing a cross-vendor system which allows content from many source devices to be processed, objectified and distributed via IP network. At the receive end, the high-level features are 16 channels of compressed editable audio (E2), MPEG2, high profile, high level content, 4:2:2 encoding, full metadata content including show rundown and EDL for reassembly of show and ad content. This content is spliced, transcoded and delivered to 8 different server platforms for playback. Four of those servers can take the content delivered over the network and splice and play it out natively with no transcoding required. The VANC includes, closed captions (608 and 708 flavors), Broadcast flag and audio metadata. This system also operates with content being moved automatically through receive gear, transcoding, splicing, file-transfer to server, automation system notification & update and play-out-to-air using an early BXF implementation known as Automation Connect.

See **ENNES** on page 10

### Ennes Workshop Chairman



Fred Baumgartner

**Frederick M. Baumgartner, CPBE, CBNT**  
*SBE Education Committee, Ennes Educational Foundation Trust*  
Fred Baumgartner, CPBE, CBNT,

is a Fellow of the Society of Broadcast Engineers, Radio Club of America and a trustee of the Ennes Foundation. Fred is Director of Broadcast Engineering for Qualcomm's MediaFLO project. Previously, he directed Leitch's (now Harris) Systems Engineering group. Up to that time, he served as Director of Engineering for the Comcast Media Center in Denver, as its Director of New Product Development through the center's AT&T ownership and Director of Broadcast Satellite Operations during its TCI ownership era. Before joining the satellite and

cable origination world, Fred held the position of Engineering Manager at KDVR-TV and KFCT-TV, Denver, WTTV-TV, WTTK-TV, Indianapolis, KHOW AM & FM, Denver; WIBA AM & FM, Madison, Wisconsin, and Operations Manager at KWGN-TV, Denver; and others beginning with the overnight gig and a newly minted FCC 1st Class license at WBIZ AM & FM, Eau Claire, Wisconsin in 1972. Fred was also heavily involved with the development of EAS, and has authored several hundred articles on Radio and TV engineering.

### Morning Moderator



Tom Mikkelsen

### Tom Mikkelsen

Tom Mikkelsen is senior director for Broadcast Operations for MediaFLO USA, Inc., a wholly-owned subsidiary of QUALCOMM, offering interactive wireless

multimedia services to consumers in cooperation with U.S. wireless operators. In this role, Mikkelsen is responsible for the development of the broadcast operations and engineering areas including related infrastructure.

### Afternoon Moderator



Lew Zager

### Lewis Zager

Lewis Zager is an independent consultant who specializes in digital television production, distribution and transmission. He has served in various technology positions

in public television, most recently as Director of the DTV Strategic Services Group at PBS. Prior to joining PBS, Lew served as Vice President, Technology at WETA in Washington, D.C., where he managed the transition to full-time DTV broadcasting and all digital multi-channel master control operations.

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# Local SBE National Meeting places spotlight on local chapter events

BY **John L. Poray, CAE**  
SBE Executive Director

Each year the SBE stages an “SBE National Meeting” in conjunction with a chapter-sponsored regional convention. We’ve been using this format since 1997 and it has proved to be an effective way to meet several Society objectives.

Late in the year 1996, the SBE national leadership at the time needed to develop a new event to recognize achievements by members and chapters at the national level, conduct the annual membership meeting, install the new Board of Directors and hold the fall meeting of the Board of Directors. “World Media Expo,” the multi-organization event consisting of the SBE National Convention, SMPTE National Convention, NAB Radio Show and the RTNDA National Convention, was ending its three-year run. The SBE Board at the time, led by president, Terry Baun, CPBE, CBNT, AMD, decided on the national meeting concept as a way to spotlight the regional conventions that a

handful of SBE chapters were presenting on an annual basis, and at the same time, meet the national organization’s need for a sufficient stage to recognize members and meet the Society’s other operational needs.

Since 1997, the SBE National Meeting concept has moved around the country, capably hosted by the chapters who have willingly taken on the extra work and responsibility. Fitting in the additional meetings and events isn’t always an easy task. Producing an annual trade show with technical paper presentations is a big enough job for anyone, but especially for people who have full-time broadcast engineering jobs of their own. To take on the needs of the SBE National Meeting to their already full plate is a testament of their commitment to the Society and its value to members.

So, after 11 national meetings, they have worked quite well. From all accounts, the chapters that have hosted national meetings have had a positive experience and the objectives of the

national organization have been met. Our thanks go to the many members who have volunteered their time to make this so.

On to 2008!

The 12th edition of the SBE National Meeting will be held in Madison, Wisconsin, hosted by the Wisconsin Broadcasters Clinic. The Clinic has a very long history, more than 50 years, of presenting a highly regarded educational forum for broadcast engineers. It attracts broadcast engineers from across the state of Wisconsin as well as many others from the Upper Mid-West.

The “Clinic,” which for many years was presented by the University of Wisconsin – Madison, is now conducted by the Wisconsin Broadcasters Association, which has a tremendous partner in SBE



jporay@sbe.org

Chapter 24 of Madison.

The 2008 Broadcaster’s Clinic will be held October 14-16 at the Marriott Madison-West Hotel. The SBE National Meeting’s official functions will be held on the 14th and 15th. This will be the third time that the “Clinic” has hosted the SBE National Meeting since 1997 and we’re looking forward to it. You’ll see more information about it in the coming months. We hope to see many of you there.

## Year Host Chapter/Meeting Location

- 1997 - Chapter 22, Syracuse, NY
- 1998 - Chapter 16, Bellevue (Seattle), Wash.
- 1999 - Chapter 24, Madison, Wisc.
- 2000 - Chapter 20, Warrendale (Pittsburgh), Pa.
- 2001 - Chapter 22, Verona, N.Y.
- 2002 - Chapter 9, Phoenix, Ariz.
- 2003 - Chapter 24, Madison, Wisc.
- 2004 - Chapter 11, Marlborough (Boston), Mass.
- 2005 - Chapter 67, Grapevine (Dallas/Ft. Worth), Tex.
- 2006 - Chapter 22, Verona, N.Y.
- 2007 - Chapter 20, Monroeville (Pittsburgh), Pa.
- 2008 - Chapter 24, Madison, Wisc.

The SBE National Meetings, the successor to the SBE National Conventions held from 1986-1996, have been held in conjunction with local SBE chapter-sponsored regional conventions since 1997.

If your chapter holds a trade show/technical paper event during the months of September or October and would be interested in hosting a future SBE National Meeting, contact John Poray, jporay@sbe.org, at the SBE National Office. SBE National would also like to help you promote your chapter-sponsored trade show/technical paper event, no matter what time of the year it is held. Please send the dates, location, contact name, telephone number, e-mail address, website address and any other pertinent information about your event to, Holly Essex, hessex@sbe.org, Communications Manager at the SBE.



# Want to be certified? It's easy!

BY **Chriss Scherer, CPBE, CBNT**

*Member national Certification Committee and SBE Immediate Past President*

**Y**ou know the benefits of SBE Certification. You have already selected which level of Certification is right for you. You may have already gathered some books or a copy of Cert-Preview to prepare. The only thing you haven't done is actually apply to take the Certification exam. Why not?

There are many excuses offered. I have been involved with SBE certification in various ways for nearly 10 years, and I've heard all the reasons why someone has not taken the final step and submitted the application. Most of the reasons focus on time.

SBE Certification exams are offered through local chapters at various times throughout the year, as well as during an exam session at the spring NAB convention. One question that is frequently asked is why exams are only offered at certain times instead of continuously. There is a simple answer to this, but there are a few points that need to be covered first.

Local Certification exams are proctored by a volunteer from each chapter. This is usually the chapter certification chairman. I'll stress that this is a volunteer position, like all the efforts within an SBE chapter. As such, the chapter certification chairmen provide a valuable service. Their time is valuable. To help them manage their time commitment, an exam schedule is set so that they can plan their time commitment. Notice that the chapter exam dates are specified in a 10-day range. This is to help the applicant and the chapter certification chairman find a convenient time for both of them.

You should also notice that each exam window has an application deadline that is set about six weeks prior to the exam date. Some people have questioned the

need for what seems like a long lead time. How long should it take for the national office to notify the local certification chairman and provide an exam? If it were only one exam and one applicant, six weeks would be an eternity. Each exam session can have hundreds of applicants, and the coordination to arrange a proctor and then prepare an exam for each applicant takes time. It doesn't always require the full six weeks, but this length of time has proven to be a practical time period with which to work.

Back to the original question: Why are there set exam windows? The volunteer proctors have their own schedules and commitments, and by establishing a fixed window, they can schedule their time more efficiently. Without set sessions, volunteer certification chairmen could be called on to proctor an exam at any time, and perhaps with insufficient notice.

But just because there are set application deadlines doesn't mean that you can only submit a certification application at that time. You can apply any time for any future exam opportunity. You can submit your application today and then take the exam during the November session if you like. I actually recommend this approach to some people because it sets a target date in the future. Apply today and then prepare over the next several months.

There is actually another reason to have application deadlines. If there were no deadlines at all, the perceived urgency of submitting an application would be lost. Likewise, the corresponding exam session window would probably be overlooked as well. A deadline helps us all to commit to a project and see it to completion.

So what if you submit an application and then two weeks prior to the exam

session your schedule has changed so drastically that

you can't make the exam at all? Contact the SBE National Office. Smaller schedule changes can be coordinated with the exam proctor directly. With advance notice, an exam can be always be rescheduled.

So while all this ordered efficiency is in place to aid the workflow in the National Office as well as assist the volunteer proctors, there is another option that exists if the SBE schedules don't meet with yours. Under the private proctoring option, the SBE can arrange to provide a certification exam at almost any time. Private proctoring was originally created to provide additional confidentiality for an exam applicant or to provide an exam session for someone who does not live near an SBE chapter. It can also be applied when there is no other way to match the established schedule. When used, the applicant usually arranges to provide his own proctor, but if the chapter certification chairman is available and willing to serve as the private proctor, then that aspect is covered. If the chapter certification chairman is not available, he or she can work with the applicant to arrange a substitute proctor.

So the question remains, why aren't you certified? You can't attribute it to missing a deadline or not being available during an exam session window. The SBE is willing to work with you to help you become certified. Now it's up to you to take the final step.



# New SBE Certification Achievements

## LIFE CERTIFICATION

Certified Professional Broadcast Engineers® and Certified Senior Broadcast Engineers® who have maintained SBE certification continuously for 20 years and are current members of SBE may be granted Life Certification if so requested. All certified who have retired from regular full-time employment may be granted Life Certification if they so request. If the request is approved, the person will continue in his/her current level of certification for life.

### CERTIFIED PROFESSIONAL BROADCAST ENGINEER® (CPBE®)

George Bradshaw, Austin, TX – Chapter 79

### CERTIFIED SENIOR RADIO ENGINEER (CSRE®)

Timothy McCartney, Grand Forks, ND

### CERTIFIED BROADCAST TECHNOLOGIST® (CBT)

Melanie Walker, Lansing, MI – Chapter 91

## SBE CERTIFIED SCHOOL COURSE COMPLETION

### SPARTAN SCHOOL OF AERONAUTICS

Jeffrey Brown, Tulsa, OK – Chapter 56  
Derrick Kessler, Tulsa, OK – Chapter 56  
Don Litspey, Tulsa, OK – Chapter 56

### CLEVELAND INSTITUTE OF ELECTRONICS

Jim Oster, Redmond, WA – Chapter 15

### MICHIGAN CAREER AND TECHNICAL INSTITUTE

Joseph Zajac, III, New Baltimore, MI – Chapter 102

### DEFENSE INFORMATION SCHOOL

Christopher McDonald, Hampton, VA – Chapter 54

## NOVEMBER EXAMS

*"Thank You" CHAPTER CERTIFICATION CHAIRS FOR YOUR ASSISTANCE*

### CERTIFIED SENIOR TELEVISION ENGINEER (CSTE®)

Robert Nelson, Emporia, KS – Chapter 3

### CERTIFIED SENIOR RADIO ENGINEER (CSRE®)

Gary Blau, Plantation, FL – Chapter 53  
Kenneth Sleeman, Washington, DC – Chapter 37  
Jeffrey Tharp, Knightdale, NC – Chapter 60  
Michael Tosch, Thousand Oaks, CA – Chapter 47

### CERTIFIED BROADCAST RADIO ENGINEER (CBRE®)

Robert Fehr, Saint Paul, MN – Chapter 17  
Steve Westbrook, Smyrna, GA – Chapter 5

### CERTIFIED BROADCAST TELEVISION ENGINEER (CBTE®)

Yezmin Blue, Seattle, WA – Chapter 16  
Jeffrey Juniet, Madison, WI – Chapter 24  
Cesar Leon, Waterloo, Ontario Canada  
John Murphy, Comstock Park, MI – Chapter 102  
Wayne Murphy, Wildomar, CA – Chapter 131  
Anthony Singleton, Victorville, Ca – Chapter 131  
Imants Strautin, Linwood, MA – Chapter 11  
Terrence Thomas, New York, NY – Chapter 15  
Daniel Zillich, Albuquerque, NM – Chapter 34

### CERTIFIED AUDIO ENGINEER® (CEA®)

Michael Edler, Washington, DC – Chapter 37

### CERTIFIED VIDEO ENGINEER® (CEV®)

Kurt Flansburg, Tacoma, WA – Chapter 16  
Carlos Ruiz, Ontario Canada

### CERTIFIED AM DIRECTIONAL SPECIALIST (AMD)

Stephen Poole, Warrior, AL – Chapter 68

### CERTIFIED 8-VSB SPECIALIST (8-VSB)

Elvir Hadziselimovic, Taylorsville, UT – Chapter 62  
Michael Hansen, Farmington, UT – Chapter 62  
David Haroldsen, West Valley, UT – Chapter 62  
Robert Lewis, Park City, UT – Chapter 62  
John Lloyd, Jr., Sandy, UT – Chapter 62  
Dennis Maddox, Fountain Inn, SC – Chapter 86  
Melvin Parkes, Layton, UT – Chapter 62  
David Tancig, Columbia, SC – Chapter 101

### DIGITAL RADIO BROADCAST SPECIALIST (DRB)

Cris Alexander, Aurora, CO – Chapter 48  
John Arndt, Philadelphia, PA – Chapter 18  
Ralph Brancato, Jr., St. Louis, MO – Chapter 55  
Ralph Hogan, Pullman, WA – Chapter 117  
Alan Jurison, Syracuse, NY – Chapter 22  
Hal Kneller, Punta Gorda, FL – Chapter 127  
Alan Lane, Huntersville, NC – Chapter 45  
Christopher Tarr, Mukwonago, WI – Chapter 28

### CERTIFIED BROADCAST NETWORKING TECHNOLOGIST® (CBNT®)

Roger Adams, Franklin, TN – Chapter 103  
Bobby Allen, Jr., Lakeland, TN – Chapter 61  
Gary Blau, Plantation, FL – Chapter 53  
Matthew Burrough, Washington, DC – Chapter 37  
Philip Davis, Smyrna, GA – Chapter 5  
Lazard DeLa Vega, Miami Lakes, FL – Chapter 53  
Patrick DeRosa, Kennesaw, GA – Chapter 5  
Anthony Dilligard, Covington, GA – Chapter 5  
Rubin Garcia, Aventura, FL – Chapter 53  
Robert Goessler, Schenectady, NY – Chapter 58  
Bruce Hanselman, Lawrenceville, GA –

Chapter 5

Dan Kuznicki, Streetsboro, OH – Chapter 70  
Sheila McCray, Miami Gardens, FL – Chapter 53  
James Moore, Eclectic, AL – Chapter 118  
John Morris, Miami, FL – Chapter 53  
Robert Nelson, Emporia, KS – Chapter 3  
Kwame Ross, Champaign, IL  
Edward Rupp, Austin, TX – Chapter 79  
Thomas Sadler, New Baltimore, MI – Chapter 82  
Mark Turner, Syracuse, NY – Chapter 22  
Jason Vansco, Humble, TX – Chapter 67  
Jeffrey VanSychle, Sparta, MI – Chapter 102  
Derrick Warren, Johns Creek, GA – Chapter 5  
Ronald Williams, Griffin, GA – Chapter 5

### CERTIFIED BROADCAST TECHNOLOGIST® (CBT)

Steven Miller, Clinton, MS – Chapter 125  
James Parker, Homewood, AL – Chapter 68

### CERTIFIED TELEVISION OPERATOR® (CTO®)

Brett Erieg, Columbus, GA – Chapter 5  
David Hindi, Cameron Park, CA  
Michael Pimentel, New York, NY – Chapter 15  
Kokou Kotia Claude Soumsa, South Pasadena, CA – Chapter 47

## CERTIFIED BY LICENSE

### CERTIFIED BROADCAST TECHNOLOGIST® (CBT)

Mark Blaauboer, Albany, NY – Chapter 58  
Kent Daniel, Plainwell, MI – Chapter 102  
Mark Heller, Two Rivers, WI – Chapter 80  
Randall Jones, Newman Lake, WA – Chapter 21

## CERTIFIED RADIO OPERATOR® (CRO®)

### CERTIFIED RADIO OPERATOR® (CRO)

Leigh Browning, Canyon, TX  
Trevor Mael, Meadow Vista, CA  
Ryan Sczomak, Plymouth, MI

### CBS RADIO-LOS ANGELES

Chris Caplan  
Jonathan Kantrowe  
Ashley Wallen

## CERTIFIED TELEVISION OPERATOR® (CTO®)

### CERTIFIED TELEVISION OPERATOR® (CTO®)

Ezzat Abdalla, Burke, VA  
Adam Bravo, Providence, RI  
Eric Burt, Ravenna, OH  
Timothy Cline  
William Combes, Cullowhee, NC  
Jessica Cook, Sylva, NC  
Tripp Freeman, Cullowhee, NC  
David Gonzales, Phoenix, AZ  
Christopher Hamilton, Cullowhee, NC  
Richard Janssen, Clinton, OH  
Charles Kindig, Wadsworth, OH

Jessica Maier, Twinsburg, OH  
Joseph Mullins, Cullowhee, NC  
David Ostby, Spokane, WA  
Clifton Reed, Boulder, CO  
Tom Romero, Reno, NV  
Bob Strasser, Charlotte, NC  
Gregory Tomlin, Asheville, NC  
Kathy Wheelock, Charlotte, NC  
Margaret Yabs, Frisco, TX

### KENT STATE UNIVERSITY

John Behnken  
Frank Bochart  
David Burkhart  
Kyle Collins  
Jonathan Jivan  
Clifton Kinchen  
Steven Kozak  
Ryan Lloyd  
Edward Mills  
Tim Muir  
Daniel Pellegrino  
Matthew Steward  
Rebecca Vickner  
Robert Zvolensky

## RECERTIFICATION

The following applicants completed the recertification process either by re-examination, point verification through the local chapters and national Certification Committee approval and/or met the service requirement.

### CERTIFIED PROFESSIONAL BROADCAST ENGINEER® (CPBE®)

8-VSB SPECIALIST (8-VSB)  
Steve Scott, Las Vegas, NV – Chapter 128

### CERTIFIED SENIOR TELEVISION ENGINEER (CSTE®)

Douglas Greene, Littleton, CO – Chapter 48

### CERTIFIED BROADCAST RADIO ENGINEER (CBRE®) AM DIRECTIONAL SPECIALIST (AMD)

Ljube Georgievski, Clermont, FL – Chapter 42

### CERTIFIED AUDIO ENGINEER® (CEA®)

Daniel Nevels, Tampa, FL – Chapter 39

### CERTIFIED BROADCAST TECHNOLOGIST® (CBT)

Adolph Garza, San Angelo, TX – Chapter 67  
Jeffrey McPhearson, Richmond, VA – Chapter 60  
Ronald Manasco, Carbon Hill, AL – Chapter 118  
John Parker, Murphy, NC  
Carlos Rios, Salinas, PR – Chapter 142

### CERTIFIED TELEVISION OPERATOR® (CTO®)

Bryan Evans, Lancaster, PA  
Lynn Lamb, Billings, MT  
Jeffrey Pillivant, Westerville, OH  
Robin Rosen, Boca Raton, FL  
Carlos Semidei, Ponte Verda Beach, FL

# Candidates sought for SBE National Board

BY **Chriss Scherer, CPBE, CBNT**

*Chairman of the Nominations Committee and Immediate Past President*

**B**ecause you're a member of the Society of Broadcast Engineers you already know the advantages of membership in our professional organization. But your participation in the SBE can extend beyond simple membership. The SBE exists because of the volunteer efforts of its members. Participation at a local chapter is always welcomed. But perhaps you have thought about doing more – perhaps even on the national level.

The SBE Nominations Committee is currently seeking candidates to run in the summer elections for the upcoming terms. The SBE is governed by a 17-person board of directors that determines the policies and programs for the national organization. Capable members, from all corners of the field of broadcast engineering, are needed to serve.

Of the 17 members of the board, 12 serve as directors and four serve as officers. Rounding out the board is the immediate past president. All of the directors serve in an "at-large" capacity. To be eligible, candidates for national office must be Regular, Senior or Life members of the SBE, or be the design-

ated representative of an SBE Sustaining Member in good standing. All candidates must hold a current SBE engineering-level certification and must maintain that certification through all terms of office. Directors serve terms of two years and are expected to attend two full meetings of the board each year. These meetings are held in the spring during the NAB Show, and in the fall during the SBE National Meeting. Terms of officers are one year. Officers are expected to attend the two full meetings of the board plus two meetings of the executive committee, which are held during the winter and summer.

Members of the board may be appointed by the president to serve as a chairman or as a member of a national committee. All those who serve must be willing to cover their own travel expenses to attend the meetings. Some employers and chapters have helped cover this expense for some members of the board in the past.

Are you interested? If you meet the eligibility requirements, contact me at

cscherer@sbe.org or contact one of the committee members and we'll tell you more.

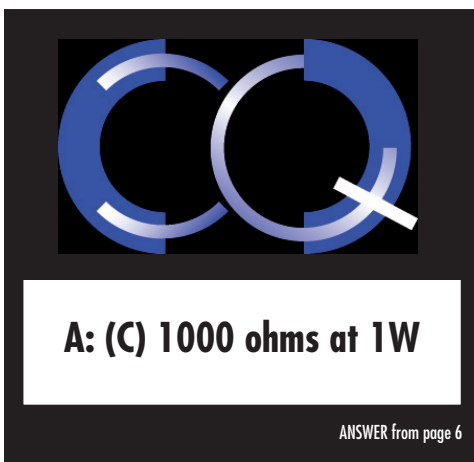
The Nominations Committee must submit its list of candidates to the National Office by April 30, so if you are interested, be sure to contact someone on the committee before that date. Election ballots will be mailed no later than July 29 to all voting members. The results will be known on August 28 when all the ballots mailed to SBE National Headquarters are counted by an official board of tellers. Those elected will be inducted into office on October 15 during the SBE National Meeting, which will be held in Madison, Wisc., in conjunction with the Wisconsin Broadcasters Clinic, sponsored by Chapter 24 of Madison and the Wisconsin Broadcasters Association.

I hope you will seriously consider contributing your leadership and experience to the Society by offering to serve as a member of the national board of directors. Not only will your Society benefit, but you will too, as you develop friendships and strengthen your professional networking with other members from around the country.

## SBE Certification 2008 Exam Dates

Dates	Location	Application Deadline
February 8-18, 2008	Local Chapters	CLOSED
April 15, 2008	NAB	February 29, 2008
June 6-16, 2008	Local Chapters	April 18, 2008
August 8-18, 2008	Local Chapters	June 6, 2008
November 7-17, 2008	Local Chapters	September 19, 2008

\*\*Chapter 78 will be giving exams during the Virginia Regional, July 17, 2008. Please have your application into the National Office by June 26, 2008





session rooms, located on the second floor of the South Hall of the Las Vegas Convention Center. Some special prizes are in the works so be sure to include the SBE Membership Meeting on your NAB convention schedule.

### **SBE Exhibit Booth**

Attendees of the 2008 NAB Show are invited and encouraged to stop by the SBE exhibit booth while at the show. Members can connect with the SBE Board, Certification Committee members and staff at the booth. The SBE booth will include the SBE Book Store, SBE logo items and the very popular "CertPreview" exam preparation CDs that now include the AM Directional and 8-VSB SBE Specialist exam sections. Also available will be our SBE published books including the SBE Television Operators Handbook, Handbook for Radio Operators and the SBE Chief Operators Handbook.

### **Booth Hours**

Sunday - 2 p.m. to 4 p.m.

Monday - Wednesday 9 a.m. to 6 p.m.

Thursday - 9 a.m. to 4 p.m.

### **Booth Location**

Booth L-28, located in the LVCC South Hall 2nd Floor Concourse near the entrance to the exhibit floor and the Broadcast Engineering Conference Rooms. See the SBE web site, [www.sbe.org](http://www.sbe.org) for a floor plan indicating the booth location.

### **NAB Broadcast Engineering Conference**

SBE is proud to be partnering again with NAB to produce the NAB Broadcast Engineering Conference (BEC). The BEC features a special Saturday in-depth Ennes Workshop as mentioned earlier, plus more than 20 informative sessions covering the latest in broadcast technology beginning Sunday and running through Thursday morning.

This year, the BEC is chaired by SBE member, Steve Fluker of Cox Radio in

Orlando, Fla.

Also serving on the committee are Talmadge Ball of Bonneville International, Dave Converse of ABC/Disney Television Stations Group, Al Grossniklaus, of WTHR-TV, Indianapolis, Gary Kline, CBNT of Cumulus Media, Wayne Kube of Belo Corporation, John Merrill of KPHO-TV, Phoenix, Paul Shulins, CBRE of Greater Media, Boston.

### **SBE Meetings**

SBE will hold a number of meetings during the NAB convention that may be of interest to you. (Meetings located at the Las Vegas Hilton Hotel unless otherwise indicated; list was as of January 11; subject to change)

#### **Saturday, 4/12**

Certification Committee (partially closed meeting), 6:30 pm to 11:00 pm, Conference Room 7

#### **Sunday, 4/13**

Board of Directors Meeting, 8:30 a.m. to noon; Conference Rooms 1-2

#### **Monday, 4/14**

SBE/NFL Game Day Coordinators Meeting, 8:30 a.m. to 11:30 a.m., Conference Rooms 7-8

Ennes Educational Foundation Trust Annual Meeting, 12:00 pm to 1:00 pm, Conference Room 11

SBE/U.S. Department of Defense (closed meeting), 1:30 pm to 3:30 pm, Board Room

#### **Tuesday, 4/15**

SBE Certification Exams will be conducted from 9 a.m. to noon for those who have pre-registered by the February 29th deadline.

SBE Frequency Coordinators Meeting, 10 a.m. to noon, Conference Rooms 7-8.

SBE/ U.S. Department of Defense Mtg. (closed meeting), 1:30 pm to 3:00 pm, Conference Rooms 7-8

SBE Membership Meeting, 5 p.m. to 6 p.m., in one of the BEC session rooms, Las Vegas Convention Center. Check the SBE website after February 15th for exact location.

### **Registration Discounts for SBE Members**

Members of SBE can register for the NAB convention at a special "partner" rate, a savings of \$200 off the NAB non-member rate. To get the discount, SBE members register using the regular on-line registration form found at the NAB convention registration web site, [www.nabshow.com/registration.asp](http://www.nabshow.com/registration.asp). At the bottom of the page, check the "Partner" box. The discount is only available using the on-line registration method. Hotel reservations can also be made through the NAB Housing office by visiting the NAB website.

If your plans include a trip to Las Vegas this year to attend the 2008 NAB Show, we hope to see you there! ●

## **Renew your membership**

It's that time of year again, time for Regular, Senior, Associate and Student Members to renew their SBE memberships.

SBE Membership dues for Regular, Senior and Associate Members are \$63. Dues for Student Members are \$20.

Membership renewal notices were mailed out to all Regular, Senior, Associate and Student members in early February. If you do not receive your renewal notice, contact the SBE National Office at (317) 846-9000.

Membership Renewal for Youth and Sustaining members is due on the anniversary month of joining the Society.

**Silver Members, those with at least 25 years of membership, are highlighted with a silver box**  
**New Members are listed in blue**

**ADC Telecommunications Inc.\*1998**  
Anne-Marie Gunderson  
(952) 917-3072  
End to End Connectivity Solutions

**Advanced Test Equipment Rentals\*2006**  
Martin Jahn  
(800) 404-2832  
Test and Measurement Equipment Rentals

**Ai\*1995**  
Mark Polovick  
(607) 215-0653  
UHF TV Broadcast Transmitters

**American Tower Corporation\*2000**  
Peter A. Starke  
(781) 461-6780  
Broadcast Tower Development/Construction/Management

**Anixter\*2005**  
David Ste-Marie  
(800) 995-6158  
Audio/Video Cable & Interconnect Products

**Anton/Bauer Inc.\*2004**  
Paul Dudeck  
(203) 929-1100  
Battery Solutions for ENG

**Audemat-Aztec Inc.\*2000**  
Sophie Lion Poulain  
(305) 249-3110  
RDS Generator, Metering, Monitoring, Remote Control Manufacturer

**Autodesk\*1998**  
Christina Shackleton  
(212) 338-3888  
Digital Content Creation Software

**AXCERA\*1983**  
Mike Rosso  
(800) 215-2614 ext. 101  
Television Transmitters & Exciters

**Belden Electronic Division\*1991**  
George Stillabower  
(765) 983-5200  
Cable and Connectivity

**Beveridge Consulting, Inc.\*2006**  
Gregory J. Beveridge  
(720) 810-3464  
Broadcast Engineering Technical Consulting

**Broadcast Electronics, Inc.\*1978**  
Ray Miklius - Studio Products  
Tim Bealor - RF  
(217) 224-9600  
Radio Equipment Manufacturer

**Broadcast Engineering Magazine\*1984**  
Bradley L. Dick  
(913) 341-1300  
Journal of the Broadcast Industry

**Broadcast Microwave Services, Inc.\*1997**  
Russell Murphy - East  
Jim Kubit - West  
(540) 932-3660, (805) 581-4566, (800) 669-9667  
Manufacturer, Transmitters, Receivers, Antenna Systems

**Broadcast Supply Worldwide\*1986**  
Shannon Nichols  
(800) 426-8434  
Audio Broadcast Equipment Supplier

**Broadcasters General Store\*2004**  
Buck Waters  
(352) 622-7700  
One Stop Broadcast Store

**Canon USA, Inc.\*1985**  
Gordon Tubbs  
(201) 807-3300, (800) 321-4388  
Broadcast Lenses & Transmission Equipment

**Chyron Corp.\*1992**  
Carol Keane  
(631) 845-2031  
HD/SD Character Generators & MOS

**Clark Wire & Cable\*1991**  
Shane Collins  
(800) 222-5348  
Audio, Video and Remote Camera Cables

**CMBE, Inc.\*1999**  
Chip Morgan  
(802) 758-5000  
High Performance Broadcast Engineering

**COMET North America\*2005**  
Steve Clatterbaugh  
(214) 235-6596  
Capacitors, Variable & Fixed

**Comrex Corporation\*1997**  
Chris Crump  
(978) 784-1776  
Remote Audio Broadcast Equipment

**Comsearch\*2004**  
Tim Hardy  
(703) 726-5651  
Frequency Coordination Services, Continental Electronics

**Continental Electronics Corporation\*1976**  
Michael Troje  
(214) 381-7161, (800) 733-5011  
AM & FM IBOC Transmitters

**Crispin Corporation\*2006**  
Brian Gleason  
(919) 845-7744  
Broadcast Automation Solutions

**Dataworld\*1998**  
John T. Neff  
(800) 368-5754  
Coverage Maps and Services

**Dialight Corporation\*2006**  
Doug Woehler  
(732) 991-2837  
Obstruction Lighting, L.E.D. Based

**Dielectric Communications\*1995**  
Jay S. Martin  
(207) 655-4555  
TV & FM Broadcast Products

**Digital Alert Systems, LLC\*2005**  
Bruce Robertson  
(520) 488-8667  
IP Based EAS ENDEC

**DiskStream Incorporated\*2006**  
Rein Taul  
(519) 579-8166, ext. 57  
Capsa Video Archive

**DMT USA, Inc.\*2003**  
Tom Newman  
(856) 423-0010  
Television Transmitters, Translators and Antennas

**DSC Laboratories\*2002**  
Michael Kent  
(905) 673-3211  
Test Charts & Illuminators

**DTVinteractive\*2007**  
Jennifer Jang  
(+82) (0)2-3446-2040  
Test & Measurement Organization Provider

**du Treil, Lundin & Rackley, Inc.\*1985**  
Jeff Reynolds  
(941) 329-6000  
Consulting Engineers

**DYMO Corporation\*2006**  
Robert Garvey  
(717) 342-8090  
RHNO Professional Labeling Products

**e2v technologies Inc.\*1997**  
Rick Bossert  
(800) 433-8269, (800) 342-5338  
Klystrons, MSDC IOTs, IOTs, Satcom Amps, TWTs

**Econco\*1980**  
(800) 532-6626 or (530) 662-7553  
New & Rebuilt Transmitting Tubes

**ENCO Systems Inc.\*2003**  
Don Backus  
(800) 362-6797  
Digital Audio Automation & Delivery

**Environmental Technology Inc.\*1997**  
John Cahill  
(800) 234-4239, ext. 229  
Dehydrators, Deicing Sensor & Controls for Broadcast/FM and Satellite Antennas

**EPFL Consulting Engineers\*2004**  
Madison Batt  
(206) 926-0508  
Tower Engineering, Inspections Design

**L-3 Communications Electron Devices\*2003**  
Steve Bliet  
(570) 326-3561, ext. 229  
Tubes, Power

**LBA Technology, Inc.\*2002**  
Jerry Brown  
(252) 757-0279  
AM/MW Antenna Equipment & Systems

**LEA International\*2004**  
Carol Rasser  
(208) 762-6121  
Power Quality Products & Services

**ERI - Electronics Research\*1990**  
David White  
(812) 925-6000  
Antennas, Towers, Filters, Combiners

**ETS-Lindgren/Holiday EMF Measurement\*2003**  
Dave Seabury  
(908) 876-5042  
RF Safety Instrumentation

**Excelsior College\*2007**  
Andre Adams  
(518) 464-8777  
Distance Education Degree Programs

**Floral Systems\*2008**  
Jim Berry  
(352) 372-8326  
Television Broadcast Automation

**Freeland Products\*1997**  
Joel Freeland  
(800) 624-7626  
Rebuilt Power Tubes

**Frontline Communications Corp.\*2000**  
Doug McKay  
(727) 573-0400, ext. 120  
Broadcast/Command/HLS Vehicles

**Fujinon, Inc.\*1986**  
Thom Calabro  
(973) 633-5600  
Broadcast & Communications Products

**Gepco International, Inc.\*1995**  
Ken Bernd  
(847) 795-9555  
Audio, Video Cable Products

**Google Inc.\*2005**  
Scott Bodgan  
(949) 791-1200  
SS32, Maestro, ASP Solutions

**Harris Corporation, Broadcast Communications Division\*1977**  
Joe Mack (TV),  
Chris Pannell (Radio),  
Bob Duncan (Software)  
(513) 459-3406, (406) 556-0280, (719) 439-0130  
Broadcast Equipment & Services

**HD World\*2006**  
Michael Driscoll  
(203) 371-6322  
HD World Conference & Exposition (Oct. 10-11, 2007, New York)

**Holbrook Enterprises, Inc.\*2006**  
Heywood Bagley  
(208) 468-8797  
WireCAD - Serious design tools

**Image Video\*1997**  
Dave Russell  
(416) 750-8872 ext. 230  
Under Monitor Tally Display Systems, Monitor Walls, Signal Alarm Systems

**Jay S. Gerber, CBT\*1999**  
Manager, NFL Frequency Organization Group

**JDSU\*2007**  
Brigitte Robbins  
(919) 338-5061

**Joseph Electronics Inc.\*2003**  
Yohay Hahamy  
(847) 501-1584  
Broadcasters One-Stop Supplier

**Kathrein Inc., Scala Division\*1985**  
Michael Wm. Bach or Mike Johnson  
(541) 779-6500  
Antennas for Broadcasting & Communications

**KPFF Consulting Engineers\*2004**  
Madison Batt  
(206) 926-0508  
Tower Engineering, Inspections Design

**L-3 Communications Electron Devices\*2003**  
Steve Bliet  
(570) 326-3561, ext. 229  
Tubes, Power

**Lincoln Financial Media\*2007**  
Don Shaw  
(704) 374-3639  
Media, Communications

**LP Technologies, Inc.\*2006**  
Samuel Lee  
(316) 816-9696  
Spectrum Analyzers

**Mackay Communication\*2002**  
Patrick Fisher  
(919) 850-3164  
Satellite Communications Equipment & Airtime

**Markertek Video Supply\*2002**  
Tom Moretti  
(845) 246-3036  
Audio, Video, Audio Visual Broadcast Supply

**Maxell Corporation of America\*1991**  
Patricia Byrne  
(201) 794-5900  
Broadcast Video Products

**Micro Communications, Inc.\*1998**  
Frank Malanga  
(603) 624-4351, (800) 545-0608  
TV & FM Antennas & RF Components

**Micronet Communications, Inc.\*2005**  
Jerry Armes  
(972) 422-7200  
Coordination Services / Frequency Planning

**Microwave Filter Company, Inc.\*2003**  
Sherry Bell  
(631) 438-4700  
Passive Electronic Filters

**Microwave Radio Communications\*1991**  
Nadine Frechette  
(978) 671-5700  
Video Microwave Systems

**Microwave Service Corporation\*1997**  
Warren J. Parece  
(978) 556-0970  
Microwave Equipment Rentals/Sales/Service

**Middle Atlantic Products\*2005**  
David Amoscatto  
(973) 839-1011, ext. 1197  
Enclosures, Power, Accessories, Furniture

**Minkin Design Inc.\*2005**  
Jay Minkin  
(206) 250-7481  
System Integration/Design/Documentation

**Mohawk\*1995**  
Jamie Silva  
(416) 422-9961  
Wire and Cable

**Morrow Technologies, Inc.\*2002**  
Tish Boyles  
(727) 531-4000  
Spectrum Analyzers

**Moseley Associates, Inc.\*1977**  
Dave Chancey  
(805) 968-9621  
RF & TI STLs

**National Association of Broadcasters\*1981**  
(202) 429-5340  
Industry Trade Association

**National Football League\*1999**  
Jay Gerber  
Game Day Coordination Operations

**Nautel, Inc.\*2002**  
Wendell Lonergan  
(207) 947-8200  
Radio Broadcast Transmitter Manufacturer

**Neural Audio\*2006**  
Mark Seigle  
Surround Sound Technologies

**Nett Ltd.\*2002**  
Ron Nott  
(505) 327-5646  
Folded Unipole Antennas; Detune Systems; Lightning Prevention

**Nucomm, Inc.\*1996**  
John Dulany  
(908) 852-3700  
Digital Microwave Transmission Equipment

**NVISION, Inc.\*1997**  
Doug Butterbaugh  
(530) 265-1000  
Routers, Master Control & Terminal Equipment

**Oldcastle Precast, Inc.\*2006**  
Douglas Domas  
(678) 371-8315  
Precast Buildings/General Construction/Program Management

**OMT Technologies Inc.\*2001**  
Ron Paley  
(888) 665-0501  
Automation, Skimming/Logging Software

**Panasonic Broadcast & Digital Systems Company\*1985**  
Tom Moore  
(201) 392-6176  
Professional Broadcast Equipment

**Pasternack Enterprises\*2001**  
Christine Hammond  
(949) 261-1920  
Coax & Fiber Products

**PESA Switching Systems, Inc.\*1997**  
Robert McAlpine  
(800) 328-1008  
Routing Switcher Manufacturer

**Pike & Fischer\*1991**  
Andy Myers  
(800) 255-8131, ext. 234  
FCC Rules & Regulation

**Prime Image, Inc.\*1997**  
Rodney Hampton  
(408) 867-6519  
Digital Audio/Video Equipment

**Pro-Bel\*2002**  
Terry Barnham  
(631) 549-5159  
Automation, Routing & Infrastructure

**Propagand Systems, Inc.(PSI)\*2005**  
Doug Ross  
(814) 472-5540  
Quality Broadcast Antenna Systems

**Prophet Systems Innovations\*2003**  
John Gager  
(308) 284-3007  
Audio and Video Content Management

**ProVideo Systems, Inc.\*2000**  
Dave Goldsmith  
(419) 874-2850  
Sales, Consulting, Design & Integration

**Pulsecom\*2003**  
Stan Bailey  
(630) 961-3253  
Telco Broadband Audio Transmission

**Quintech Electronics and Communications Inc.\*2002**  
Richard E. Bush  
(724) 349-1412  
RF Signal Management

**Radian Communication Services Inc.\*1986**  
John McKay  
(866) 4-RADIAN  
Towers, Antennas, TV Transmitter Installation

**RDL\*2004**  
John Gatts  
(928) 778-9678, ext. 111  
Audio, Video, Control & Test Equipment Manufacturer

**RF Central, LLC\*2005**  
Jeff Winemiller  
(717) 249-4900, ext. 222  
Digital Wireless Microwave Equipment

**Richardson Electronics\*1987**  
Chris Chinchilla  
(800) 348-5580  
Power Grid Tubes

**Richland Towers\*2001**  
David Denton  
(815) 286-4140, ext. 6872  
Tower Owner/Management

**Rohde & Schwarz\*2003**  
Eddy Vanderkerken  
(469) 713-5322  
Broadcast Transmitters, Test & Measurement

**ROSCOR Corporation\*1998**  
Tom Voigts  
(847) 299-8080  
DTV System Integration

**Ross Video Ltd.\*2000**  
Burt Young  
(615) 652-4886  
Manufacturer, Television Broadcast Equipment

**SCMS, Inc.\*2000**  
Bob Cauthen  
(800) 438-6040  
Broadcast Equipment- New/Used

**Seacomm Erectors, Inc.\*1997**  
John Breckenridge  
(360) 793-6564  
Tower/Antenna Erections

**Secore, Inc.\*2005**  
Jeff Murray  
(800) 736-2673  
Audio/Video Test Equipment

**Shively Labs\*1996**  
David Allen  
(207) 647-3327 or 888-SHIVELY  
FM Antennas & Combiners

**SignalSys\*2005**  
Jeff Wolter  
(408) 350-7210  
Integration, Support, Training

**Snell & Wilcox, Inc.\*1995**  
John Shike  
(818) 556-2616  
Video Equipment Manufacturer

**Stainless LLC/Doity-Moore\*2004**  
Les Kutasi  
(215) 631-1313  
Tower Engineering/Tower Service

**Stantron/APW\*2006**  
Jay McGrath  
(518) 731-7447  
Equipment Racks

**Siratop Global Corporation\*2006**  
Folef Hooft Graafland (Eastern USA),  
Chris Mott (Western USA)  
(888) 766-1313 (USA)  
(709) 748-4233 (Rest of World)  
Streaming & Voice via Satellite

**Strobe Tech, LLC\*2008**  
Wes Pimentel  
(931) 648-8414  
Tower Lighting Experts

**Sundance Digital, Inc.\*2004**  
Steve Krant  
(972) 444-8442  
Broadcast Automation Solutions

**Superior Broadcast Products\*1999**  
Benney Springer  
(800) 695-7919  
Vacuum Tube & Solid State Transmitters

**Superior Electric\*1995**  
Michael J. Miga  
(860) 585-4552, (800) 787-3532  
Power Protection Equipment

**Sutro Tower, Inc.\*1989**  
Gene Zastrow  
(415) 681-8850  
Broadcast Tower Leasing

**Switchcraft, Inc.\*1995**  
Jim Hoffman  
(773) 792-2700  
Electronic/Electromechanic Components

**Tektronix, Inc.\*1977**  
Jon Hammarstrom  
(503) 627-6936  
TV Test, Measurement Equipment

**Telex Communications, Inc.\*1992**  
Murray Porteous  
(818) 566-6700  
Intercom Systems, Microphones, Headsets

**Telos Systems/Omnia/Axia\*2003**  
Denny Sanders  
(216) 241-7225  
Telos Systems - Talk-Show Systems

**Terrestrial RF Licensing Company\*2003**  
Steven Sluoc  
(888) 373-4832  
FCC Licensing Services

**The Durst Organization - 4 Times Square\*2004**  
John M. Lyons, CPBE  
(212) 997-5508  
TV/FM/Microwave Tower Site

**The Whitlock Group\*2000**  
Kevin Thompson  
(800) 726-9843  
Broadcast and Presentation Solutions

**Thomson Broadcast & Media Solutions\*2000**  
William Powers  
(404) 929-5007  
TV/Film Production & Broadcast Professionals

**Tieline Technology\*2003**  
Kevin Webb  
(888) 211-6989  
POTS, ISDN Gateways & Audio/Video Products

**Total RF Marketing\*2001**  
Tom Sharkoski  
(215) 633-1000  
Wireless Broadcasting Equipment Rental

**Trilithic, Inc.\*2007**  
Art Leisey  
(317) 895-3600  
EAS ENDEC Equipment

**Troll Systems, Inc.\*2006**  
Brian Goldberg  
(661) 702-8900  
Broadcast Control Systems

**TRON-Tek, Inc.\*1993**  
W.M. (Bill) Grass  
(888) 819-4877  
Part 74 Video Links

**Turner Broadcasting/CNN\*2007**  
Brad Ramer  
(404) 827-5020  
Television Engineering Services

**Unimar, Inc.\*2001**  
Michael A. Marley  
(315) 699-4400, (800) 739-9169  
Tower Obstruction Lighting Designer, Manufacturer, Distributor

**TV Magic\*2008**  
Eva Langer  
(858) 650-3155  
Broadcast Systems Integrator

**VALCOM\*1996**  
Bill Burtenshaw  
(519) 824-3220  
AM/FM Broadcasting Antennas

**VCI Solutions\*2007**  
Kristin Garini  
(413) 272-7200  
Broadcast Traffic & Automation Solutions

**Venture Technologies Group, LLC\*2006**  
Larry Rogow  
(323) 965-5400  
Television Stations

**V-Soft Communications\*2002**  
Adam Puls  
(319) 266-8402  
Broadcast Engineering Software & Consulting

**Ward-Beck Systems Ltd.\*2004**  
Michael Jordan  
(416) 335-5999  
Metering, Monitoring, Distribution, Conversion

**Wire Wizards Integration\*2007**  
Mr. Mark Guidire  
(619) 992-0549  
Reliable Specialized Installation Technicians

**Wireless Infrastructure Services\*2006**  
Mr. Travis Donahue  
(951) 371-4900  
Broadcast System Integration Services

**Wohler Technologies Inc.\*2004**  
Milton Garcia  
(510) 870-0810  
In-Rack Audio & Video Monitoring

**Wysong Enterprises Inc.\*2005**  
Rodney Wysong  
(423) 325-6900  
Helicopter E.N.G. Solutions



# SBE member shares his experience at CES

BY Paul Black, CPBE

SBE Chapter 40 Treasurer

**W**e need to be familiar with the products consumers use to receive our signals we send out over the air or via cable. That's what the Consumer Electronics Show is all about. CES is held in Las Vegas every January and it had been several years since I had been there, so I decided to go this year.

Just like NAB, the show is divided up into sections. CES classifies consumer products into nine areas: audio, digital imaging, high-performance audio, emerging technology, gaming, home theater and video, wireless, home networking, and in-vehicle technology.

Because of time limitations, I didn't take in very many of the in-vehicle technology exhibits. Satellite TV and DVD players in cars have become very common now. The only really interesting thing relating to broadcasting, as far as vehicle audio is concerned, is the proliferation of the iPod docks in mobile radios.

In the audio/video hall, the iPod was the one product that has revolutionized the way people listen to music. Just about everything that has anything to do with home audio has an iPod dock in it. There were waterproof radios with iPod docks, CD players with iPod docks, a complete grooming system for men and women (consisting of a rechargeable electric shaver and electric trimmer) with an iPod dock, and my particular favorite; a cookie jar, in the shape of an owl, with LED lights for the eyes, containing an AM/FM radio, and an iPod dock.

When it comes to non-vehicle AM/FM radios there, aren't very many HD radio receivers available (except for those designed to be mounted in vehicles). Among the manufacturers that do have HD receivers available were Jensen, Coby, and Cambridge SoundWorks.

I spoke at length with a Jensen engineer about HD radios, and whether he thought the manufacturing industry had any commitment to them. His comment was, "The

only thing that would make us install HD tuners in more of our receivers would be a market-driven demand. For example, if K-Mart came to us and said, 'If there's no HD tuner in this radio, it's a deal breaker', then we would put it in. It's strictly a function of demand on the part of the marketplace." Other manufacturers echoed that same sentiment.

The lack of understanding how the HD radio actually works and its benefits was very common among the manufacturer's marketing people. One gentleman from Cambridge SoundWorks had a pretty good idea of what HD radio could do, but he did not realize that most stations are only broadcasting the HD signal at a fraction of their normal power. When I made him aware of this, he responded, "That explains why I can't get it in a lot of places where I live".

Ibiquity Corporation introduced the first generation of the iTunes Tagging-capable HD radio receivers, which are available from Polk, JBL, Alpine, JVC, and Sony. This allows the listeners to put their iPods into an HD radio. When they hear a song they like, they can push a button that records the title and artist information into the iPod. The listeners can then plug their iPods into their computers and it automatically finds the song and downloads it to their iPods.

On the computer front, Microsoft is now pushing the concept of "home servers". Many data providers think home networking is one of the major consumer sales opportunities of the future. Whether it's wireless networks that will connect your computer to your HD tuner (or vice versa), or automating your home so things turn on and off automatically, the computer companies see this as a function of a server, not just the home PC. Microsoft had one display set up showing nothing but dumb terminals – including a portable laptop type – sprinkled throughout the house with a central server doing all the processing.

That's the model they're looking forward to.

The top floors of the Venetian Hotel had demonstration rooms set up in the hotel suites, displaying the cream of the

See CES on page 22

## MARK YOUR CALENDAR

**February 7**

**SBE RF Safety Course**

**2:00pm-5:30pm, EST**

This web-based course will be the fifth offering of the course, taught by Richard Strickland, of RF Safety Solutions, an expert in the field of RF safety. You can access a registration form online at [sbe.org](http://sbe.org). Visit the SBE website to register and sign up to attend at one of the locations available.

**March 10 & 11**

**Great Lakes Broadcasting Conference & EXPO**

**The DeVos Place, Grand Rapids, MI**

**Hosted by** the Michigan Association of Broadcasters, in cooperation with the Society of Broadcast Engineers, Chapter 91, and the Michigan Association of Public Broadcasters.

**March 27 & 28**

**OAB Annual Convention and Engineering Conference**

**Cox Convention Center/Renaissance Hotel, Oklahoma City**

**Presented by:** Oklahoma Association of Broadcasters and SBE Chapter 56

**For more information** visit

[www.oabok.org/Conventions](http://www.oabok.org/Conventions).





# 2008 Leader-Skills Registration

**COURSE INFORMATION:** Each course includes three days (24 hours) of programming, all seminar materials, completion certificate and classroom refreshments. Class size is limited to a minimum of 10 and a maximum of 18 participants per course.

Name of Participant: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

**If someone other than the participant is filling out this form, please provide the following information:**

Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**COURSE SELECTION:**  **Course I: Leadership – The Framework of People Skills, June 3-5, 2008** (Registration deadline: May 1, 2008)

**Course II: Leadership – Expanding Your People Skills, August 5-7, 2008** (Registration deadline: July 1, 2008)

Prerequisite: Course I, please list location and year : \_\_\_\_\_

**Course I and Course II** (Registration deadline: May 1, 2008)

**PAYMENT INFORMATION:** Registration for each course is \$580. Payment is required in advance via credit card or check (payable to SBE).

Total: \$ \_\_\_\_\_ by (check one):  Check  Visa  MasterCard  American Express

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Print Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**NOTE:** Cancellation, with no substitution, within 10 days of the seminar will result in forfeiture of full registration fee; a \$50 charge may be applied if cancellation, with no substitution, occurs more than 10 days from the seminar.

**HOUSING INFORMATION:** Reservations, if requested, will be made for you at the Holiday Inn Select Indianapolis Airport (site of the Leader-Skills Seminar) by the course organizers. Cost for accommodations is \$115 per night, plus tax.

Request Housing – Course I:  No  Yes, please reserve (circle one) single / double Date Arriving: \_\_\_\_\_ Date Departing: \_\_\_\_\_

– Course II:  No  Yes, please reserve (circle one) single / double Date Arriving: \_\_\_\_\_ Date Departing: \_\_\_\_\_

Room guarantee required (check one):  Visa  MasterCard  American Express

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Print Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

If you have special needs, please specify: \_\_\_\_\_

**MAIL TO:** SBE Leader-Skills Series, Society of Broadcast Engineers, 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260

**OR FAX TO:** (317) 846-9120

**QUESTIONS:** Holly Essex at hessex@sbe.org or (317) 846-9000

<b>OFFICE USE ONLY:</b>	Date Received: _____
Registrant Confirmation: _____	
Hotel Confirmation: _____	

# Attend 2008 Leader Skills Series

**M**ake your company better and become a better leader by attending the valuable seminar created specifically for broadcast engineers. "My leadership skills improved and now our department will excel," said Michael Linz, who attended both Leader-Skills Courses in June and August of 2007.

"Every aspect was beneficial and relevant," he said. Linz was one of 10 who attended the Leader-Skills Seminars in Indianapolis.

The Leader-Skills Series is in its 12th consecutive year with SBE. It is specifically designed for broadcast engineers who have or aspire to have management responsibilities. "The leadership training here is spectacular," said Jim Skinner, who attended Course I last year.

Many of the most respected broadcast engineering managers in the country today are graduates of the program and continue to send members of their staffs to the seminars. "This is what I needed, and now my team will be on the front lines," said Benjamin Higley, who also attended Course I last June.

The Leader-Skills Seminars are designed to take technically proficient people and instill in them sound supervisory and management skills. "The series opened my eyes to a whole new way of looking at leadership and challenged me to act," explained Rich Parker, an attendee from 2006.

The series can also be viewed as a tool for personal growth and development, even for those without prior management or supervisory responsibilities. "The session 'Dealing with Differences' gave me a better look into myself to see what I need to improve my people and productive skills and how to read people affectively," past attendee David Sturgeon said. "It was one of my best experiences ever."

SBE offers the two-part series in cooperation with instructors Richard D. Cupka and Rodney Vandever. "Dick Cupka is one of the most influential people I have ever in my life had the pleasure to learn from. Rodney Vandever is also most excellent," said Linz. "I have never been so moved by a speaker and educator in my life."

Known for his unique style of teaching, Cupka has directed and taught the Leader-Skills seminars to broadcast engineering managers, supervisors and technicians for over 40 years. "Dick Cupka has been one of the most effective people in my life. I learned more than I ever expected. This program is superb," said Sturgeon. This summer is Cupka's last year instructing the Leader-Skills Seminars before he fully retires, then Vandever will continue on instructing the series in the future years.

This year, Course I, "Leadership – The Framework of People Skills" will be held June 3-5 at the Holiday Inn Select in Indianapolis. It

covers the function and nature of your leadership role; how to build stronger teams and effective internal cooperativeness; the complex differences of people; and discovery of your natural style of leading and how to nurture a developed style to help you adjust to different people in differing situations. "[Because I attended] I will be a better manager and leader with greater insight," explained Parker.

Course II, "Leadership – Expanding Your People Skills" picks up where Course I leaves off and will be offered from August 5-7. Each course is limited to a minimum of 10 and a maximum of 18 participants, so register early. "I wish I'd done this years ago, but I'm glad I finally did it," said Parker.

The cost of the registration is \$580, which includes three days of instruction, all course materials, a certificate of completion and classroom refreshments. All transportation, housing and meals are the responsibility of the participant. However, a single or double room can be reserved through SBE at the Holiday Inn Select Airport, where the course will be held, at a rate of \$115 per night.

If you would like more information on the SBE Leader-Skills Series, please contact Holly Essex at (317) 846-9000 or hessex@sbe.org.

**John C. Breckenridge Jr.**  
President

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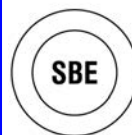
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engineering on your staff. Perhaps you know a student who has an interest in the profession.

Introduce these people to SBE. Utilize these new interests and new opportunities to strengthen our team of broadcast engineers.

Among the many good reasons to join SBE is the fellowship SBE provides. Through our fellow engineers at local chapter meetings, you interact with others in the industry. Local chapter meetings create opportunities for learning, forming friendships, and they create a support system if you ever need help.

SBE is the only organization devoted to the advancement of all levels and types of broadcast engineering. Through its members, SBE provides forums for the exchange of ideas, where sharing information helps you keep pace with the rapidly changing industry.

You have every reason to encourage someone to join SBE. You would be helping that person, contributing to SBE, and you will be eligible for Membership Drive prizes. In addition to being entered in the Membership Drive prize drawing, you will also receive a five-dollar discount on your 2008 membership renewal for each new member you recruit (up to five).

This year's Grand Prize is a trip to the SBE National Meeting in Madison, WI October 14-15, which includes airfare for one to Madison (from within the continental US) and two nights stay at the Marriot Madison West Hotel.

With so many great and rewarding reasons to reach out and recruit new members to join SBE's growing team, everyone's a winner. ●

# Going the extra mile

*Nominate your chapter or member  
you know for the 2007 Awards*

**BY Larry Wilkins, CPBE,  
AMD, CBNT**

*SBE Awards Committee Chairman*

**T**he strength of any organization is often said to be in its leadership. While that is a part of it, the most important item is its membership. So it is with the Society of Broadcast Engineers.

SBE was created and exists for the benefit of all the individual members. Without them the society has no purpose. The local chapter is also the same. We should always encourage members to become involved and thank them for being a part of their local chapter.

There will always be those members and chapters that go that "extra mile" in becoming involved. These are the ones that want to further their development in broadcast engineering and desire to share this with others.

Far too often these activities go unnoticed or unrewarded.

I encourage you to look around your chapter and see who is making that extra effort to create an organization that will be of the most benefit to all its members.

The National Awards Committee was created to recognize those who look for those opportunities to do "a little extra."

Award forms are available in *the Signal*. If you have questions, feel free to contact Awards Chairman, Larry Wilkins at [larrywilkins@charter.net](mailto:larrywilkins@charter.net) or Megan Clappe at [mclappe@sbe.org](mailto:mclappe@sbe.org).

## MEMBERSHIP DRIVE PRIZES

### GRAND PRIZE

- Trip to the 2008 SBE National Meeting in Madison, WI  
October 14 – 15

### OTHER PRIZES

- Antenna Engineering Handbook courtesy of McGraw-Hill
- Digital Signage Broadcasting by Lundstrom Courtesy of Elsevier
- HD Radio Implementation by Thomas Ray Courtesy of Elsevier
- Basic NEC with Broadcast Applications by JL Smith Courtesy of Elsevier
- Directional Antennas Made Simple by Jack Layton
- The Public Inspection File by Jack Layton
- Telso ProFiler Automated Program Archiver software Courtesy of Telos Systems / Omnia / Axia
- \$100 Gift Certificate to L.L. Bean Courtesy of Shively Labs
- \$100 Gift Certificate to Amazon.com Courtesy of Dielectric
- (2) Logo Polo shirts Courtesy of Kathrein Scala
- (1) Logo pull over fleece Courtesy of Kathrein Scala

## MORE TO COME





# Annual Awards Nomination Form for 2007

**INSTRUCTIONS:** Use one form per nomination. Photocopy this form for additional nominations. Please include all pertinent information about your nomination, as well as yourself. Supply as much information as possible, as this will assist the Awards Committee in its selection process. Nomination materials will be photocopied for each judge; if you wish each judge to have an original of any of your support materials (such as newsletters, CDs or anything printed in full-color), please send five sets. Nominations may be disqualified if requested support material is not provided.

**SUBMISSIONS:** Mail completed entries to: The Society of Broadcast Engineers, Inc., Attn: Awards Committee, 9102 North Meridian St., Suite 150, Indianapolis, IN 46260. **For questions concerning nominations, contact:** Megan E. Clappe, Certification Director, at mclappe@sbe.org or (317) 846-9000 or Larry Wilkins, Awards Committee Chair, at larry.wilkins@charter.net or (334) 240-9274.

**DEADLINE:** Materials must be received by the National SBE Office by **May 31, 2008**. Winners will be announced in July and awards presented October 15, 2008, at the 2008 Awards Dinner

during the SBE National Meeting, being held in conjunction with the Broadcasters Clinic in Madison, WI.

**OFFICIAL RULES:** Nominations valid only for achievements/data occurring from Jan. 1, 2007 through Dec. 31, 2007. Only active SBE Members and Chapters in good standing (having reported at least five [5] chapter meetings for 2007) are eligible for awards. Class awards are determined using the median chapter size as of Dec. 31, 2007, as the dividing line between Class A (less than the median) and Class B (greater than the median). The decision of the judges is final.

## CHAPTER AWARDS

### BEST REGIONAL CONVENTION OR CONFERENCE:

Recognizes the effort of the local chapter that sponsored, organized and held a regional technical conference and/or convention that best furthered the goals and objectives of the Society. **INCLUDE:** A) Conference Location/Dates; B) Conference Coordinator(s); C) Conference brochure or brief written description.

**BEST CHAPTER NEWSLETTER\*:** Recognizes two local chapters that produced the best locally published newsletter in its Class, providing up-to-date and relevant information about the chapter in a graphically pleasing and editorially sound manner. Chapters must exercise full control over its content, mailing and size. **INCLUDE:** A) Newsletter Name; B) Newsletter Editor; C) Description of how it is produced, including list of contributors; D) Three (3) samples of 2005-published issues.

**MOST INTERACTIVE CHAPTER:** Recognizes the local chapter that most actively attempted inter-association with organizations in industries related to the Broadcast Engineering profession (example: SCTE, ITVA, SMPTE, et. al.). **INCLUDE:** A) Interacting Organizations; B) Dates/descriptions of common events; C) Program announcements, attendance sheets or other evidence of common meetings/events between your chapter and associated groups.

**BEST CHAPTER FREQUENCY COORDINATION EFFORT\*:** Recognizes two local chapters that expended the greatest and most effective effort toward frequency coordination in its market, service area and Class. **INCLUDE:** A) Frequency Coordinator(s); B) Database URL link or printouts; C) Written description.

**BEST CHAPTER WEBSITE:** Recognizes the local chapter with a website providing up-to-date information about the chapter, including officers and meetings; making effective and creative use of graphics; providing links to the SBE National website; and effectively representing the chapter and SBE. **INCLUDE:** A) Website address; B) Webmaster.

**MOST CERTIFIED CHAPTER\*, HIGHEST MEMBER ATTENDANCE\*, AND GREATEST GROWTH IN NEW MEMBERS\*:** These three awards are determined with statistical information based on Dec. 31, 2007, figures on file at the SBE National Office. Chapters established in 2007 are not eligible for the Greatest Growth in New Members award.

\*DENOTES CATEGORIES WITH TWO CLASS AWARDS

**SBE LIFETIME ACHIEVEMENT AWARD:** Recognizes and pays tribute to individuals for their dedication, lifelong achievement and outstanding contribution to the broadcast industry. Nominees must be SBE members in good standing and have been active for 40 years or more in the broadcast engineering industry or a closely allied field that benefits broadcast engineering. Nominations must come from SBE members in good standing, and will include the endorsement of three other SBE members in good standing. **INCLUDE:** A) City and state; B) Current employer (if applicable); C) Career biography; D) Detailed written description of contributions.

**OFFICIAL RULES FOR LIFETIME ACHIEVEMENT AWARD:** Nominations for this award can be made at any time, but no more than one recipient will be named in a given year. Awards are determined by a 3/4 majority vote of the SBE Board of Directors, based upon recommendations made by the SBE Awards Committee.

## INDIVIDUAL AWARDS

**BROADCAST ENGINEER OF THE YEAR:** Recognizes the SBE Member who has made the greatest contribution to the broadcasting industry and to furthering the goals and objectives of the Society. **INCLUDE:** A) City and state; B) Current employer; C) Detailed written description of contributions; D) His/her portfolio (if possible).

**EDUCATOR OF THE YEAR:** Recognizes the SBE Member who is dedicated to the education of broadcast engineers through personal writings, teachings, programs and employment and who furthers the goals and objectives of the Society. **INCLUDE:** A) City and state; B) Current employer; C) Detailed written description of contributions; D) His/her portfolio (if possible).

**TECHNOLOGY AWARD:** Recognizes the SBE Individual or Sustaining Member who has provided the industry with the best new or innovative technical item or idea to further the science of broadcast engineering and to assist the broadcast engineer to be more productive in the craft. Only ideas that have been shared with others in the industry are eligible. **INCLUDE:** A) Technology Item/Idea; B) City and state; C) Written description.

**BEST TECHNICAL ARTICLE, BOOK OR PROGRAM BY AN SBE MEMBER:** Recognizes the author of the best technical article, book or paper in its contribution towards the increase of scientific, operational, artistic or technical knowledge in the broadcast engineering industry. **INCLUDE:** A) Title of book/article/program; B) City and state; C) Copy of article, book outline or program paper.

**BEST ARTICLE, PAPER OR PROGRAM BY A STUDENT MEMBER:** Recognizes the SBE Student Member who has shown excellence in the presentation of a technical, operational or scientific paper published in an SBE local, national or industry-related publication; or program presented at a local chapter meeting, national/regional convention or broadcast engineering-related class. **INCLUDE:** A) Title of article/paper/program; B) School attending, city and state; C) Copy of article, book outline or program paper.

## COMPLETE THE FOLLOWING INFORMATION

**AWARD:** \_\_\_\_\_

**NOMINATION (CHAPTER OR INDIVIDUAL NAME):** \_\_\_\_\_

**SUPPORT ITEM A:** \_\_\_\_\_

**ITEM B:** \_\_\_\_\_

**ITEMS C & D:** Please submit descriptions on a separate sheet; other items requested may be originals or photocopies.

I, \_\_\_\_\_, respectfully submit the above nomination for consideration by the National SBE Awards Committee.

Daytime Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Chapter Name and No. \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

Huh? Waivers for CARS applications; waivers for Part 15 applications; what is the difference? At least 5 GHz doesn't create a preclusive use of perhaps the heaviest-used spectrum below 10 GHz and on which millions of Americans rely daily for broadcast news and information. Anyway, Clarity brushed off other alternatives as well, such as the 2496-2690 Broadband Radio Service (BRS) band, reasonably suggested by SBE. The long and short of it is that Clarity is unwilling to reconfigure its architecture, which would be cheaper to deploy than it would be at 5 GHz, and it wants one-off regulatory authority. The Media Bureau asked for comment about alternative services such as the IdleAire Technologies Corporation program distribution service, which is an entirely reasonable substitute for the Clarity proposal. SBE showed the Commission why the IdleAire system was a perfectly reasonable alternative system that didn't have any of the downside that Clarity's waiver proposal has. SBE noted as well that there are now available KVH Industries Low-Profile DBS receiving systems for buses, trucks and RVs, which make it entirely possible for long-haul truckers to have DBS video instantly in their trucks. But Flying J wants the truckers to be bound to Flying J truck stops, not watching TV at some bucolic rest stop someplace where the truckers aren't going to spend any money.

Clarity continues to maintain that its system will not cause interference to BAS. That has not been shown to be possible in past testing, and since BAS ENG is itinerant, mobile, and unpredictable in its deployment, having it restricted by 257 truck stop transmitters is so obviously flawed that one would think that affirming the Media Bureau would be chip shot. Not so. Clarity hired a lobbyist with ties to FCC Chairman Kevin Martin, and she began a lobbying blitz that continues to this day. In September, Clarity filed

modifications to its 257 waivers (which should have resulted in immediate dismissal of the Application for Review, because you can't change your proposal after the Bureau has ruled on the initial version of it) proposing to limit the maximum signal levels at the fence line of the parking area of each truck stop to not more than -62.65 dBm, and a power limit of 100 mW/channel with an antenna height of 15 meters or less.

And oh, the letters. Clarity submitted big batches of letters from long haul truckers (mostly e-mails) from numerous states asking the FCC to go ahead with this. And a pleading blitz from Clarity's communications lawyers continues as well, despite rules which say that after the pleading cycle on Applications for Review is concluded (which was long ago), you can't file anything else. So, a company with a completely untenable waiver proposal, which stands to preclude ENG operation in at least 257 locations, without filing a rulemaking petition to obtain an allocation for this purpose (and which, if granted, would not allow other companies to have the same opportunities as Clarity does) might well pull this scam off. Recently, while meeting with FCC Commissioners' legal assistants on another matter, I heard one legal assistant say with great enthusiasm that she thought Clarity's proposal was "a great idea." But she is just a lawyer, and therefore easily impressed by Clarity's sophistry. In any event, she cannot have

read the SBE and MSTV filings on this subject.

Perhaps the Commissioners will give some serious consideration to this, rather than just listen to Clarity's fluff. Until they decide, let's continue to have faith, and hope and believe that the administrative process will work. Let's see. ●



**Chris Tarr, CBRE, DRB, CBT, CBNT** is this year's recipient of the SBE Chapter 28 Wulliam Award. The award is named in honor of Jim Wulliman, a retired prominent Milwaukee engineer and past national SBE president.

**Ed Sharpe** won the Rocky Mountain Emmy(R) Award for Breaking News/Continuing Coverage. Sharpe also won the international Ava Awards for its Internet Television Channel KKAT-IPTV and Glendale Daily Planet, which are an online news source for Glendale, Arizona.

*If you or someone you know moved, changed positions, or been honored in some way in the broadcast engineering industry, submit details to Member on the Move at [hesssex@sbe.org](mailto:hesssex@sbe.org) or to Attn Holly Essex, 9102 North Meridian St., Suite 150, Indianapolis, IN 46260*

**CES** from page 17

crop products. These were extreme high-end audiophile and home theater sections. There were 15-foot audio cables that cost \$500, speaker systems in the \$7,000 range, tube amplifiers in the \$20,000 range, and one extremely interesting item; a turntable manufactured by a company called Basis Audio that costs - are you ready? - \$12,500. And that did not include the power supply. That's an extra \$3500. You can see this amazing device at [www.basisaudio.com](http://www.basisaudio.com).

I believe that every working radio and TV engineer should go to CES at least once every few years. We need to remember that while we're busy sending stuff out over the air and via cable to the consumer, what they're using to receive our signals are things that we should have some familiarity with. ●

# Essex joins SBE staff

**S**BE is pleased to welcome Holly Essex to its national office staff. Holly joined SBE on December 2007 as Communications Manager. She is responsible for the production, advertising sales and editing of SBE print publications including, *the Signal*, *SBE Connector* and *the SBE Membership Directory & Buyers' Guide*, as well as promotional flyers, forms and marketing materials. Holly will also manage the SBE website, [www.sbe.org](http://www.sbe.org) and provide staff support to the SBE Leader Skills Course, SBE Sustaining Members and produce the Society's press releases.



**Holly Essex**

Holly is a graduate of Franklin College, Franklin, Ind. with a B.A. Degree in Visual Communications and Advertising/Public Relations. She comes to SBE from Gannett Corp. in Indianapolis, where she worked as an imaging specialist.

We are pleased to have Holly join the SBE national office staff and wish her well as she tackles her new responsibilities.

## In the Circle ... a snapshot of an SBE Member

### **Kent Randles, CBRE**

Senior Engineer  
Entercom  
Communications  
Portland, OR  
SBE Chapter 124  
Joined SBE in 1979

### **Best known for:**

Newsletter editing, won "Best Newsletter" award in 1998; organizing an annual BBQ; and coordinating EAS in the Portland market.

**Focal Point:** The networking opportunities with friends and colleagues.

**Getting Started:** As a kid, I like music and anything electrical/electronic - radio broadcasting had both!

**Sphere of Influence:** As a kid, my mentor was my Junior High School Electronics teacher, the late Don Stansifer NRU, who taught me electronics and Morse code. As an adult, my mentor is Hank Schwartz WA6UWB, who gave me my first radio engineering job.

**Job Satisfaction:** There is something different to learn almost everyday.

**When I'm not working:** My favorite hobbies are Ham radio (K7YXZ), photography, and bicycle riding.

**You may not know...** I found my birth-mother when I was 35, and discovered that I had a "full" sister five years younger.



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