

SBE CHAPTER 70 - CLEVELAND/AKRON

SBE 70 MINUTES

Normandy High School
2500 West Pleasant Valley Road
Parma, OH 44134

Gather at 7:00pm
Meeting at 7:30pm

November 2014
Vol. XXII Number 9

November 11 Meeting Info

Our next meeting on Tuesday November 11th will be somewhere else new again! We will be meeting at Normandy High School, 2500 West Pleasant Valley Road Parma, OH 44134. Our host will be David Droes who runs the Broadcasting Program there. Those of us who made the trip to Columbus for the OBEC got to meet some of the students already and I was very impressed by their desire to learn more about our industry. There will be more of them at the meeting so come on down and help us inform some of the next generation. Parking is in the front lot of the school, come in the main doors and make an immediate left for the lab and classroom. The program will be from our own Frank Foti on how he's been Webcasting High School Sports for his Alma Mater. Here's a link to the Worldwide Blue Devils Network (WBDN), where he and other alumni of Wickliffe High webcast the home football games: <http://www.wickliffealumni.org/web/WBDNLiveBroadcast.aspx>

He says it's easy to do, and very low cost. We will also have food from Stancato's so bring your appetite. The usual times apply, gather at 7pm with our business meeting to run at 7:30 and the program to follow that.

Blake Thompson CBNT
Director of Engineering
WZIP-FM / ZTV www.wzip.fm
The University of Akron
SBE Chapter 70 Program Chairman



CHAIRMAN'S CHAT

by John Hovanec

Our last meeting was at Mosher Media, which included a presentation by Dan Mosher, President. Mosher caters to businesses and clients that don't necessarily have a 'Hollywood'

budget to produce various video advertising or video productions, whether for television, video seminars, or online content. I will add they do a spectacular job with what 5 years ago wouldn't have been imaginable due to advances in video and editing technology. It is amazing what can be done with what appears to be minimal equipment, but is quite powerful nonetheless. It is nice to see that Dan Mosher also has a strong love of what his company does, which dates back to his entrepreneurial interest in video production in high school, and recognizes the value of getting youth interested in broadcast and related media. Dan also has next door to this location (coincidentally in the lower level of Rubber City Radio) a video 'learning' operation called the 'Akron Buzz', which gives High School students, through an intern program, the opportunity to run and produce their own video productions and programs using HD quality production equipment. Dan refers to it as 'older generation' HD equipment... interesting how far we have come to consider any HD video equipment 'old'! We were able to segue nicely into a tour of Rubber City Radio, which includes radio stations WONE-FM (97.5), WQMX-FM (94.9) and WAKR-AM(1590). We'd like to thank our tour guide and host, Rick Allen, for a great tour of this facility.

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(Chairman's Chat - continued from page 1)

It has been busy the past month with both our October 14 meeting, and the Ohio Broadcasters Engineering Conference, at the Greater Columbus Convention Center this past Thursday, October 30. We had a good representation of Chapter 70 Broadcast Engineers in attendance, and it was good to see all of you there! This is a great venue to see some of the latest products in our industry, and while it may not be quite as exhaustive as the NAB, it offered attendees a more intimate one-on-one opportunity to talk with some of the major players of broadcast equipment and suppliers, as there were over 40 Exhibitors set up for the 'Exhibitors Showcase'. Hats off to the OBEC Program Committee for planning this year's conference, which included informative educational seminars. While I attended the Radio Breakout Sessions, I understand the Television Breakouts were equally informative and interesting.

One thing is clear in all of this... staying up to date, on an ongoing basis, with the latest technological advances in Broadcasting has never been more important. The OBEC is one resource. The SBE also offers some great resources to the Broadcast Engineer for learning and obtaining Certification for everything from conventional AM, FM and TV, to the more advanced aspects which include digital and even Computer Technology. While we may live in an analog world with respect to our senses and physical systems, Information Technology has become an integral layer of Broadcast Engineering. Audio and video delivery has evolved in a relatively short time from being sent solely over twisted pair and coax in point-to-point systems, to being networked with use of routers and switches using Cat 5 and 6 cable as well as fiber optic links. Digital protocol and microprocessors have become a part of everything we do from storage and signal delivery to control and editing. In studying for Certification you may not only become reacquainted with some of the technical 'nuts and bolts' that may have become a bit 'rusty' in your memory, but also gain confidence as you gain insight of new advances. The SBE also offers some great webinars and on-demand courses at the 'SBE University' to gain knowledge, on line, in various technical disciplines. More will no doubt be offered as technology evolves. You can learn more about what is available at the SBE.org website. I encourage you to explore these resources and consider any that may be of interest.

Finally, at the last Annual SBE National Meeting, a new 'tag line' for the SBE was announced. Our own Chapter Frequency Coordinator, and past SBE National President, Ed Miller, headed up the Marketing Committee that was tasked to come up with a short tag line to represent what the SBE and its members encompass, that is descriptive and not too lengthy. Not as easy as you might think! Anyway, the selected tag line is "The Association of Broadcast and Multimedia Technical Professionals". Simply stated, the SBE is evolving, as is the industry, to be more inclusive of various technologists and specialists that include IT, as we welcome and encourage them to take part in activities and programs of the SBE.ties and programs of the SBE.

-John Hovanec, CSRE/CBNT, DRB, AMD
SBE 70 Chapter Chairman



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October at Mosher Media Studios



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Frank Foti at the Podium



Lunch Break



The Northeast Ohio Conferees

(Photos from the SBE National meeting are on page 8)

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SBE 2015 Certification Exam Schedule



Exam Dates	Location	Application Deadline
February 6-16	Local Chapters	December 31, 2014
April 14	NAB Convention	March 20, 2015
June 5-15	Local Chapters	April 10, 2015
August 7-17	Local Chapters	June 5, 2015
November 6-16	Local Chapters	October 2, 2015

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Photos from SBE's 50th National Meeting on October 8th



LEFT: On-stage at the SBE Awards dinner, current Society Fellows welcome this year's Fellow recipient



ABOVE: Ed & Gary Miller with John Poray, National SBE Executive Director and Joe Snelson, National SBE President



Vendor displays and some vintage broadcast equipment

Courtesy of Ed Miller at the Chapter 22 Broadcast & Technology Expo and SBE's 50th National meeting in Verona, NY at Turning Stone Casino on October 8, 2014