

# SBE CHAPTER 70 - CLEVELAND/AKRON

# SBE 70 M I N U T E S

Named SBE's "Best Chapter Newsletter"

<b>WCRF RADIO</b> 9756 Barr Road Cleveland OH 44141	<b>Annual Picnic and Election of Officers</b>	<b>Gathering and Meeting at <u>7:00pm</u></b>	<b>August 2008</b> Vol. XVI Number 7
---	---	---	---

## AUGUST MEETING DETAILS

The regular August meeting will be on Tuesday the 12th at WCRF, 9756 Barr Road, Cleveland, OH 44141 starting at 7pm. This meeting will have no official program, just the Chapter elections, so show up or be volunteered for something. We will have 'picnic' foods and drinks with a chance to tour the WCRF facilities after the elections. There will be plenty of time for just hanging out with your fellow engineers chatting & eating. Thanks to Doug Hainer and WCRF for hosting our picnic. Show up hungry!

Also a reminder that we will have our Sept. meeting on Wed. Aug. 27th at the WKSU studios with an early start time of 6:30pm. This is the 'Taste of NAB Roadshow' with Larry Bloomfield and a ton of new gear and great door prizes. You must be present to win. You can see what it's all about at [www.tech-notes.tv](http://www.tech-notes.tv) and our meeting specifics at [http://www.tech-notes.tv/2008/48-Northeast\\_OH.htm](http://www.tech-notes.tv/2008/48-Northeast_OH.htm) We will have a special newsletter go out the week before, but mark your calendars now!

While you're at it be sure to mark your calendar for the Ohio SBE/OAB/SMPTE Engineering Conference in Columbus on Nov. 14th too.

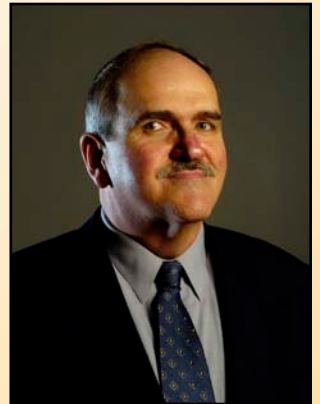
See you all at WCRF!

## CHAIRMAN'S CHAT

by Ron Bartlebaugh

We had a rockin' good time when we met at the Rock Hall last month. Words cannot describe how impressive Ed Miller's presentation was about the technical coordination he and his many team members had to do for the Rock Hall grand opening. Our thanks extend to Ed, Blake, and Bob Leskovec for their assistance in arranging for the meeting. Upon adjournment, all attendees had an opportunity to roam the Rock Hall and enjoy all that it has to offer. Even the weather cooperated to present us with great views of Lake Erie from the Hall.

Our upcoming August 12<sup>th</sup> picnic meeting takes us to my old stomping grounds at WCRF in Brecksville. The station is located on the edge of the metro park and has a great setting for our picnic so please plan to stop by. I re-cut my broadcasting teeth at WCRF beginning in 1982 as their chief engineer after having been out of broadcasting for a while. It was during my eight years at WCRF that I became acquainted with consulting engineer Carl Smith and his family – a relationship that I will forever cherish. Carl was a tremendous supporter of WCRF having the station begin operation from his tower and second floor studio on Smith Road in Brecksville in 1958. All of you engineering wizards do the math. WCRF will be celebrating their 50<sup>th</sup> year on the air this coming November. How many radio stations do you  
(continued on page 2)



# SBE CHAPTER 70 - CLEVELAND/AKRON

## Chairman's Chat (continued from page 1)

know that have been on the air for that long and with the same format? Our annual picnic meeting, regardless of its location, is always an enjoyable time so please plan to stop by even if you can't stay the entire evening. It is also annual election of Chapter officer time so please be thinking about how you can best serve our Chapter over the year ahead.

Last month I mentioned that WKSU would soon be on the air with its HD-1, HD-2, and HD-3 signals. Those signals took to the air the afternoon of July 3<sup>rd</sup> broadcasting WKSU's popular *folkalley.com* format on HD-2 and an all-classical format on HD-3. Both mobile and in-home/office reception reports have been much better than expected. Our Dan Kuznicki has conducted thorough research and testing of in-home HD radios and created a nice review piece that is included in this newsletter (see pages 4 and 5). Good job, Dan! I only wish more folks in our profession would turn off their negative opinions of HD Radio and turn on the positive to give the technology a chance.

Don't forget about our special *TASTE OF NAB ROADSHOW* meeting coming to WKSU the evening of August 27<sup>th</sup>. It is always good to have Larry Bloomfield stop by


to bring us up to date with many of the new goodies and technologies that were introduced at the national NAB Convention. Please note our special 6:30 start time for the August 27<sup>th</sup> meeting.

I'm noticing much more jibber and jabber from the public about their concern over the television digital conversion and, more specifically, why their favorite TV station is going away in February. While I think many will be well informed and prepared for the event, it is becoming more and more obvious that many people have not yet figured things out and are approaching panic mode. Will February 2009 be the month of the famous television panic? I am half tempted to get a commissioned sales job at a mass marketing retailer just to capitalize on the soon to come rush of new television set sales.

It's time to wrap this edition of the Chairman's Chat. It has been an honor and a pleasure to serve your Chapter as its Chairman over the past year. Thank you for the opportunity to do so.

Take good care!!

Ron

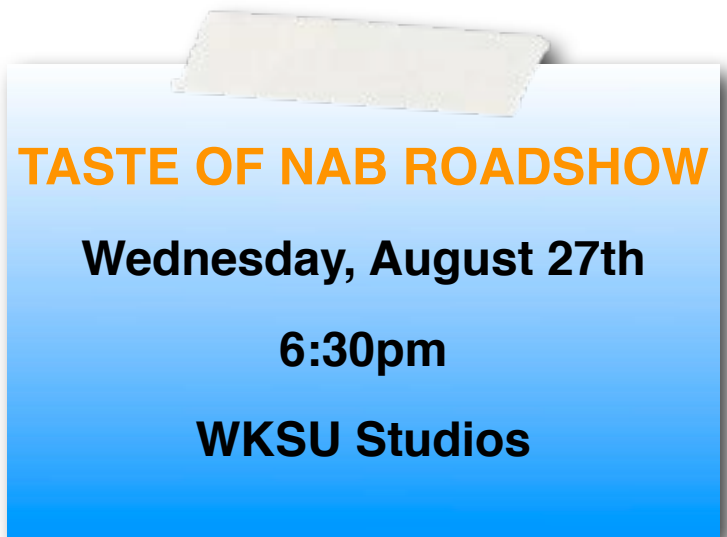


**The Application of Imagination**

AZCAR USA, INC.  
441 Shannon Drive  
Wadsworth, OH 44281

**Robert E. Kish**  
Mid West Regional  
Account Manager

Tel. 330-334-3704  
Fax 330-334-3738  
Cell 724-263-2345  
bob.kish@azcar.com  
www.azcar.com



**TASTE OF NAB ROADSHOW**

**Wednesday, August 27th**

**6:30pm**

**WKSU Studios**

**VIDEODUB INTERNATIONAL**

*For Business & Video Professionals*



**Fadi Kdayssi**

VideoDub International Inc.  
2528 Edgehill Rd.  
Cleveland, OH 44106

Phone 216-321-1440  
Fax 216-321-4404  
fadi@videodubinternational.com



**Gary Liebisch**  
Regional Sales Manager - Eastern U.S.

**Tel:** 1 513 576 6400  
**Cell:** +1 513 289 6322  
**Fax:** +1 513 672 0600  
gary.liebisch@nautel.com

**Making Digital Radio Work.**

## The Slow Growth of HD Radio

Written Jul. 23, 2008 by Tom Webster in HD Radio

Lots of activity this week on the HD Radio front, led off by Chuck Taylor's excellent piece in R&R (which quoted some Edison data) about the progress of HD radio adoption in the US. HD has certainly been a lightning rod for flames this year--note the differing headlines on these two sites, PC Week and the Washington Post, that use the same Chuck Taylor story!

Chuck was nice enough to interview me for this piece, which led Jon Gordon, from the excellent program on American Public Media, Future Tense, to call me and chat further about the progress of HD Radio adoption and what my thoughts were on the limiting factors behind its slow uptake. I've linked the interview below--luckily he called me in the early morning while I still had my good "radio voice" working :)

In both Chuck's piece and the Future Tense interview, I tried to establish what I thought were the real issues behind HD's slow growth. The central challenge is that you have a national "product," the HD Radio Receiver, with a national rollout and national messaging. The programming, however, varies considerably from market to market, and very little of it is driven by consumer demand or even consumer insight. Some markets have great HD programming, but here where I live, not so much. So it is hard for the typical consumer to get excited about HD when there is no clear content offering to sell. Soma FM is the same great online radio wherever I listen to it. Howard is Howard, no matter where your Sirius is located. But radio is trying to package and sell a national answer to these challengers with no consistency in product. It is as if we are trying to install Coke machines in every market, but some we forget to fill, and in others we only stock Mr. Pibb and RC Cola.

HD has to start with great, new digital brands first, with distribution over HD receivers AND online, and at least some of these have to be big, high profile national shows. Radio's goal should be compelling digital brands for the future, and in that context HD radio is just one means of distribution. I think there has been a lot of negative energy spilled over HD, just as there have been a lot of stakeholders who have led themselves to believe that HD is their "answer" to online and satellite radio competition. Our answer to online competition should be great online programming--additional, free distribution over the HD airwaves then becomes a strategic advantage. It isn't an "either/or" proposition.

There are simply too many "jukebox" HD-2 channels. At a recent summit on the topic, I heard one industry executive note that HD is taking time, but so did FM. The implication was that HD will follow the same natural progression. I think that is a mistake, and the "jukebox" issue exposes it. When FM was beginning its rise, free music was an economically scarce quantity--the only source for free music was the radio, so FM had greater economic value as one of its sole providers. Today, free music, in the form of online jukeboxes, file sharing and peer-to-peer music networks, is no longer scarce, but an economic commodity. So in order to provide real value (enough value to monetize), radio can't remain in the commodity business in that environment. The industry has to create value through the creation of strong, passionate brands that may be augmented by music, but that stand for something more than "one great song after another." One example is "The Strip," in Dallas. The programming on The Strip does a wonderful job of not just providing music, which is a commodity, but evoking a sense of place and a mood that is truly unique. The answer for side channels is not to replicate online jukeboxes (how many of them are really successful, anyway?) but to build unique brands that generate true passion.

The solution is not a programming issue but an HR strategy issue. Building those brands takes the time, resources and energy of radio's fantastically talented programmers and creative staff--all of which they don't have, because many are already programming 3-5 broadcast stations. So often the HD-2 channel gets relegated to the back burner. It's simple math, really--if a programmer spends 40+ hours a week making their broadcast programming compelling, what makes the radio industry think we can toss off HD-2 channels over lunch breaks? It is an old business school adage--you get what you measure. When the industry starts measuring itself on the quality of its HD-2 programming, then it will devote the resources it needs to create truly compelling brands, and get them in as many soda machines as it can.

## **WKSU-FM | Recommended HD Radio Models | 07/23/2008**

---



### **Sony XDR-F1HD - \$99 at JR.com**

For an existing home stereo setup, this mini component tuner has amazing FM reception for both analog and HD-Radio. It is slightly smaller than a typical component stereo radio tuner, but has a nicely sized display and easy to use remote. Note, this is a “bring your own speakers” tuner, and requires an additional amplifier, home stereo, BOSE radio, etc.

---



### **iLuv I168-BLK - \$89/\$99 at JR.com**

Great for a kitchen, bathroom or bedroom, this desktop HD Radio offers many features in a small package. The built in speakers sound good, and it also includes an iPod aux input jack, along with a built in alarm clock. Reception is good in our testing using the included wire antenna, just be sure to connect it. The screen doesn't allow you to display as much information at once as we would prefer, but you can access all available song information by pressing the display button.

---



### **Sony XDR-S3HD - \$159 at JR.com**

This is a classy, well-designed table radio. The speakers sound good, and reception is very respectable, although not as good as the Sony XDR-F1HD. The display on this radio is excellent, and allows you to see all of the available program information from a distance. This radio looks good in both an office, and your living room, at a reasonable price. Note: Turn off the built in “surround” audio. It doesn't work well.

---



### **Sangean HDR-1 - \$199 at Crutchfield.com**

Great reception! This radio has a light wood finish, feels very natural and sounds good. This is a great tabletop tuner, with crisp clean sound. This is a great desk radio, with a small footprint. This radio has a great FM receiver, with superb sensitivity. This radio has a small screen, and you'll almost certainly need to use the included remote control to tune the radio. The single front knob is clumsy, but will easily adjust the radio volume. A good buy, despite the small screen/front controls.

---

(Continued on next page)



## **Notes and caution:**

Not all HD Radio receivers are created equal. They are each designed with a certain market in mind, and offer different capabilities and features.

All of the radio models that we tested worked, but the simplicity of operation and sound varied dramatically. Be sure that anything you buy has a clear return policy, so that you are happy with the final result.

Generally speaking, a larger display = a better radio experience with HD radio.

Also, stay away from anything that has super small buttons. You really want to be able to control the radio easily both locally and on the remote control.

When purchasing a car radio, be certain that the head-unit specifies "HD Radio." If it says "HD Radio Ready," you will need an additional part installed. The additional part is ~\$125 and not carried by all vendors.

Ask lots of questions, and be certain to confirm that you will be able to enjoy HD Radio after the installation is complete with no additional costs. Whenever possible, demo the radio on the showroom floor before committing to a model/purchase.

---

## **We also tested the following models that were not listed:**

Cambridge Soundworks 820HD - \$149 at JR.com

Radiosophy HD100 - \$99+Shipping at radiosophy.com

Accurian Tabletop HD Radio 12-1686 - \$99 at radioshack.com

Polk I-Sonic Entertainment System - \$599 at polkaudio.com

---

## **WKYC engineer passes away**

WKYC has lost one of our long-time and few female engineers, Anjanelle Carter, who passed away peacefully at home on Friday, July 25th.

Anjanelle had been battling cancer for the past several years and will be missed by everyone at WKYC. Although she recently worked the overnight and early morning shift, she had a great impact on the lives of anyone who worked with her. She was always a very happy person who was a Director's delight.

Our heartfelt sympathies to her family, friends and colleagues.

# SBE CHAPTER 70 - CLEVELAND/AKRON



30303 Aurora Rd.  
Solon, OH 44139  
1.866.695.4569  
440.248.1200  
[www.bird-technologies.com](http://www.bird-technologies.com)

## Quality is Our Legacy Digital is Our Future



**RF Measurement and Management in Your World**



### Chapter 70 Officers

<p>Chairman Ron Bartlebaugh WKSU-FM 330.672.3114 <a href="mailto:bartlebaugh@wksu.org">bartlebaugh@wksu.org</a></p>	<p>Vice-Chairman Joe Mate <a href="mailto:jmate@gcrta.org">jmate@gcrta.org</a></p>	<p>Program Chair Blake Thompson WZIP-FM 330.972.6221 <a href="mailto:blake@uakron.edu">blake@uakron.edu</a></p>
<p>Secretary Bob Kruppenbacher WKSU-FM 330.672.3114 <a href="mailto:kruppenbacher@wksu.org">kruppenbacher@wksu.org</a></p>	<p>Treasurer Bill Weisinger, CBRT Weisinger Engineering Services <a href="mailto:billweisinger@gmail.com">billweisinger@gmail.com</a></p>	<p>Certification Bill Kozel, CSRE/CBTE WEWS-TV5 216.431.3730 <a href="mailto:kozel@wews.com">kozel@wews.com</a></p>
<p>Frequency Coordinator &gt; 1 GHz Mike Szabo WKYC-TV3 216.344.3391 <a href="mailto:mszabo@wkyc.com">mszabo@wkyc.com</a></p>	<p>Frequency Coordinator &lt; 1 GHz Mark Krieger 216.481.1756 <a href="mailto:mkrieger@visn.net">mkrieger@visn.net</a></p>	<p>Website Services Ric Cicchinelli, CBT/CBNT 330.484.6471 Ext 2822 <a href="mailto:ricchick1@yahoo.com">ricchick1@yahoo.com</a></p>
<p>Newsletter Editor: Bob Long, 88.9/WSTB-FM 330.626.4906 Ext 8215 <a href="mailto:blong@rock889.com">blong@rock889.com</a></p>		