

SBE 70

MINUTES

**Rock and Roll Hall of
Fame - RSVP Required**

**WEDNESDAY
July 9th**

**Gather by 6:30pm
Meeting at 7:00pm**

**July 2008
Vol. XVI Number 6**

MEETING DETAILS

Our July 9th meeting is on **Wednesday night** (note change of day) and will feature a presentation by our very own Ed Miller. Ed has prepared a program recounting the intense pre-planning and coordination of all local, national and international broadcast coverage activities leading up and including the Grand Opening ceremonies, Labor Day weekend in 1995.

As Ed puts it "...It was an opportunity of a lifetime." He was named Broadcast Consultant to the Rock and Roll Hall of Fame and served as "Executive-on-Loan" from his full-time duties as Director of Engineering at WEWS-TV5.

He will detail managing 1500 media personnel, staging of 22 KU trucks, 150 news related vehicles, multiple 18-wheeler production vans, multiple broadcast venues, complete editing facilities, 600 DID phone lines, on-location GTE cell site, 4 million watts of portable generator power, miles of fiber optic cabling, 40 radio stations, media representatives from 15 foreign countries, frequency coordination for the HBO live concert at Municipal Stadium, and the Cleveland Air Show at Burke Lakefront, and much more, all at the same time.

You are reminded to RSVP to Blake Thompson blake@uakron.edu as attendance is limited to 35. Because of a very busy evening, you need to arrive by 6:30PM sharp, check-in at front desk and proceed to the meeting room called "Eat-to-the-Beat" second floor. We will eat and conduct our business meeting immediately, so we can start Ed's presentation by 7:00PM. The Museum closes at 9:00PM, no exceptions. Parking is available at a fee...suggest possibly car-pooling.

Museum tours will follow Ed's presentation.

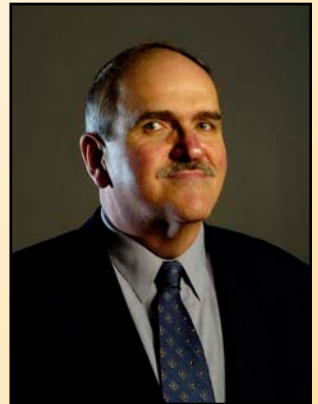
CHAIRMAN'S CHAT

by Ron Bartlebaugh

Last month gave us a double barrel treat with our meeting at Malcolm Lanning's Custom Mobile Products in North Olmsted and at Frank Foti's Telos/Axia/Omnia facility in Cleveland. We are so appreciative of the companies that support our local chapter and host our meetings. It is also great to see our local companies grow and succeed. Such is the case with the recent acquisition of Linear Acoustic by Omnia. Linear Acoustic's Tim Carroll (formerly with Dolby Labs) presented an excellent program about using the dialnorm reference to manage DTV 5.1 surround sound loudness. The demonstration that followed the program showed the tremendous difference between well-managed audio versus some not so well managed. We can all relate to the poor audio level and dialogue control being experienced over many of what are supposed to be "top notch" video delivery systems. While this meeting was somewhat well attended, I am disappointed that more people from local TV stations and video production houses did not attend. The need for this type of information is very evident throughout our region.

Malcolm Lanning made fantastic arrangements for our meeting at his outstanding North Olmsted facility. The video production truck from NPI Audio Visual Solutions was in-house for our viewing. The folks from NPI Audio Video Solutions also demonstrated their Tri-Caster video production system – essentially a video production system in a case (or two) with tremendous versatility and beyond excellent quality

(continued on page 2)



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Chairman's Chat (continued from page 1)

capability. Malcolm provided the audience with many good pointers about the design and implementation of production vehicles. Thanks to everyone who attended this meeting as well!

And, about our next meeting coming up on Wednesday evening, July 9th at the Rock Hall, be sure to send a mandatory RSVP to our Program Chairman Blake Thompson (blake@uakron.edu) if you plan to attend. This will be a special meeting in many ways – special day, special time, special entry instructions, and, most importantly, a special presentation! Please see information about this meeting elsewhere in this newsletter and plan to attend. Also, be watching for information about our August picnic to be held at WCRF in Brecksville and for info about the upcoming Taste of NAB local show presentation towards the end of August.


In the world of HD Radio, stay tuned for the build out of the WKSU Radio Network to full HD Radio technology capacity. WKSU 89.7 will soon have two additional Supplementary Audio Channels (SAC) on the air along with Program Associated Data (PAD). Accelerated RBDS will be added to the analog signal. The SAC program sources will be all classical music on one channel and WKSU's popular Folk Alley.com programming on the other. Soon after will be the same capacity added to the WNRK Norwalk repeater station and to the three other remaining repeater stations (Wooster, New Philadelphia,

and Thompson) all with an anticipated completion date of March 30, 2009. When the project is completed, WKSU will have the capacity to program each of the three channels (main and SAC) on each of its five stations independently from its Kent State University Broadcast Center for a possible total of fifteen independently simulcast programs. Much of this is being made possible by a grant received from the Corporation for Public Broadcasting (CPB).

Ok, now for the big problem. HD Radio is "out there" and its public awareness is slowly growing. I am in the process of creating a master list of known quality HD Radios that are multi-cast reception capable including units for car, portable, and residential/office use. Your recommendations for these types of radios, including make, model, and suggested vendor(s) would be quite helpful. I will be sharing the list with our Chapter and many others in the hopefully not-too-distant future. We are also open to ideas on how to promote HD Radio and otherwise educate the public about HD Radio's existence and benefits. Also, let me know what your station or stations are doing, or plan to do, with the use of HD Radio technology so we can promote that in future newsletters and by other means.

Speaking of "HD" the DTV cutover date is rolling in closer and closer! I am finding that when I talk about HD Radio to many people they get it confused with high definition television also known to many, of course, as HDTV. Wonderful! All we need is more confusion in our industry. Why couldn't they name HD Radio something else such as multi-channel, high-tech, whiz-bang audio, radio? Ok, maybe that name is a bit long. Anyhow – you get the picture – if it's HDTV. Or, you get the message if it's HD Radio. A former neighbor once jumped up and down swearing that he had seen me on Public TV fundraiser programs. I tried to assure him that I work in radio and NOT in television. Somehow, he just didn't "get it". So, if your neighbor is confused about HDTV, HD Radio, and who is on what, then don't feel bad. It's a plague! Someday I'll be on TV to tell everyone all about it. Just don't tell my neighbor.

Take good care,
Ron



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SBE 2008 CERTIFICATION EXAM DATES

| | | |
|---------------|----------------|--------------|
| February 8-18 | Local Chapters | Closed |
| April 15 | NAB-Las Vegas | Closed |
| June 6-16 | Local Chapters | Closed |
| August 8-18 | Local Chapters | Closed |
| November 7-17 | Local Chapters | September 19 |



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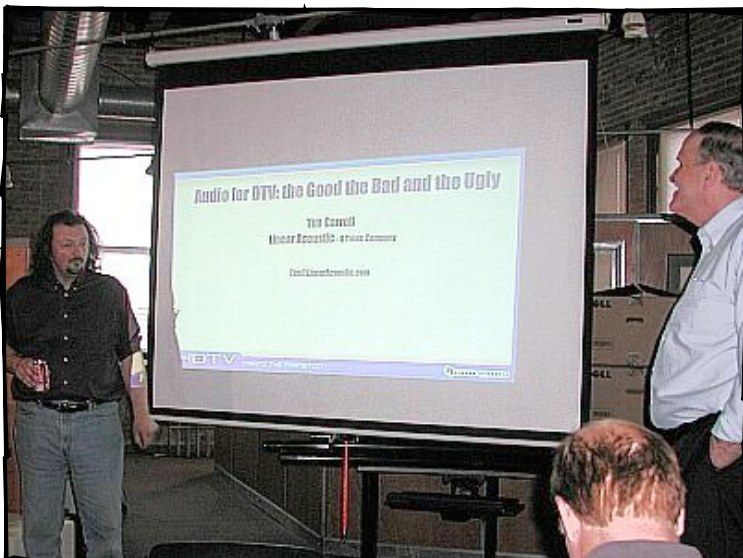
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Malcolm Lanning's Custom Mobile Products



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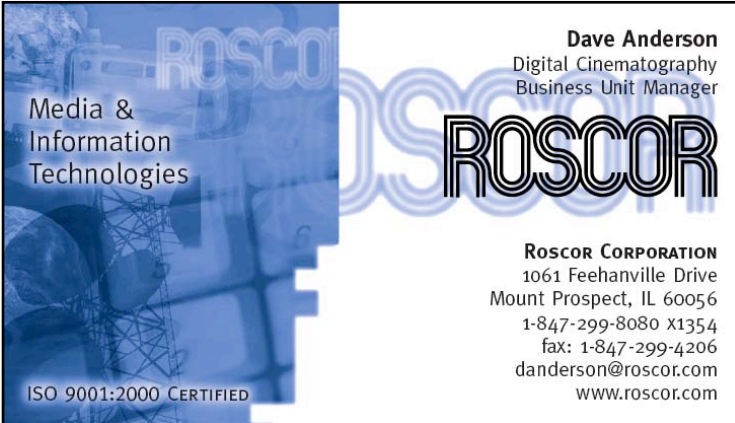
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The Society of Broadcast Engineers

SBE-news



Cris Alexander
CPBE AMD DRB, chairperson of
SBE's Education Committee

One of my jobs as director of engineering for a medium-size radio group is to identify and hire engineers. That hasn't been easy in recent years. There is a real shortage of entry-level engineering talent that we can hire and train to eventually become our senior people.

The underlying reason for this is, in my view, twofold. First, interest in the broadcast engineering field isn't what it once was. The "iPod Generation"

doesn't listen to broadcast radio as prior generations did, so both awareness and interest is relatively low. There's not much we as a professional society can do about that.

The other reason is the lack of a widely-accessible education path into our industry. How does one train to become a broadcast engineer these days, anyway? Certainly an up-and-comer can get a good college or trade school education, learning basic electronics and IT. But that will only get a person so far. How does he or she get all the broadcast-specific training that is needed to begin a career in this industry?

When many of us in the senior ranks of broadcast engineering got into the business, a number of schools did offer broadcast engineering specific curricula. An employer could hire a graduate from one of these programs with some comfort level that the graduate would have a certain amount of trade-specific knowledge, a starting point for real-world training. A lot of folks built their careers that way, starting off with some educational credentials and an FCC First Phone and building their knowledge and skills on the job.

Things are a lot different today. Even the definition of "broadcast engineer" is nothing like it was in years past. What does a broadcast engineer do? What skills are required? If anything, the scope of knowledge a broadcast engineer is required to have has gotten broader, encompassing everything from analog audio/video to digital audio/video, IT, networks, microwave/satellite communications, all things RF, towers, HVAC, plumbing, electrical... the list goes on and on.

For many years, there has been no single source where such an individual could get all the piecemeal training required, and that's still the case today. The options were/are factory schools and training on specific equipment and occasional offerings by

the SBE, NAB and other entities. Virtually all of these have been worthwhile offerings – time and effort well spent in rounding out one's pedigree and knowledge base – but finding many of these opportunities has been hit or miss.

The Education Committee of the SBE wants to change all that. We want to serve our membership and the broadcast engineering community at large by providing a single source of educational opportunities in topics/areas that radio and television engineers need. Through its Ennes Workshops, RF Safety Training, Leader Skills and other efforts (including events at national, regional and local conferences), we already have a good start and foundation. But we realize it's not enough. There is still a great deal out there for which there is no convenient source of education and training.

We have for most of the past year been working on a new program that will offer reasonably priced on-demand online educational courses to broadcast engineers. The underlying infrastructure for this program is just about in place now, and we hope to have the first courses available this summer. Our first course offerings will be from materials we already have on hand, educational materials from committee members and others who have in the past hosted or taught educational seminars or classes. As we pick up speed, we want to broaden the field, but we need your help for that.

First, we are looking for people in our membership who would be willing to offer some of their time and efforts in creating, editing and reviewing courses in anything and everything broadcast engineering but primarily focusing on areas where working broadcast engineers need training now. Those that would be willing to help in this effort are encouraged to contact me or any committee member.

We also need you to tell us what training you want and need. The online survey we conducted last spring gave us some good direction, but we remain open to your input. Your responses and ideas will drive our educational efforts as we go forward.

One thing I have learned in my years in this job is that replenishing the ranks of broadcast engineers requires us to "grow our own." The way to do that is through education that's topically relevant, convenient and priced right. We intend to do our part to provide those educational opportunities.

Cris Alexander, CPBE AMD DRB
SBE Education Committee Chair
Director of Engineering, Crawford Broadcasting Company

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