

**WLEX**

UNIVERSITY OF WISCONSIN-EXTENSION  
Communication Programs

*presents*

**Broadcast  
Engineering  
In the**

**80s**

A Technical Management Seminar  
for Broadcast Engineers

Wednesday and Thursday  
May 27-28, 1981  
In Madison

## GENERAL INFORMATION

### Lodging

Please make your own arrangements with the hotel or motel of your choice. We suggest making your reservations by May 1, 1981, since lodging in Madison is difficult during many periods of the year. The following hotels and motels are within walking distance of The Wisconsin Center. Remember to mention that you are with the **Technical Management Seminar for Broadcast Engineers**.

*Best Western Town/Campus Motel*, State Street at Frances Street (608) 257-4881

*Madison Inn*, 601 Langdon Street (at Frances Street) (608) 257-4291

*Lowell Hall*, The Wisconsin Center Guest House, 610 Langdon Street (608) 256-2621

### Parking

Visitor parking is extremely limited on campus. University lots marked *Paid Permit Parking Areas* are not available to participants. We recommend that you leave your car at your hotel and take public transportation or walk to The Wisconsin Center.

### Credit

A total of 1.6 Continuing Education Units (CEUs) can be earned from UW-Extension by individuals participating in this program. These units are increasingly being accepted as evidence of educational attainment by professional associations.

### For More Information

Please contact Don Borchert, Vilas Communication Hall, UW-Extension, Madison, WI 53706 / (608) 263-2157.

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## REGISTRATION FORM

### A TECHNICAL MANAGEMENT SEMINAR FOR BROADCAST ENGINEERS/May 27-28, 1981

T-35-2100/373

Fee: \$125

Name \_\_\_\_\_

Title \_\_\_\_\_

Station Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_  
*area code business number*

( \_\_\_\_\_ ) \_\_\_\_\_  
*area code home number*

Social Security Number \_\_\_\_\_

*(Not mandatory—used only to ensure accessibility and accuracy of your educational record.)*

Enrollment is limited to fifty (50) participants.

Mail this form along with your check or money order for \$125 (made payable to UW-Extension) to: Registration, The Wisconsin Center, 702 Langdon Street, Madison, WI 53706. For registration information call (608) 262-1122.

*UW-Extension provides equal opportunities in employment and programming including Title IX requirements.*



# Broadcast Engineering in the '80s

## AGENDA

### MAY 27, 1981

- 8:00 a.m. Registration
- 9:00 **Welcome**  
*Luke Lamb, Dean, Educational Communications*
- 9:20 **Introduction to Technical Management**  
*Prof. H. Richard Hiner*
- 10:00 **Technical Management Relationships**  
*Henry J. Davis, V.P., Storer Broadcasting*
- 12:00 Luncheon
- 1:30 p.m. **Technical Management Techniques**  
*Prof. Elton T. Reeves*
- 4:30 Reception
- 6:00 Dinner

### MAY 28, 1981

- 9:15 a.m. **Problem Solving Workshop**  
*Prof. H. Richard Hiner*
- 12:00 Luncheon
- 1:00 p.m. **Problem Solving Workshop (continued)**  
*Prof. H. Richard Hiner*
- 3:00 **Broadcast Engineering In the Eighties—**  
A technical and long range planning discussion
- 4:30 Adjourn

## BIOGRAPHIES

### H. RICHARD HINER

Dick Hiner is the manager of public television station WHA-TV in Madison, Wisconsin. He is also an assistant professor at the University of Wisconsin and teaches in the Department of Communication Arts. Prior to coming to WHA Television he was the production director at WETA-TV in Washington, D.C. He also served in various operations and managerial posts for the American Forces Radio and TV service. Professor Hiner has a Master of Science degree from Boston University and has done graduate work at MIT and the Harvard Business School.

### HENRY J. DAVIS

Hank Davis is the Vice President and General Manager of WITI, the Storer Broadcasting station in Milwaukee, Wisconsin. Mr. Davis began his career in broadcasting in 1946. He joined the Storer Broadcasting Company in 1957 and has served in various managerial and executive capacities. He attended Canisius College and majored in business administration.

### ELTON T. REEVES

Professor Reeves received an M.A. degree from the University of Washington and did two years of work at Louisiana State University in industrial psychology. He has been associated with the U.S. Rubber Company, Lederle Laboratories, Kaiser, Warwick Electronics, and the Boeing Company. He is the author of several books including *So You Want To Be A Supervisor*, *So You Want To Be An Executive*, and *How To Get Along With Almost Everybody*. All are published by the American Management Association.

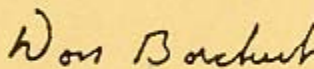
### DONALD C. BORCHERT

Don Borchert is the Director of Engineering for WHA Radio and Television. He is a Registered Professional Engineer, a Senior Broadcast engineer and has been active in Broadcast Engineering for more than thirty years. Don has been with the University of Wisconsin—Extension since 1968.



## BROADCAST ENGINEERING IN THE EIGHTIES

Rapidly advancing electronic technology makes it necessary for all engineers to continually up-date their technical skills. Broadcast engineers must acquire a foundation of technical competency, however they should not overlook the need to improve their supervisory skills. The supervisory broadcast engineer has the added responsibility to motivate and direct technical personnel. He must also be able to relate and communicate effectively with non-technical departments and top management. This technical management program is designed to improve those specific supervisory skills. I hope you can be with us for our first technical management seminar and workshop for broadcast engineers.



Don Borchert