

UNIVERSITY OF WISCONSIN-EXTENSION
Communication Programs

*announces an intensive
TWO-DAY SEMINAR*

BROADCAST ENGINEERING MANAGEMENT

Who should attend:

- **Broadcast Engineers who manage and direct technical personnel**
- **Broadcast Station Managers who want to better understand technical management relationships**

**Thursday and Friday
May 19-20, 1983
The Wisconsin Center
Madison, Wisconsin**

GENERAL INFORMATION

Lodging

A block of rooms is being held at Howard Johnson's Motor Lodge, 525 W. Johnson Street, Madison, WI, (608) 251-5511. Reservations should be made directly with the hotel before April 19 to insure availability. Specify that you are attending the Broadcast Engineering Management seminar. Other hotels in the area are: Inn on the Park, 22 S. Carroll St. (608) 257-8811; Madison Inn, 601 Langdon St. (608) 257-4391.

Parking/Transportation

Information will be sent with your registration confirmation.

CEUs

1.2 Continuing Education Units can be earned by individuals participating in this program.

For More Information

Contact Don Borchert, Vilas Communication Hall, 821 University Avenue, Madison, WI 53706, phone (608) 263-2157.

REGISTRATION FORM

T-42-2600-0286

BROADCAST ENGINEERING MANAGEMENT

May 19-20, 1983

Fee: \$135

Soc. Sec. No.: _____

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

Name: _____

Title: _____

Station Call Letters: _____

Address: _____

street

city

state

zip

Phone: (_____) _____

area code *daytime number/evening number*

Enrollment is limited to 50 participants.

Mail this form with your check or money order for \$135 (*made payable to UW-Extension*) to: **Registration Office, The Wisconsin Center, 702 Langdon Street, Madison, WI 53706**

For registration information call (608) 262-7942.

If you are handicapped and desire special accommodations, please notify us at least two weeks prior to the start of the program. Requests will be kept confidential. Thank you.

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

BROADCAST ENGINEERING MANAGEMENT

AGENDA

May 19, 1983

- 8:00 a.m. Registration/coffee
- 9:00 **An Introduction to Technical Management**
H. Richard Hiner and Don Borchert
- 9:30 **Interactive Management**
John M. Cummuta
- 11:00 **Problem Solving Through Practical Management Tactics**
Warren P. Happel
- 12:00 Luncheon
- 1:30 p.m. **Motivation and The Technical Manager**
Bradford B. Boyd
- 4:30 **Supr Rap**
Don Borchert, Warren Happel, John Cummuta
- 5:00 Reception

May 20, 1983

- 8:30 a.m. Coffee
- 9:00 **Problem Solving Workshop (Case Studies)**
H. Richard Hiner
- 12:00 Luncheon
- 1:00 p.m. **Problem Solving Workshop (Continued)**
- 2:15 Break
- 2:30 **Problem Solving Workshop (Continued)**
- 4:00 Adjourn

YOUR CONFERENCE LEADERS

BRADFORD B. BOYD

Brad Boyd is the Director of the Management Institute at the University of Wisconsin—Extension. Professor Boyd completed his undergraduate work and graduate work at the University of Wisconsin. Since joining the faculty in 1950, he has concentrated his study and teaching in the areas of motivation, communication, and supervisory development. In recent years he has also served as a training specialist with General Mills, Shure Bros., and Marck, Inc. His best-selling book, *Management-Minded Supervision*, has been adopted by many companies and colleges for their development courses.

H. RICHARD HINER

Professor Richard Hiner is Associate Director for Television and Station Manager for public television station WHA-TV. Hiner's experience in broadcast management spans a period of more than 20 years. He has held various management positions in Washington, D.C., and with the worldwide Armed Forces Radio and Television Services. He holds a Bachelor of Arts and a Master of Science degree, and has done postgraduate work at MIT and the Harvard Business School. Professor Hiner will use the case study method of teaching with the case studies drawn from his personal experiences.

JOHN M. CUMMUTA

Mr. Cummuta is the Operations Manager for the National Association of Religious Broadcasters. John is an experienced broadcaster who has held a variety of posts in the industry including Chief Engineer. Prior to beginning his career in broadcasting he was with Rockwell International-Collins Telecommunications. He is a prolific writer and continues to author articles which are published in major industry magazines and papers.

WARREN P. HAPPEL

Warren Happel is the Director of Engineering for the Scripps-Howard Broadcasting Company. Warren's broadcasting career has provided him with a varied and valuable background of experience. Since graduating from the University of Michigan he has held significant technical management positions. Happel is a Registered Professional Engineer, Engineering Consultant, and was a regional manager for RCA.

BROADCAST ENGINEERING MANAGEMENT CONFERENCE

SPECIAL FEATURES:

- **Practical Techniques**—Learn to better manage priorities in your day-to-day operation, to more effectively communicate with those who work with you, and to make sense of management theories and strategies.
- **Real-Life Problems**—You'll learn theory...but you will apply that theory to real-life situations that will make principles come alive and be immediately applicable to the actual challenges that confront you.
- **Fast-Paced Format**—Time is your most precious resource. And since you must ration the amount of time that you spend away from your responsibilities, this program is carefully designed to contain practical insights to make this time truly worthwhile.
- **Limited Seminar Attendance**—To insure group interaction, and maximize the educational benefit, the number of attendees is limited.

CONFERENCE COORDINATOR

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.