

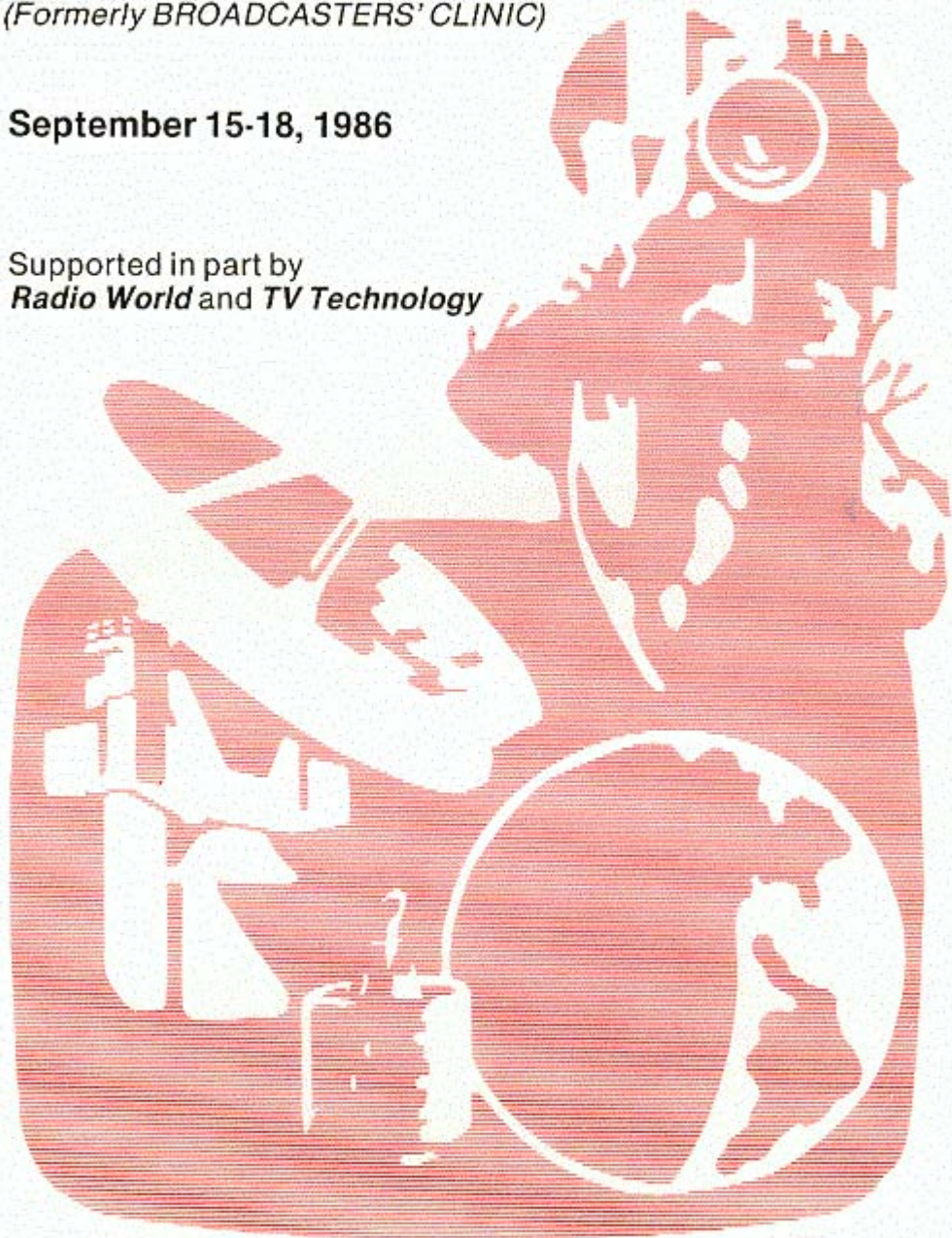
32ND ANNUAL  
University of Wisconsin


# ***BROADCAST ENGINEERING AND MANAGEMENT SEMINAR***

*(Formerly BROADCASTERS' CLINIC)*

**September 15-18, 1986**

Supported in part by  
***Radio World and TV Technology***





**The University of Wisconsin  
Proudly Presents . . . the 32nd annual**

**BROADCAST ENGINEERING AND  
MANAGEMENT SEMINAR**

(formerly Broadcasters Clinic)

By whatever name you choose to call this conference, the most important thing to remember is that it is the goal of the University of Wisconsin and "Radio World" and "TV Technology" to offer up-to-date management philosophies and significant technical information to broadcast engineers.

I have never been more enthusiastic about our program content and the quality of the speakers who will be with us during our 1986 seminar.

The program for Monday, September 15, is dedicated entirely to engineering management issues and supervisory situations. The instructors are Dick Hiner, John Cummuta, and Jim Loupas.

The technical sessions begin on Tuesday, September 16, and continue on September 17 and 18. Please look over the agenda carefully and I think you will agree our speakers list resembles the "Who's Who in Broadcast Engineering." Technical subjects include RF Radiation, DTTR standards, the impact of international agreements, contract engineering, the digital studio, solid-state radio and television transmitters, NTSC advancements, and many more current topics of interest.

I hope you are making plans to be with us in September, and don't forget to bring along your GREAT IDEAS for the "Great Ideas Giveaway."

*Don Borchert*

# Program: Broadcast Engineering and Management Seminar

## MONDAY, SEPTEMBER 15

- 7:45 Registration and Continental Breakfast
- 9:15 **Introduction and Welcome**  
*Don Borchert, Director of Engineering, WHA Radio and Television*
- 9:30 **Broadcast Engineering Management Philosophies**  
*H. Richard Hiner, Director of Navy Broadcasting, Washington D.C.*
- 10:15 Break
- 10:30 **Modern Management Techniques**  
*John Cummuta, General Manager, WCFL, Chicago, Illinois*
- 12:00 Luncheon - **“Congratulations! You Are Our New Chief Engineer”**  
*Jim Loupas, President, James Loupas Associates, Houston, Texas*
- 2:30 **Problem Solving through Engineering Management Case Studies and Role Playing**  
*Dick Hiner and John Cummuta*
- 4:30- Reception...Cash Bar...  
8:30 Equipment Exhibits

## TUESDAY, SEPTEMBER 16

- 7:45 Registration and Continental Breakfast
- 9:15 **Introduction and Welcome**  
*Don Borchert, Director of Engineering, WHA Radio and Television*

- 9:30 **Is There Life After the Television Stereo Revolution?**  
*Jim Brown, President, Sound Engineering Associates, Chicago, Illinois*
- 10:15 Break
- 10:30 **RF and Microwave Safety Standards**  
*Burton Gran, VP, Holaday Industries, Eden Prairie, Minnesota*
- 11:15 **The Digital Studio of Tomorrow**  
*Mike Connell, Engineering Specialist, Quantel, Stamford, Connecticut*
- 12:00 Luncheon - **“Surprise! International Agreements will Affect You”**  
*Wallace Johnson, President, ABES, Arlington, Virginia*
- 2:00 **Oh My God! The FCC is Here . . . A mock inspection.**  
Role playing by:  
*Garrett Lysiak, FCC, Saint Paul*  
*George Sklom, FCC, Chicago*  
*George Werl, Chief Engineer, KQRS, Minneapolis*
- 3:00- Reception...Cash Bar...  
8:30 Equipment Exhibits
- 6:00 Dinner (Optional)
- 7:30 **FCC Forum**  
With *Garrett Lysiak, George Sklom and Bill Borgman*

## WEDNESDAY, SEPTEMBER 17

- 7:45 Continuing Registration and Continental Breakfast
- 8:30 **Field Engineering and Contract Services**  
*Mark Persons, Mark Persons and Associates, Brainerd, MN*  
*Jim Loupas, James Loupas and Associates, Houston, TX*
- 9:15 **High Power Transmitters Utilizing FET Switching Mode Technology**  
*Kevin Rodgers, Engineer, Nautel Maine, Inc., Bangor, Maine*
- 10:00 Break
- 10:15 **Compact Disc Technology Comes of Age for Broadcasters**  
*Bill Sacks, President, Straight Wire Audio, Arlington, Virginia*
- 11:15 **Optimizing Your SCA Transmissions**  
*Eric Small, President, Modulation Sciences, Brooklyn, New York*
- 12:00 Luncheon - "Television System Advancements"  
*Charles W. Rhodes, Researcher, North American Philips Laboratories, Briarcliffe Manor, New Jersey*
- 2:00 **Get the Boom Out: Acoustics for Broadcast Studios**  
*A. Bruce Jacobs, Director of Engineering, Prairie Public TV, Fargo, North Dakota*
- 2:45 **Designing Antenna Systems to Comply with the New RFR Standards**  
*Don Markley, Consulting Engineer, Peoria, Illinois*
- 3:30- Reception...Cash Bar...  
8:30 Equipment Exhibits

- 7:30 **Broadcast Engineering Forum (Nuts and Bolts Session)**  
*Stephen Brown, Moderator, Chief Engineer, WLTE, Minneapolis, MN*

## THURSDAY, SEPTEMBER 18

- 7:45 Continental Breakfast
- 8:30 **Reliability in Solid State Television Transmitters**  
*Jerry E. Smith, General Manager, Thomson-LGT, Medford, New Jersey*
- 9:15 "CCD Technology"  
*Larry Thorpe, Director of Camera Product Advancement, SONY Broadcast Corporation*
- 10:00 Break
- 10:15 **Practical Applications of Elliptical Polarization for UHF Television and Other Broadcast Services**  
*Gaeza Di Enes, Senior Research Engineer, Andrew Corporation, Upland, California*
- 11:15 **D - 1 DTTR Report**  
*Fred Remley, Chairman, SMPTE Working Group, University of Michigan*
- 12:00 Luncheon - The "Great Idea" Giveaway  
*Mark Durenberger, Director of Technical Development, Hubbard Broadcasting, Saint Paul, Minnesota*
- 2:30 Adjournment... Goodbye 'til next year!



## REGISTRATION FORM

### Broadcast Engineering and Management Seminar

September 15, 16, 17, 18, 1986

Holiday Inn Southeast, Highway 12 and 18 at I-90,

Madison, Wisconsin 53704 (608) 222-9121

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

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

Name: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_  
area code                      daytime number/evening number

Title: \_\_\_\_\_

Organization/Station: \_\_\_\_\_

Business Address: \_\_\_\_\_  
street

\_\_\_\_\_ city / state / zip

#### Payment Enclosed:

- \$185 - Broadcast Engineering and Management Seminar**  
September 15 16, 17, 18. (A-86-8400-0280)
- \$135 - Broadcast Engineering Technical Sessions only**  
September 16, 17, 18. (A-86-8400-0281)
- \$ 12 - Optional Top Sirloin Steak Dinner**  
September 16.

**To register**, phone or mail this form along with your check made payable to UW-Extension to: Registration Office, The Wisconsin Center, 702 Langdon Street, Madison, WI 53706. Phone: (608) 262-7942.

*This information is collected to enhance the programming efforts of University of Wisconsin—Extension and is voluntary.*

SEX:  Female  Male    BIRTHDATE: Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

HERITAGE:  American Indian     Asian     Black     Hispanic     White or Other

#### OCCUPATIONAL AREA

- 100 Professional, technical and managerial occupations
- 200 Clerical Occupations
- 300 Sales Occupations
- 400 Service Occupations
- 500 Agricultural, fishery, forestry and related occupations
- 600 Processing, machine trades, benchwork, structural, transportation and mining occupations
- 700 Other Occupations \_\_\_\_\_

*Please advise us at time of registration if you are handicapped and desire special accommodations. Requests will be kept confidential.*

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



## 1986 Program Committee

**Don Borchert**, WHA Radio and TV, Madison, WI

**Stephen Brown**, WLTE, Minneapolis, MN

**John Freberg**, WXRT, Chicago, IL

**Wil Koeller**, WTMJ, Milwaukee, WI

**Gary Mach**, UW-Green Bay, WI

**Harry Priester**, WLS, Chicago, IL

### Among the many exhibitors at the 1986 Broadcast Engineering and Management Seminar will be the following:

AGFA-GEVAERT  
ALLIED BROADCAST  
EQUIPMENT

AMPEREX CORPORATION  
AMPEX CORPORATION  
AUDIO BROADCAST GROUP  
AVC SYSTEMS, INC.  
AVONIX

BOYD ASSOCIATES  
BRADLEY BROADCAST  
SALES

BRIDGEWATER  
PROFESSIONAL SOUND  
BROADCAST AUDIO  
CORPORATION

BROADCAST ELECTRONICS,  
INC.

COLORGRAPHICS SYSTEMS,  
INC.

DATA WORLD

E.E.V., INC.

ELECTRONIC INDUSTRIES  
EMMONS ASSOCIATES, INC.  
ENTERPRISES, INC. OF  
WISCONSIN

FIDELIPAC CORPORATION  
FULL COMPASS SYSTEMS,  
LTD.

HARRIS BROADCAST GROUP

INTERNATIONAL  
TAPETRONICS  
CORPORATION

LARCAN COMMUNICATIONS  
EQUIPMENT, INC.

LE BLANC & DICK  
COMMUNICATIONS, INC.

MARK PERSONS &  
ASSOCIATES

MICROPROBE ELECTRONICS,  
INC.

NEC AMERICA, INC.

PANASONIC  
PHILIPS TELEVISION  
SYSTEMS

PRO AUDIO GENERAL STORE,  
INC.

PINZONE COMMUNICATIONS  
PRODUCTS, INC

QUANTEL

RAM BROADCAST SYSTEMS,  
INC.

ROSCOR CORPORATION

SONY CORPORATION OF  
AMERICA

STRAIGHT WIRE AUDIO

TEKTRONIX, INC.

TELESCRIPT

3M CORPORATION

TODD COMMUNICATIONS

VIDEO IMAGES



## General Conference Information

### **DATES**

Monday through Thursday, September 15 through 18, 1986

### **LOCATION**

All sessions of the Broadcast Engineering and Management Seminar will be held at the Holiday Inn Southeast, Highway 12 and 18 at I-90, Madison, Wisconsin, 53704. Phone: (608) 222-9121.

### **FEE**

\$185 - BROADCAST ENGINEERING AND MANAGEMENT SEMINAR. Fee covers program materials, 4 continental breakfasts, 4 luncheons, 4 break refreshments and 3 evening receptions with hot hors d'oeuvres. The Tuesday evening dinner is optional at an additional charge of \$12.00.

\$135 - BROADCAST ENGINEERING TECHNICAL Sessions only (September 16, 17, 18). Fee covers program materials, 3 continental breakfasts, 3 luncheons, 3 break refreshments and 2 evening receptions with hot hors d'oeuvres. The Tuesday evening dinner is optional at an additional charge of \$12.00.

You are entitled to an 80% refund if cancellations are received prior to September 8, 1986. Enrollees who do not cancel are obligated for the full fee. Substitutions may be made at any time.

### **ACCOMMODATIONS**

Please make your own room reservations with the Holiday Inn Southeast, Highway 12 and 18 at I-90, Madison, Wisconsin, 53704. Phone: (608) 222-9121. We suggest that you make your reservations before August 28, 1986, while discounted rooms are being held for the Seminar. Please specify that you are attending the BROADCAST ENGINEERING AND MANAGEMENT SEMINAR.

### **CREDIT**

Seminar enrollees can earn the following Continuing Education Units (CEUs) from the University of Wisconsin: BROADCAST ENGINEERING AND MANAGEMENT SEMINAR, 3.6 CEUs; BROADCAST ENGINEERING TECHNICAL SESSIONS only, 2.8 CEUs.

### **INFORMATION**

For further seminar or exhibitor information, contact Don Borchert, Director of Engineering, WHA Radio and Television, 821 University Avenue, Madison, Wisconsin 53706. Phone: (608) 263-2157.