The University of Wisconsin proudly presents the 40th Annual

BROADCASTERS CLINIC

and

Upper Midwest Regional
SOCIETY OF BROADCAST ENGINEERS MEETING

November 8-10, 1994
Holiday Inn Southeast
Madison, Wisconsin

Contributor:
Radio World and TV Technology
BROADCASTERS CLINIC 1994

Today's Broadcast Engineer faces many challenges—dealing with the day-to-day operations of a station, keeping pace with the rapid changes in technology and furthering his or her own professional goals.

In developing the agenda for Broadcasters Clinic 1994, the Program Committee was guided by the following mission. Sessions should address:

- Career development,
- Dealing with today's opportunities,
- Preparing for the future.

We hope you find the program useful and on-target for you.

TUESDAY, NOVEMBER 8

7:45 am Registration and Continental Breakfast

9:15 Cellular Service for Broadcast
Steve Terbaar, Systems Engineer
US West New Vector, Minneapolis

9:45 Notched Cell Service
Alex Rapp, Times Mirror

10:00 Case Studies in RFI, Shielding & Grounding
Dana Myers
Harris Corp, Quincy, IL

11:00 Top Flight Low Budget Maintenance
Mike Hendrickson,
Hedberg Broadcasting Group, Blue Earth, MN
Mike Langner, KHFM, Albuquerque
Blaine Webster, WLIT-FM, Chicago

12:00 Noon Luncheon address—
Why Technology Doesn't Matter—Broadcast Engineering Becomes Media Technical Support
Terry Baum, National Vice President
Society of Broadcast Engineers

2:00 pm FM Subcarriers and Digital Data
Bill Ammons
CRI, Inc., Tempe, AZ

---continued next panel---

3:00-5:00
Leif Austin, General Manager
USA Digital Radio, Chicago

Dick Becvar, Vice President, Midwest Operations
California Digital Audio Systems, Minneapolis

John Schweitzer, Engineer in Charge
WTMJ Inc., Milwaukee

Mark Durenberger, Director
Technology/Business Development
CBS/Teleport Minnesota, Minneapolis

5-8 pm Exhibits

8:00 Tuesday Wrap-Up
Mark Durenberger, CBS/Teleport Minnesota,
Steve Brown, WLIT-FM, Minneapolis

WEDNESDAY, NOVEMBER 9

7:45 am Registration and Continental Breakfast

8:30 Navigating the Aural STL Spectrum —
Plan ahead
George Werl, Consulting, Minneapolis

Steve Brown, Director of Engineering
WLIT-FM, Minneapolis

9:15 Shopping the Information Supermarket
Mark Durenberger, Director,
Technology/Business Development
CBS/Teleport Minnesota, Minneapolis

10-1:30 Exhibits

1:30 pm Computer Programs for Broadcasting
Donald L. Markley, Broadcast Consultant
D. L. Markley & Associates, Peoria, IL

2:15 NRSC Compliance
Gregg Buchwald, Motorola, Schaumburg, IL

3:15 NRSC II—Splatter Monitor
John Bisset, Delta Electronics, Alexandria, VA

4:00 Selecting and Supervising a Tower Crew
Jim Wilson, Vice President
LDI, Communications, Laurel, MD

7:00 Wednesday Wrap-Up:
Nuts & Bolts & SBE Meeting
THURSDAY, NOVEMBER 10

7:45 am Continental Breakfast

8:30  The Milwaukee Teleport—RF, Dial-tone, & HDTV Access to the Information Superhighway
Ralph Evans III, Broadcast Consultant
Ralph Evans & Associates, Thiensville, WI

9:15  Revolutions in Newsroom Automation
Robert Long, Vice President/General Manager
Dynatech NewStar, Madison, WI

10:00 High Definition Transmission, Part II
John F. X. Browne, Broadcast Consultant
John F. X. Browne Associates,
Bloomfield Hills, MI

11:00 First Hi-Power HDTV/NTSC Ready Antenna System—Maryland ETV
Joe Zuba, Sales Manager
Dielectric Communications, Raymond, Maine

Noon  Lunch

1:00 pm Transmitter Equipment Operation & Performance During the ATV Tests in Charlotte, NC
Nat S. Ostroff
Mark Atkin
Comark Communications, Colmar PA

1:45 Jitter in the Digital Domain
Gary Stephens, President
Leitch, Inc., Chesapeake, VA

2:30 Adjournment

REGISTRATION FORM
BROADCASTERS CLINIC 1994

I will attend: (Please check)
☐ Tuesday  ☐ Wednesday  ☐ Thursday

Fees: $125 (Any two days) $160 (All three days)

Amount enclosed: $

Name:

Title:

Organization/Station:

Business address: street
city/state/zip

Phone: ( ) area code
daytime number/evening number

SOC. Sec. No.:

Mail this form and your check made payable to UW-Madison, to:
Registrations, Wisconsin Center
702 Langdon Street
Madison, WI 53706

To register by phone, please call 608/262-2451 or fax to 608/262-8516.

Voluntary information collected to enhance the programming efforts of the University of Wisconsin.

SEX: ☐ female  ☐ male

BIRTHDATE: Month Day Year

HERITAGE: ☐ American Indian/Alaskan Native
☐ African American  ☐ Asian/Pacific Islander
☐ Hispanic/Latino  ☐ Caucasian/Other

OCCUPATIONAL AREA
☐ 100 Professional, technical and managerial occupations
☐ 700 Other occupations

Please advise us at time of registration if you have a physical disability and desire accommodations. Requests are kept confidential.

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

DATES
Tuesday through Thursday, November 8-10, 1994

LOCATION
All sessions of the Broadcasters Clinic 1994 are held at the Holiday Inn Southeast, Highway 12 and 18 at I-90, Madison, Wisconsin 53704. Phone 608/222-9121.

FEE
$125 - Any two days
$160 - All three days
Fee covers program materials, continental breakfasts and luncheons as indicated, refreshment breaks, and an evening reception with hot hors d'oeuvres (cash bar).

You are entitled to an 80% refund if cancellations are received prior to November 1, 1994. 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 October 20, 1994, while discounted rooms are being held for the seminar. Please specify that you are attending the Broadcasters Clinic 1994.

CREDIT
Conference enrollees can earn up to 2.1 Continuing Education Units (CEUs) from the University of Wisconsin.

INFORMATION
For further conference or exhibitor information, contact Don Borchert, 1955 Oakland Ave., Sun Prairie, Wisconsin 53590. Phone 608/837-3462.

This program is offered through a partnership between UW-Madison and UW-Extension.

1994 PROGRAM COMMITTEE

Don Borchert, University of Wisconsin-Madison
John Bimrose, Capitol Broadcasting, Raleigh, NC
Steve Brown, Microspace, Raleigh, NC
Ken Dixon, WHA Television, Madison, WI
Mark Durenberger, Teleport Minnesota, Minneapolis
John Freberg, WXRT Radio, Chicago, IL
Jim Hermanson, WKOW-TV, Madison
Vern Killian, KRVN, Lexington, NE
Wil Koeller, WTMJ, Inc., Milwaukee, WI
Gary Mach, University of Wisconsin-Green Bay
Blaine Webster, WLIT Radio, Chicago

EXHIBITORS
Among the many exhibitors at the Broadcasters Clinic 1994 will be:

ANDREW CORPORATION
A & D CART REBUILDING SERVICE
THE BLUE FEATHER COMPANY
BROADCAST COMMUNICATIONS SYSTEMS
BROADCAST SUPPLY WEST-EAST SALES
BROADCAST TELEVISION SYSTEMS
BROADCASTERS GENERAL STORE
COMARK COMMUNICATIONS, INC.
CUTTING EDGE TECHNOLOGIES
DIELECTRIC COMMUNICATIONS
DORROUGH ELECTRONICS
DYNATECH COLORGRAPHICS
ELECTRONIC INDUSTRIES, INC.
EMMONS ASSOCIATES, INC.
FUJI PROFESSIONAL PRODUCTS
GEPCO INTERNATIONAL, INC.
GNG TECHNOLOGY
GORMAN-REDLICH MFG. CO.
GRAYSONICS
HARRIS ALLIED BROADCAST
HARTMANN & ASSOCIATES
LDL COMMUNICATIONS
PANASONIC BROADCAST & TV SYSTEMS
RAM BROADCAST SYSTEMS
RF SYSTEMS INC.
ROSCOR WISCONSIN
SHIVELY LABORATORIES
SKYLINE COMMUNICATIONS LTD.
SOCIETY OF BROADCAST ENGINEERS
SONY CORPORATION OF AMERICA
TEKTRONIX, INC.
TELEPORT MINNESOTA
TFT INC.
VIDEO IMAGES, INC.

— AND MORE —