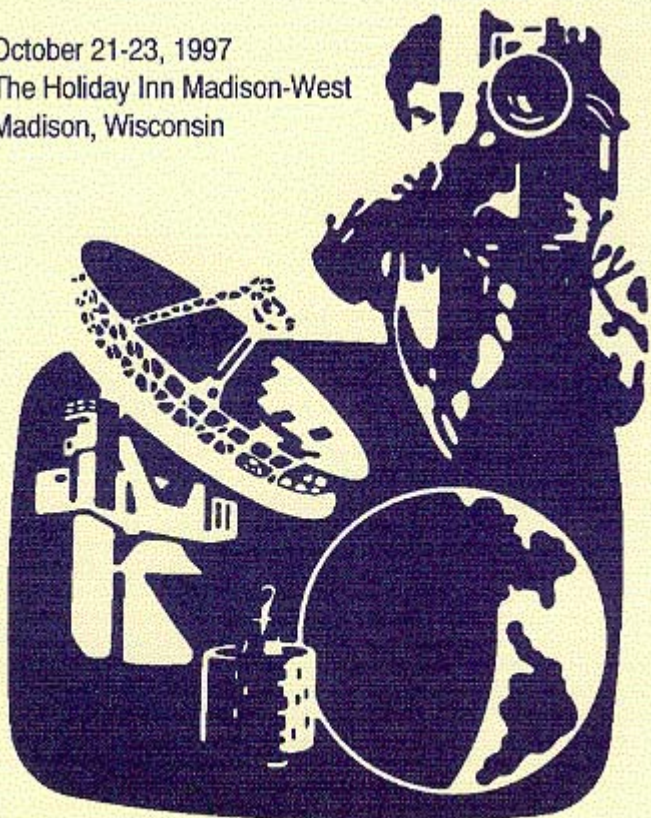

Presenting the New

BROADCASTERS CLINIC

and

Upper Midwest Regional
SOCIETY OF BROADCAST
ENGINEERS MEETING

October 21-23, 1997
The Holiday Inn Madison-West
Madison, Wisconsin



BROADCASTERS CLINIC 1997

A conference for All Broadcast Engineers - everything from **ABG** to **Zenith** with Cutting Edge technologies in between.

Don't miss **EMMY AWARD** recipient Dr. Bendov, respected antennae architect!

The Program Planning Group

TUESDAY, OCTOBER 21

- 7:45 a.m. Registration and Continental Breakfast
- 9:15 **Cooling Off Hot Towers Near AM Arrays**
Ben Evans P.E.
Evans Associates, Thiensville, WI
- 10:00 **Digital T1 Transmission Solutions For Broadcasters**
Jack Conners, President
Audio Broadcast Group, Grand Rapids, MI
- 10:45 Break
- 11:00 **Digital Broadcast Audio Processing - Finally, The New Frontier!**
Frank Foti
Cutting Edge, Cleveland, OH
- Noon Lunch
- 1:30 or 2:00 p.m. **Bit For Bit AS3 950 Mhz: STL For Radio Broadcast**
Tom Harle
Harris Corporation, Quincy, IL
- 2:45 **Antenna Systems For Digital Television (Sears Tower Project)**
Don Markley, Broadcast Consultant
DL Markley & Associates, Peoria, IL
- 3:30 Break
- 3:45 **Current Issues In The Digital Microwave STL For Digital Television**
Andrew Larson
California Microwave/Microwave Radio Communications, Chelmsford, MA
- 4:30 **Equipment Exhibits**

- 7:30 **The Lighter Side Of Broadcast Engineering**
Richard Sparks, Chief Engineer, WIXX-FM, Green Bay
Dan Stone, Program Director, WIXX-FM, Green Bay
Nuts & Bolts Session
Tom Tomter, Chief Engineer of Information & Media Technologies at UW-Milwaukee

WEDNESDAY, OCTOBER 22

- 7:45 a.m. Registration and Continental Breakfast
- 8:30 **Converging CATV Technologies**
Neal McLain, Project Manager
Communication Technologies, Middleton, WI
- 9:15 **Power Line Quality & Broadcast Reliability**
Ken Martin P.E.
TECH Electric Co., Milwaukee, WI
- 10:00 **Equipment Exhibits**
- 1:30 p.m. **DIGITAL TELEVISION: Things To Know, Things To Do & Things To Watch Out For**
Dr. Oded Bendov, V.P.
Dielectric Communications, Raymond, ME
- 3:00 Break
- 3:15 **Television System Transmission - A Future Look At Compression and ATM**
Gary Stephens
Leitch Technology, Chesapeake, VA
- 4:00 **Bi-Directional Broadcast Audio Quality Thru Standard Telephone Lines**
Ron Pohler
Marti Electronics, Cleburne, TX
- 6:30 Reception
- 7:30 Society of Broadcast Engineers' Meeting:
Planning For Digital Television (DTV) at WMVS/WMVT
Followed by a panel discussion: **What Stations Are Doing To Plan For The Transition To DTV**
David Felland, Director of Engineering for Milwaukee Public Television and the ECB

THURSDAY, OCTOBER 23

- 7:45 a.m. Continental Breakfast
- 8:30 **Future-Proof Integrated Video Switching & Transmission Systems**
George Maier
Artel Video Systems
- 9:15 **DTV/HDTV: Where Are We?**
Philip Livingston, Director of Digital Systems Development
Panasonic Broadcast & Television Systems, Secaucus, N.J.
- 10:00 Break
- 10:15 **Integrating An HDTV Plant Into An Existing NTSC Plant**
Bland McCartha
Tektronix, Beaverton, OR
- 11:00 **Implementing HDTV**
Sony
- Noon Luncheon
- 1:15 **Zenith Views The New Digital Television Technologies**
Gary Sgrignoli
Zenith Corporation
- 2:00 **DTV Implementation - Issues and Solutions**
Mark A. Aitken, Director
Comark, Southwick, MA
- 2:45 **Is Your Tower Ready For Digital Television?**
John McKay P.E.
LDL Communications (a member of The LeBlac Group), Denver, CO
- 3:30 **The Care & Feeding of UHF TV Transmitters**
Kevin Drewes
DES Enterprises, Spokane, WA
- 4:15 Adjournment . . .
See you at Broadcasters Clinic 1998

REGISTRATION FORM BROADCASTERS CLINIC 1997

October 21-23, 1997

I will attend: (Please check)

Tuesday Wednesday Thursday

Fees: \$150 (Any two days) \$180 (All three days)

Amount enclosed: \$ _____

Name: _____

Organization/Station: _____

Business Address: _____

street

city/state/zip

Phone: (____) _____

area code

daytime number/evening number

Social Security No.: _____

Not mandatory - used to ensure accessibility and accuracy of your educational record.

Mail this form and your check made payable to
Broadcasters Clinic:

Don Borchert

1955 Oakland Avenue

Sun Prairie, WI 53590

To register by phone,
please call 608-255-2600 or fax to 608-256-3986.

GENERAL INFORMATION

DATES

Tuesday through Thursday, October 21-23, 1997

LOCATION

All sessions of the **Broadcasters Clinic 1997** are held at The Holiday Inn Madison-West, 1313 John Q. Hammons Drive, Middleton, Wisconsin 53562. Phone 608-831-2000.

FEE

\$150 - Any two days

\$180 - 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 October 3, 1997. 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 The Holiday Inn Madison-West, 1313 John Q. Hammons Drive, Middleton, Wisconsin 53562. Phone 608-831-2000. We suggest that you make your reservations before September 19, 1997, while discounted rooms are being held for the seminar. Please specify that you are attending the **Broadcasters Clinic 1997**.

CREDIT

Continuing Education Units (CEU's) provided by University of Wisconsin Engineering Professional Development.

INFORMATION

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

1997 PROGRAM COMMITTEE

Don Borchert, Madison, WI

Terry Baum, Criterion Broadcast Services, Milwaukee, WI

Craig Bluschke, UW Engineering

Steve Brown, WLTE-CBS Radio, Minneapolis, MN

Mark Burg, WLAX-TV, La Crosse, WI

Chris Cain, WISC-TV, Madison, WI

Leonard Charles, WISC-TV, Madison, WI

Ken Dixon, WHA Television, Madison, WI

Jim Hermanson, WKOW-TV, Madison, WI

Vern Killion, KRVN Radio, Lexington, NE

Wil Koeller, WTMJ, Inc., Milwaukee, WI

Gary Mach, University of Wisconsin, Green Bay, WI

Kevin Ruppert, WISC-TV, Madison, WI

Art Williams, WBAY-TV, Green Bay, WI

EXHIBITORS

Among the many exhibitors at the **BROADCASTERS CLINIC 1997** are:

Acrodyne Industries

Andrew Corporation

APT-Audio Pro Technology

Audio Broadcast Group

Broadcast Electronics

Broadcasters General Store

Clark Wire & Cable

Comark Communications

Comsat RSI, Mark Antennas

Continental Electronics

Dielectric Communications

Emmons Associates

Fuji Photo Film

Fujinon

Full Compass Systems

Gentner Communications

Gepco International

Gorman-Redlich Mfg.

Harris Broadcast Equipment

Heartland Video Systems

Joseph Electronics

LDL Communications

Microwave Radio Comm.

Midwest Electronic Sales

Associates

Norlight Telecommunications

NS Microwave

Odetics, Inc.

Panasonic

Philips Broadcast TV Systems

RAM Broadcast Systems

RF Systems

Richardson Electronics

Roscor Wisconsin

RTI

Shively Labs

Skyline Communications

Society of Broadcast Engineers

Sony

Spencer Technologies

Switchcraft

TECH Electric

Tektronix

Tektronix Video Networking

TFT, Inc.

TSA-Telsa, Inc.

Video Images

Weather Central

Zack Electronics