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
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  **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

**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/HDTVo 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 UHFTV Transmitters**  
Kevin Drewes  
DES Enterprises, Spokane, WA

4:15  
Adjournment . . .  
See you at Broadcasters Clinic 1998

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**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:

Phone: (  )

Social Security No.:

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 Baun, Criterion Broadcast Services, Milwaukee, WI
Craig Bluscheck, 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
- TFF, Inc.
- TSA-Telsa, Inc.
- Video Images
- Weather Central
- Zack Electronics