

2009

**Summer
Conference**



**June 17-18, 2009
The Osthoff Resort
Elkhart Lake, Wisconsin**

Engineering Workshop

Wednesday, July 17, 2009

8:30 AM - 6:30 PM: **Registration, Palm Garden Lobby**

10:00 AM - 11:00 AM: **FLASH....CRASH.....WE'RE OFF THE AIR!** - *Villa Gottfried A*



Jeff Welton
Nautel

Jeff Welton discusses lighting prevention and things you can do to protect the facility – the discussion will involve basic techniques to ensure good lightning protection practices are being followed so that you can maximize revenue potential by minimizing down time. These days with solid state transmitters and computers everywhere in the studio and transmitter site, proper grounding and lightning protection practices are essential to ensure continuous operation of your station. We will explore various aspects of facility protection, with any eye toward cost effective damage prevention.

11:00 AM - 12:00 PM: **Expanding Radio's Product Line, Marrying the Studio to the Web**
- *Villa Gottfried A*



Cliff Groth



Jason Mielke



Greg Dahl

The Internet continues to shape how our radio stations position themselves with listeners, forcing broadcasters to cope with marrying their studios to the web. As digital radio, webcasting, and RDS become the rule rather than the exception, stations must find ways to deliver program associated data to all three mediums. Gordon Carter, Gregory Dahl, Cliff Groth, and Jason Mielke combine their years of experience to present solutions to this challenge by extracting the common functionality of the major automation systems and presenting working models of studios that serve this data to their listeners.

12:00 PM - 1:00 PM: **Lunch** - *Villa Gottfried B*

1:00 PM - 1:50 PM: **Managing an Engineer's Responsibilities** - *Villa Gottfried A*



Chris Tarr, Entercom

Engineers now do more than ever before, often with fewer resources. Chris Tarr takes a look at many of the responsibilities that today's Engineers face, and discusses creative ways to deal with it all. "Managing an Engineer's Responsibilities" is geared not only towards Engineers but also anyone in station management who would like to maximize the performance of their technical department.

1:50 PM - 2:40 PM: **VLAN, VPN, & Viruses; The 3 V's of Network Security** - *Villa Gottfried A*



Matthew Jach, CISSP,
CISM CDW Hosting and
Managed Services

VLAN, VPN, & Viruses; The 3 V's of Network Security In today's broadcast operation vendors require access to their systems deep inside your computer network. Your employees need a way to deliver and accept content to and from the outside world into your computer network. Corporate or employees working from home or remote want a connection in. Most of this traffic is migrating to the internet. In addition the bad guys are continually knocking at your computer network hoping to gain access to do some nasty things. Matthew Jach will take a bird's eye view of network security and then present some real world security invasions and how best to deal with them.

2:40 PM - 3:00 PM: **Break**

3:00 PM - 4:00 PM: **Antennas From the Top Down** - *Villa Gottfried A*



Rich Wood
Resonant Results

Richard Wood has been involved in commissioning broadcast antennas for 30 years. This presentation will focus on TV and FM antennas. Each facility has a variety of choices and challenges in order to reach their audiences. Points to be covered include VHF vs. UHF propagation, top mounts and side mounts, installation considerations, published antenna patterns vs. actual received signal levels, VSWR and error correction/stereo separation, and receive antennas for DTV viewers.

4:00 PM - 5:00 PM: **The Top Ten DTV Consumer Help Calls** - *Villa Gottfried A*



Leonard Charles
WISC-TV

A panel of representatives from each Wisconsin Television market will discuss the most interesting, challenging, and humorous calls received while manning a DTV phone bank. You won't believe some of these stories. We can all learn and laugh together. Names will be changed to protect the innocent. Audience participation will enhance the hour. On the panel will be: Dennis McSorley, Chief Engineer for WKBT TV in La Crosse-Eau Claire, Leonard Charles, Director of Engineering for Television Wisconsin, Inc. in Madison Kevin Kukowski, Manager of Television Engineering and Operations for WMVS/WMVT in Milwaukee Greg Tadyshak, Chief Engineer for WBAY TV in Green Bay

Panel:



Kevin Kukowski
WMVS/WMVT



Dennis McSorley
WKBT-TV



Greg Tadyshak
WBAY-TV

Join in the event festivities (information on other side)