



Wisconsin Broadcasters Association 2011 Engineering Day

Wednesday, June 22

The day's sessions are loaded with current and relevant topics in the career of today's Broadcast Engineer.

8:00 AM - 6:30 PM: Registration *Grand Geneva Lobby Hallway*

Breakfast Sponsored By:

SPX

COMMUNICATION TECHNOLOGY

8:40 AM - 4:30 PM: Engineering Sessions *Linwood A*

8:40 AM: Opening Remarks - Michelle Vetterkind, WBA President & CEO

8:45 AM: All Things "G" Doug Stewart and Priya Gupta of Verizon Wireless will talk about the company's 3G to 4G to LTE migration in Wisconsin and beyond.

9:30 AM: Network Security Peyton Engel from CDW will continue our education of all things bad that can happen on your computer network and how you can prepare for and avoid them.

10:15 AM: Break

10:30 AM: The Alternative FCC Inspection Dennis Baldrige, the WBA Alternate FCC Inspector, will describe the program along with common issues that arise out of an Inspection and how you can prepare your station for a passing grade.

11:15 AM: Being Green; Responsible Disposal of Broadcast Electronic Equipment Chuck Hayes and Jori Pascarella of Intercon Solutions will describe the modern "Green" way to dispose of all sizes of electronic broadcast equipment

12:00 PM: Lunch *Brissago Restaurant*

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1:15 PM: Wisconsin EAS-CAP Update September 30th is the FCC mandate for stations to deploy CAP enabled EAS equipment. Wisconsin SECC Chair, Gary Timm, will explore the latest State of Wisconsin Plan for CAP.

2:00 PM: Windmill Interference to Broadcast Signal Reception Dennis Wallace of Meintel, Sgrignoli, & Wallace will reveal the field study of the Fond du Lac area Wind Farms and their affect on off air reception in the area.

2:45 PM: Break

3:00 PM: Disaster Recovery Jeff Welton from Nautel will bring us the manufacturer's point of view of disaster preparation. Jeff will also describe how Nautel helped clients recover from actual disasters.

3:45 PM: Disaster Recovery Panel Dennis Brechlin of WCGV TV / WVTM TV and Dave Schank of Milwaukee Public Television will describe the 2010 disaster by flooding of WCGV TV/ WVTM TV in Milwaukee and the road to recovery. Jason Mielke of Bliss Communications will talk about a lightning strike that took out an FM antenna and transmission line. What to do next to reestablish service to the audience and recover the business. Audience participation; if you have a story we'd like to hear it.

4:30 PM: End of Sessions

5:00 PM: Exhibits and Reception