TUESDAY - JUNE 21
Registration 8 a.m. - 6:30 p.m.
Media Technology Institute

9 a.m.
Introductions, Welcome, Agenda, Housekeeping

9:15 a.m.
Getting to Know You Exercises
Bill Hubbard

9:45 a.m.
The Business of Broadcasting
Bill Hubbard
Staff relationships can make or break an organization. We will discuss how various employee groups interact. Discussion will also include business concepts and how understanding those can make your conversations with management and staff more productive.

10:45 p.m. Break

11 a.m.
Virtualization – "What? Broadcasting isn’t real?" (Provided)
Jeff Welton, Naute
A virtualization prep discussion: Whether you’re all for augmented reality and can’t wait for autonomous everything or you think that running on ‘somebody else’s computer’ is the worst idea ever and rue the day that automation was invented, some level of virtualization will invariably happen in your facility sooner rather than later.

12 p.m. Lunch (Provided)

1 p.m.
Data Networking and Infrastructure – "When Worlds Collide"
Alex Hartman, WPR
Discussion of broadcast data network design and infrastructure.

2:30 p.m. Break

2:45 p.m.
Small group activity – Design Your Data Network
Alex Hartman, Jeff Welton, and Bill Hubbard

3:45 p.m.
Feedback, wrap up, review Wednesday schedule

4 p.m.
Reception – Followed by dinner on your own

WEDNESDAY - JUNE 22
Registration 8 a.m. - 6:30 p.m.
Engineering Day

9 a.m. - 9:45 a.m.
Ransomware
Nancy Douglass and Jay Mielke
Costly, stressful, and enormously time consuming. Cyber-attacks are a threat to ANY computer connected to the internet. You can lose everything. Learn how one small Wisconsin radio station found out the hard way how important it is to protect and save your files, and what they did to recover from a triple cyber-attack.

9:45 a.m. - 10 a.m. Break

10 a.m. - 10:45 a.m.
Security
Alex Hartman

10:45 a.m. - 12 p.m.
Ransomware - Roundtables

12 p.m. - 1:15 p.m. Lunch

1:15 p.m. - 2 p.m.
Teaching the Next Generation
Jeff Welton and Scott Mink
Thoughts on how to show an IT-centric 20somthing how the big voltags work, in a way they can retain that hopefully won’t kill them. This discussion will focus on trying to get the mentoring bug to bite, as we see more older engineers retiring out of the industry and fewer younger folks coming in. It’s going to become even more critical to get the younger engineers, who are mostly IT oriented and have much less experience with RF and TV, but also with the “radio bug” that infected most of us at a young age. This discussion will focus on ways to try to create that interest, to promote safety and provide skills and some psychology to try to pass along the knowledge that’s needed to keep the watts flowing, as we keep the AC to RF converters purring.

2:00 p.m. Break

3:30 p.m.
Youth Apprenticeship a Workforce Planning Solution for Broadcast Technical Professionals
Amelia Phillips, WDNR
For nearly 30 years, the Wisconsin Department of Workforce Development has run successful apprenticeship programs in many different occupational areas, matching motivated high school students with Wisconsin businesses. Many of these apprentices progress to becoming valued and skilled members of these industry occupations. Candidates have expressed an interest in learning more about technical careers in broadcasting, and WDNR has partnered with industry experts to develop a new Youth Apprenticeship Media Broadcast Technician pathway to introduce youth into radio and TV broadcasting and allied fields.

3 p.m. - 3:45 p.m.
More on the Future of Recruiting

3:45 p.m. - 4:30 p.m.
Apprenticeship - Roundtables

THURSDAY - JUNE 23
Registration 8 a.m. - 6:30 p.m.
Media Technology Institute

8:45 a.m.
Transmitter Site Essentials and What to Watch For
Jeff Welton, Naute
Just what the title says. What you need to know about transmitter site safety and design and what to watch out for when you walk in the door.

9:45 a.m. Break

10 a.m.
Broadcast Antenna Systems – RF Inspection Tips
Eric Wandel, Wavepoint Research
The good, the bad and the ugly. Real world case studies of actual problems encountered, and solutions employed in antenna and transmission systems.

11:15 a.m.
Role of the Chief Operator and Preparing for Inspection
Tim Loes, Midwest Communications; Tom Weeden, WBA ABP
This session describes the specific responsibilities of a Chief Operator of a broadcast system including record keeping and legal requirements and the Alternate Broadcast Inspection Program and what is important to the FCC and therefor to your license.

12 p.m. Lunch (Provided)

1 p.m.
Antenna Designs, Gains, Patterns and Examples
Nicole Starrett, Dielectric
This session will give an overview of the HFSS FM pattern study process and will demonstrate a few simulation models available for volunteers to try out or give their input on. Nicole will also touch on drone measurement analysis and share a few scale model antennas to help students visualize what the simulations illustrate.

2 p.m.
Depart for Site Tour
A guided tour of a transmitter facility in the La Crosse area.

4 p.m.
Pluses and Deltas – Wrap up

4:30 p.m. Return to Radisson

Underwriting by

Join the Summer Conference
5:45 p.m. - 7:15 p.m.
Reception - La Crosse Queen
7:30 p.m. - 10 p.m.
Dinner at the Waterfront (328 Front St S)