

CHAPTER 24

SOCIETY OF BROADCAST ENGINEERS
AN AWARD WINNING NEWSLETTER

MADISON, WISCONSIN

AUGUST 1991

CONVERSATION WITH THE NATIONAL

by Paul Stoffel

Broadcasters who attended the WBA Convention in July had an opportunity to meet Steve Ingram, executive director of the National SBE. As the featured speaker, Steve spoke at the joint SBE/WBA luncheon. While at the convention, he accepted an invitation to talk further about current SBE activities at the National level. The following paragraphs summarize the topics that were discussed during our recent telephone interview.

The National is conducting a survey to attempt to find how many SBE members are contract engineers and what their concerns are. Steve explained, "We're curious to find out what the percentage is and decide how much of our resources should be put toward that group."

We're looking at things like helping them with contract language and setting up a business. At Houston, one of the Ennes workshop sessions is going to be on contract engineering. Several chapters are starting to do some local programs on contract engineering.

Here in Indianapolis we did a program for the local chapter where Chris Imlay, legal counsel for SBE in Washington, came to the chapter meeting. Chris discussed the legal implications of becoming a contract engineer, and I discussed the planning and setting up of a business, and, then, how to mar-

AUGUST MEETING

DATE: August 21, 1991

AT: CORBY'S

Nakoma Plaza

4541 W. Beltline Hwy.

DINNER: 5:30 P.M.

MEETING/PROGRAM: 7:00 P.M.

This month's program will feature Scott Martin from Fidelipak who will talk about audio cart machines. Please try to attend this month's meeting and hear this interesting discussion.

ket yourself as a contract engineer. It is a subject that seems to be coming on, largely due to the fact that some stations would rather contract with an engineer than hire full-time engineers."

In a national organization, members derive benefits from their own local membership. The National SBE is promoting programs that offer good training at a local chapter level (or groups of chapters geographically). Steve gave the following example: "[The National] is doing a seminar in Cincinnati on Sept. 5th that we're marketing to chapters within a 200 mile radius of Cincinnati. It's going to be half a day program covering digital broadcasting.

For the radio side, there will be a discussion on digital audio broadcasting. On the TV side, Abekas is going to make a presentation on digital video. This program is sponsored nationally by SBE. This is our first effort, outside the national convention, to try and bring programming to a more local level.

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UPCOMING MEETINGS

September 18

October 15

November 20

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JULY MINUTES

Chapter 24 of the Society of Broadcast Engineers met on Tuesday, July 23, 1991, at the Wilson Street Grill in Madison for its regular monthly meeting. The attendance of the July meeting included 18 SBE members, 16 who were certified, and 4 guests.

Chairman Jim Hermanson called the meeting to order at 7:02 p.m..

Secretary Fred Sperry read the minutes from the June meeting. The minutes were approved as read.

Treasurer Paul Stoffel reported the chapter's account balance.

Sustaining Membership Chairman Stan Sarch announced that 3M has become a new sustaining member. This brings the Chapter's total to 20 sustaining members.

Strategic Planning Chairman Dennis Behr reported that he has been in contact with the National Office regarding the future of the Broadcast Clinic in Madison. He also announced the addition of Steve Zimmerman to the Strategic Planning Committee. Dennis then asked if anyone knew who was coordinating the distribution of training tapes between the local stations. He asked that anyone involved in this project contact him.

Certification and Education Chairman Doug McDonell presented Tom Weeden with a Senior Broadcast Engineer certificate.

There was no new Frequency Coordination information to report.

Vice Chairman Leonard Charles reported that he has not yet received

any applications for the chapter scholarship to send a Chapter 24 member to the SBE National Convention. Chuck then reviewed the application guidelines.

In old business, Chairman Jim Hermanson announced that the rebate check from the National has been returned to the National office.

In new business, Vice Chairman Leonard Charles announced that he had a petition of candidacy from former Chapter 24 member Fred Baumgartner to the SBE Board of Directors. He invited those interested to sign the petition if they would like.

Also in new business, Kevin Ruppert presented a brief overview of this year's WBA Engineering Seminar in Stevens Point, Wisconsin, which was co-sponsored by the Wisconsin SBE Chapters. He reported a total of 93 attendees to the Engineering Seminar.

In professional announcements, Dennis Behr introduced Mike Norton, an engineering student from UW-Platteville, as the TOC's operations intern. Dennis also announced Ron Peterson from the satellite program at the Mitchell Vocational Technical Institute in

(cont'd pg. 3, col. 1)

CHAPTER 24 OFFICERS

CHAIRMAN:

Jim Hermanson (WTSO/WZEE/
WKOW TV)
W - 274-1234
H - 231-2005

VICE CHAIRMAN:

Leonard Charles (WISC TV)
W - 271-4321
H - 274-0041

SECRETARY:

Fred Sperry (WI Public TV/TOC)
W - 273-5500
H - 833-6074

TREASURER:

Paul Stoffel (WI Public TV)
W - 263-2121
H - 241-4621

CHAPTER 24 COMMITTEE APPOINTEES

- Past Chairman - Steve Zimmerman
- Membership - John Beck
- Sustaining Membership - Stan Sarch
- Strategic Plan - Denny Behr (Chair)
- Newsletter - Deanna Morris
- Program Chairman - Dave Willow
- Special Events - Kevin Ruppert
- Cert/Ed - Doug McDonell/Tim Trendt
- Frequency Coord - Chris Cain
- Chapter Liason - Paul Meyer

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KEITH EMMONS

MINUTES

(cont'd from pg. 1)

Mitchell, South Dakota as an addition to the TOC staff as an engineering intern. Mike Norton then presented a brief background of himself.

In other professional announcements, Tom Weeden announced that Dave Gerisch has taken a new position in Raleigh, North Carolina. Tom Weeden has since accepted the position of Chief Engineer at WMTV. Tom announced that Channel 15 has an opening for a maintenance engineer. All enquiries should be directed to Tom.

In personal announcements, Chairman Jim Hermanson welcomed former Chapter 24 member Al Johnson back to the area. Al then gave a brief synopsis of his past year and a half in Seattle. He then mentioned that he is now working part time for WFAW radio in Fort Atkinson, Wisconsin.

Jim then reminded everyone of the Saturday, July 27 fish-fry at Doug McDonell's.

At this time, Chairman Jim Hermanson presented Kevin Ruppert with an award of recognition from Chapter 24 for his past work as Program Chairman.

Following roundtable introductions, Program Chairman Dave Willow introduced Mike Knickrehm and Dan Pegel of Cellular One. At this time the meeting reconvened for a tour of the Cellular One technical facility.

Fred Sperry, Secretary



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NATIONAL SELECTS NOMINEES

The SBE Nominating committee has submitted its list of candidates for officers and directors of the society.

The annual membership balloting is scheduled for September, with the results announced at the annual membership meeting at the SBE National Convention in Houston on October 3.

The proposed slate is as follows:

Officers:

President: Richard Farquhar,
Canal Winchester, OH
Vice President: Jerry Whitaker,
Beaverton, OR
Secretary: William Hineman,
Indianapolis, IN
Treasurer: Robert Goza,
Beaufort, MO

Board of Directors:

Terrance Baun, Milwaukee, WI
Michael A. Fast, Lutherville, MD
Paul Montoya, Highland Ranch, CO
Tom M. Padwa, New York, NY
Troy Pennington, Birmingham, AL
Robert Reymont, Mesa, AZ
Edward Roos, Palm Beach, FL

A VIEW FROM THE TRENCHES

by Rick Salsman, Chapter 16

Are broadcast maintenance engineers a vanishing breed?

Last December BROADCAST ENGINEERING published an editorial that gave some results in their seven year study of broadcast engineers. They stated that, since the study began, the median age for all broadcast engineers has increased from 39 to 41.3 years, primarily because very few new technicians are entering our industry. My observations of industry trends during the same time are based in the Seattle area within the maintenance group of broadcast engineers.

In these times of "Bottom Line Management," technical budgets and staffs are getting smaller and smaller. The larger stations are now using the same staffing ideas that the smaller ones have used for years. Unfortunately, we engineers are still expected to continue providing the same level of technical support, even though our stations are yearly becoming larger and more complex.

Smaller sized staffs demand that all maintenance individuals must now work on a much wider range of equipment, not become specialized in any area, do only corrective, not preventive, maintenance, and fill in for missing operators. We are in a constant mode of "putting out fires" and are becoming "a Jack of all trades and the master of none." Frustration with these management trends has caused

(cont'd pg. 4, col. 1)

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VIEW

(cont'd from pg. 3)

several good technicians I know to leave our industry.

If we are to be successful at being a "lean and efficient" staff, we need more support in the form of training, assistance from factory technical representatives, and better intra- and inter-departmental communications.

Many of our broadcast journals have recently published articles acknowledging an increased need for more training of our present and future industry technicians. For example, BROADCAST ENGINEERING did an interview with a leading technical school. It found that none of the school's graduates had entered broadcasting in the past four years because of the low salary during their initial (5 years) on-the-job training or apprenticeship that is found only in the small markets. Why should these new technicians enter broadcasting when they can expect higher pay and more immediate training in other electronics industries?

Outside assistance from factory tech reps has become even more essential to us with the new wave of automation and extremely sophisticated equipment available today. We have to rely on the manufacturers since much of the documentation on new equipment is very poor or, worse yet, is considered "proprietary," thereby not available to the end user. Please note that these reps are fairly accessible to us during normal day-time hours. However, if you are troubleshooting this sophisticated equipment at night, on a weekend, or during

(cont'd pg. 5, col. 3)

FCC NEWS

(Editors note: The Chapter 24 newsletter is still looking for a new FCC News columnist. If you are interested, please contact the editor.)

by Leonard Charles

Revocation Hearing

The FCC has ordered a revocation hearing for WFXL-TV of Albany, Georgia due the 1990 conviction of license holder Timothy Brumlik for drug money laundering. The Commission also denied the sale of the station, now in bankruptcy, to minority owners at less than market value under the agencies "distress sale" policy. Brumlik's four LPTV CPs are also in jeopardy.

Cable Interference

In the year since new cable leakage standards were implemented, the FCC has shut down 11 systems for causing potentially dangerous interference to aircraft electronics, and the commission says it will continue strict enforcement of those standards.

User Fees

The House Energy and Commerce Committee has renewed the Bush administration proposal to fund the FCC through user fees paid in part by licensees of broadcast stations. The total FCC authorization for 1992 is \$133 million with \$65 million of that to be collected in user fees.

Equal Time

The FCC has decided to exempt back to back speeches by "major party candidates" from a station's obligation to provide "equal time" to all qualified candidates for federal office. Now, a

program featuring Republicans and Democrats will not need to worry about providing equal time to lesser party politicians.

Children's TV

The Commission has extended its commercial limits for children's programming from October 1 to January 1, 1992. Independent TV stations hailed the move but the Networks are up in arms as the delayed enforcement applies only to bartered syndicated programming. The Networks say this puts their affiliates at a disadvantage in the competition for fourth quarter advertising dollars.

Higher Fines

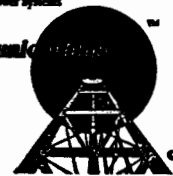
The FCC has served notice that the fines it will be levying will be much higher than ever before. As an example, the base fine for broadcasting indecent programming is going from \$2000 to \$12,500, and the accumulated per-day violation charge goes from \$2000 to \$25,000 per day per violation. The NAB objects, saying the levy of a fine is no longer a violation enforcement tool but rather an agency funding means.

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CBS PURCHASE

WHAT IT MEANS TO WISCONSIN TV

by Doug Smith

The recent purchase of Midwest Communications of Minneapolis by CBS has some interesting consequences for broadcasting in Wisconsin.

Of course, WCCO AM/TV and WLTE-FM Minneapolis were the main reason for the purchase. But along with the deal, CBS got WFRV-TV Green Bay and WJMN-TV Escanaba, Michigan.

First, WFRV is not the first CBS O&O in Wisconsin. Old copies of the Broadcasting Yearbook indicate that WUHF (channel 19, now WTVV-18) in Milwaukee was a CBS O&O for several years in the mid-1950's. To the best of my knowledge, there have been no other network O&Os in Wisconsin (however, WCCO-TV Minneapolis was a CBS O&O before, in the early 1950's).

Second, WFRV, being in market #68 (my TV Factbook dates to 1988; this may have changed a notch or two since then), is the smallest market to host a network O&O. Next smallest is Fresno, California (market #63 in 1988), home of ABC/Cap. Cities' KFSN-TV30.

To take it a step smaller: While WJMN is technically in the Green Bay market, it actually serves Marquette, Michigan, which is market #185! To the best of my

knowledge, no network has ever had an O&O in a market beyond #75.

The article in Broadcasting mentions two other important points. For one, WBAY-TV Green Bay, the current CBS affiliate, has a contract with CBS running for another 11 months; unless WBAY agrees to an early closeout of its contract, CBS's O&O will be an ABC affiliate for another year, and will not be carrying the Super Bowl or Winter Olympics.

For another, WFRV's satellite transmitter, WJMN-TV Escanaba Michigan, despite being technically in the Green Bay market, actually serves a large chunk of Michigan's Upper Peninsula, including Marquette. Marquette is home of existing CBS affiliate WLUC-TV; looks like another network swap is in order here. Chances are WLUC-TV will go with NBC; currently there is no full-time NBC affiliate in the central UP. There is a construction permit for a channel 19 station in Marquette—if it does indeed get built, it'll probably end up with the ABC affiliation.

Of course, all of this assumes that CBS chooses to keep WFRV and WJMN. When I first heard that CBS was considering buying Midwest, I assumed they'd promptly sell the Wisconsin properties; indications are that that isn't the case. But it's still possible that the two stations will be spun off to other owners, making most of the above meaningless.

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HERB VAN DRIEL
midwest district sales manager

VIEW


(cont'd from pg. 4)

a holiday, you can expect little help and much very serious stress!

Even though broadcasting is a communications business, inter- and intra-departmental communications are our major problems. Like it or not, we engineers seem to be perceived as very poor communicators by our counterparts in management, production, news, and sales. After all, our technical jargon, like that of the computer industry, is difficult to understand by outsiders.

In the days of more active governmental regulation, our stations' upper management had to rely on engineering to keep us legal even though they most likely didn't know what we were talking about. Now, however, technical standards don't seem to matter much to anyone except engineers, since the chances of FCC intervention or fines are diminished. Besides, with all the new automation and turn-key systems available, all departments feel that they can now do their own systems engineering. Oddly enough, though, they still all have to come back to us to make their system work with the entire station's broadcast facility.

I guess the "bottom line" is that we are still a "necessary evil." If we are to improve our images and avoid extinction, I think more of us must actively practice our communications skills with our peers by sharing more information, such as industry trends, tech hints, and new product reviews. Hopefully, with better communications skills, we can attain a more favorable status and start attracting new technicians into our industry.



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WBA SUMMARY

by Chris Cain

Over ninety Engineers attended the recent Engineering Workshop In Stevens Point on Wednesday, July 17th.

A highlight of the first all-day Engineering Workshop was the luncheon wherein the first ever statewide meeting of all four Society of Broadcast Engineers (SBE) chapters took place. Steve Ingram, executive director of the SBE, was the featured speaker.

Other highlights of the day-long sessions were: an update of recent developments in DAT recorders by Garreth Nelson of SONY Corp.; a presentation about how several stations can be remote controlled from one central location by Bill Sepmeir from the National Supervisory Network; a discussion of the new FCC requirements regarding "STL" dishes by Craig Skarplak of Andrew Corporation; a special insightful look at microphone applications and techniques by Todd Boettcher of WTMJ; and a fascinating slide presentation on tower maintenance concerns by Richard Wood of Skyline Communications.

The afternoon sessions featured two panels. The first panel featured a representative from OSHA and a chemical distributor who really opened all eyes on the new OSHA "Hazard Communications Program" that each station should have in place. The afternoon ended with the Consultants roundtable featuring Ralph Evans & Garrett Lysiak plus Chicago FCC representative Phil Bradford.

The SBE steering committee is already at work planning for next year's Engineering Workshop and SBE meeting at the WBA. Plan for the third week in July and for us to meet in Wisconsin Dells. We will continue to strive to bring you the best Summer technical updates and an opportunity to spend quality time with your Broadcast friends!

CONVERSATION

(cont'd from pg. 1)

I can envision the National SBE doing more of these types of meetings where groups of chapters come together for a day. We will be able to bring in some really top-notch programming. I'm putting together, along with the assistance of one of our volunteers, Ed Karl, a list of companies that have good programs. These companies would be willing, at their own expense, to take these programs on-the-road for chapters or groups of chapters. A chapter chairman or program chairman can contact us for this list."

Not only nationally, but internationally, the Society's membership is growing. Steve offered these statistics, "SBE membership is over 6,200 now. During the first half of this year, we have had more members join in that period of time than at any other period in the history of the organization.

The Mexican version of SBE, which is called AMITRA, has an excess of 30 members who are now members of an SBE chapter. They are not the first foreign chapter: the Philippines was the first foreign chapter.

All told, we have members growing in 18 countries. Some of them are growing quickly enough to where they will reach chapter status. Canada, for example, has a large number of potential members who are interested in our society and our certification program."

While there is growth in membership, the same holds true for the number of people wanting to be certified. Steve said, "We see more employment ads that require, or prefer, SBE certification. We want it to be the industry standard. We can do this by keeping our certification exams current. A lot of people are seeing SBE certification as the best credential in our profession."

We can best promote the value of broadcast engineers to our stations by not only becoming members, but, also, by becoming certified.

The National is also involved with schools. "We have a fairly good number of vocational schools and some four-year engineering schools on our regular mailing list, and we're in touch with them on some regular basis", Steve said.

The schools, in turn, help assist the National with candidates for the Ennes scholarship trust funds. The National is also involved with curriculum development in the schools and is getting more involved with recruiting people into the profession through the vocational school programs. Steve added that, "Companies who exhibit at our convention are interested in donating scholarship funds in exchange for promotion."

Sustaining membership exists not only in the local chapter level, but on a National level, too, and it is growing. Steve emphasized, "Sustaining members aren't just sources of funding and sponsorship. We as fellow members must recognize that their needs include recognition and accessibility, thereby allowing them to talk about the products or services they are selling."



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LOCAL LEGALS

Info by Doug McDonell

Channel 33

The FCC has accepted for filing an application for a license to cover a construction permit for a UHF translator station from Trinity Broadcasting Network, Channel 33, in Madison, Wisconsin.

WHA Construction Permit

The Board of Regents of the University of Wisconsin have been granted an application by the FCC to extend the completion date of the educational television station WHA-TV, Channel 21, in Madison, Wisconsin. The original construction permit was granted on March 29, 1985 and was due to expire August 6, 1991.

WZTR-FM

Mystar Communication Corporation in Milwaukee, Wisconsin has filed a minor change application with the FCC

to transfer the assignment of the existing license of WZTR-FM 95.7MHz to Shockley Communications Corporation (owner of WOLX), 2306 West Badger Rd, Madison, Wisconsin.

Lake Geneva FM

The FCC has designated for hearing the mutually exclusive applications of Radio Lake Geneva Corporation (Tom Kwiatkowski and David A. Nelson), Lake Geneva Broadcasting, Inc., Northwest Broadcasting Company, and State Long Distance Telephone Company for a construction permit for a new FM station on Channel 241A in Lake Geneva, Wisconsin.

State Long Distance Telephone Company was granted a construction permit for new station WSLD-FM 104.5MHz in Whitewater, Wisconsin. Later, State filed a minor change application to transfer the assignment of the construction permit for WSLD to SLD Broadcasting, Ltd., 216 W. Walworth St., Elkhorn, Wisconsin. State then sold the construction permit so they could apparently go into the hearing for Lake Geneva without any other broadcast holdings.

MEMBER RECOGNIZED

by Paul Stoffel

Deanna Morris of WKOW-TV, Chapter 24 member and newsletter editor, was awarded a "Special Service Recognition" plaque from the National SBE Board of Directors honoring her for membership recruitment.

Steve Ingram, Executive Director of the National SBE and featured speaker, presented the award to Deanna during a joint SBE/WBA luncheon in Stevens Point on July 17. Mr. Ingram said, "Members within an organization have the privilege of inviting other people to join."

Deanna's efforts toward recruiting new members will strengthen and, also, bring new ideas to our chapter. Mr. Ingram emphasized, "A peer is the best person to do recruiting."

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RADIO

by Stan Sarch

L-Band Tests

L-band propagation tests are underway in Montreal this month. The CBC and CAB are performing outdoor transmission tests containing a carrier wave and digital data stream. The signal is received in a specially equipped van that maps out reception quality throughout a given metro area.

The NAB says it will conduct L-band outdoor tests in Washington this fall. No test details are available.

AM Stereo Standards

Senator Larry Pressler (R-S.D.) has proposed a bill that would require the FCC to select an AM stereo standard. If approved, the FCC would have to initiate a rulemaking within 60 days and enact a standard within 180 days.

POSITIONS AVAILABLE

Broadcast Network opening for Project Engineer/Project Manager in New York City. Requires 4 yr. degree in Math, Physics, Computer Science or Electrical Engineering and ideally 3-7 yrs. broadcast experience. Must be hard working, enthusiastic and willing to relocate. Successful candidate will be assigned to various projects in a design capacity. Permanent full-time position. Great career opportunity. Contact Beverly Ibes at Executive Resources, (517) 352-8052.

Maintenance Engineer—experience in all broadcast applications including UHF Transmitter, microwaves, 1/2 and 3/4 inch video tape. Send resume and salary requirements to Jeff Slager, Chief Engineer, WXGZ-TV, 3025 N. Marshall Rd., Appleton, WI 54912, (414) 731-3232, or in Green Bay (414) 437-3232.

CHAPTER 24 SUSTAINING MEMBERS

Our newest sustaining member is:

David Rahmlow
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Broadcast Communications
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BTS
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CHAPTER 24 NEWSLETTER

50 SCHROEDER CT. #108
MADISON, WI 53711

WULLIMAN HONORED

by Paul Stoffel

James C. Wulliman was honored recently for his service and dedication to the SBE. Jim was in attendance at the WBA Convention in Stevens Point on July 17th. Steve Ingram, executive director of the National SBE and featured speaker, presented Jim with the first "Company Store" mug in appreciation. Steve commended Jim by saying, "He is the CEO of the Ennes

Foundation, Inc., and also does a lot of work for the SBE certification program and is really the founding father of certification."

The SBE "Company Store" is going to have approximately 15 logo items that will be available for sale from the National through the mail and at conventions. Steve said, "The coffee mug was the first one off the press."

CHAPTER 24 NEWSLETTER

(hard copy or ASCII text message on BBS at 608-274-7776)

Edited by: Deanna Morris

Contributors this month: Chapter 16, Chris Cain, Leonard Charles, Jim Hermanson, Doug McDonell, Kevin Ruppert, Rick Salsman, Stan Sarch, Doug Smith, and Paul Stoffel

Articles Welcome!! Send correspondence to:

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