

**CHAPTER 24  
MADISON, WISCONSIN**

APRIL 1992

## DUES INCREASE: AN EXPLANATION

by Paul Stoffel

"The actions taken on the National (SBE) level were taken by a Board that weighed things very carefully and did what they thought was in the best interest of the society for its survival," said Terry Baun of Criterion Broadcast Services in Milwaukee, who serves on the National SBE Board of Directors and is Chairman of the Chapter Liaison Committee.

Last month, Baun was invited to speak to the Fox Valley SBE chapter and address concerns about the recent dues increase. The following excerpts are taken from Baun's conversation with the Fox Valley SBE members:

"I want to talk about things happening at the National (SBE) level. We've got some serious money problems. In 1988, the SBE was generating a cash surplus of approximately \$30-35,000 a year which is comfortable for a non-profit organization.

"When I was back on the board in 1991, I walked into my first board meeting, and I was hit with the latest budget. It showed that we had lost \$60,000. So, we went from a situation where we were making money to a situation where we were losing a tremendous amount of money in just a couple of years.

"Why did that happen? First of all, this industry is not the same industry it was in 1988. I don't think there's

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

## APRIL MEETING

DATE: April 21, 1992  
WHERE: Brau & Brau  
6654 Mineral Pt. Rd.  
(Corner of Grand Canyon Dr.)  
DINNER: 5:30 p.m.  
MEETING/PROGRAM: 7:00 p.m.

At this month's meeting the Chapter will hold its annual elections. We will also hear reports from members who attended NAB in Las Vegas. Please join us.

## MARCH MINUTES

Chapter 24 of the Society of Broadcast Engineers met on Wednesday March 18, 1992 at Alexander's Restaurant in Madison for its regular monthly meeting. The attendance of the March meeting included 17 SBE members, 12 who were certified, and 3 guests, for a total attendance of 20.

The meeting was called to order at 7:00 p.m. by Chairman Jim Hermanson. Secretary Fred Sperry read the minutes of the February meeting. The minutes were approved as read. Treasurer Paul Stoffel reported the Chapter's account balance.

Sustaining Membership Chairman Stan Scharch announced the Chapter currently has 20 sustaining members and that WMTV Channel 15 is the latest addition to the list.

(cont'd on pg. 2, col. 1)

## UPCOMING MEETING

Wednesday, May 20

## IN THIS ISSUE

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**Election Ballot Insert**

## MINUTES

(cont'd from pg. 1)

Chairman Jim Hermanson announced that he was taking over the newsletter editor responsibilities during Deanna Morris' absence which was due to a family illness. Program Chairman Dave Willow had nothing new to report. Certification and Education Chairman Doug McDonell announced the upcoming exam dates and application deadlines for these exams.

Frequency Coordinator Chris Cain mentioned that the FCC had released a report on a new band to be used for home entertainment. Thanks to efforts by the SBE, the FCC has decided not to include the 2 GHz band in this plan which would effect broadcasters. Chris also mentioned that the latest newsletter from the Seattle SBE Chapter had a lot of informative and timely articles in it and suggested that those able to download the newsletter may want to check it out.

In old business, Paul Stoffel gave an update and overview of the SBE/NPR certification training course.

In new business, Chairman Jim Hermanson read a letter he had received from National President Richard Farquhar. The letter indicated that the National was interested in getting feedback from the local chapters. Discussion regarding a variety of issues including dues and by-laws ensued among those present at the meeting. Both Chris Cain and Paul Stoffel who will be attending this years NAB conference agreed to take concerns from our chapter to the SBE national board of directors meeting at the NAB.

In other new business, Mark Croom, representing the officers election nominating committee, gave an election update and reviewed the guidelines for nomination.

In personnel announcements, Matt Mommaents, a UW-Platteville student, introduced himself and mentioned that he was seeking a

summer internship in the area.

In professional announcements, Fred Sperry announced that TOC staff engineer Ed Dumholt had resigned from his position at the TOC and had taken a position with Data Display Corporation in Chicago. Steve Zimmerman then announced that Jody Singh had returned to WKOW following military leave.

Chairman Jim Hermanson then mentioned that he had learned that the FCC had been in Beaver Dam recently. Jim also mentioned that he received ordering information from the publishers of the FM Atlas publication which list a variety of information on FM stations throughout the country. Anyone interested in this information should contact Jim.

Steve Peck then mentioned that the International Television Association (ITVA) was conducting a one day seminar on June 5th on new technology in digital video and audio.

Chris Cain then announced that this years WBA Engineering Seminar will take place July 15th in Wisconsin Dells. The cost will be \$25.00 for the full day seminar. It was then mentioned that a contract may have been signed between Motorola and the ECB for construction of the candleabra tower project.

Chairman Jim Hermanson then reminded everyone that local officers elections would take place at next month's meeting.

Program Chairman Dave Willow then introduced Diane Saunders of Middleton EMS who gave a presentation on a tower rescue project she is proposing. This was followed by a tour of the studios of WMMM-FM.

*Fred Sperry, Secretary*

CHAPTER 24  
OFFICERS

## CHAIRMAN:

Jim Hermanson (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  
Scharch  
Strategic Plan - Denny Behr (Chair)  
Newsletter - Deanna Morris  
Program Chairman - Dave Willow  
Special Events - Kevin Ruppert  
Cert/Ed - Doug McDonell/Tim  
Trendt  
Frequency Coor - Chris Cain  
Chapter Liason - Paul Meyer

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# RADIO

By Stan Scharch

WCBS-FM New York has resigned its EBS CPCS-1 status. WCBS-AM will continue as a CPCS-1. The move follows the stations highly criticized non-participation in an EBS activation in August 1991.

ABC and CBS radio are in the midst of a conversion to the new SEDAT satellite digital audio system. SEDAT has 20 khz audio and up to 4 times the transponder capacity. About the only problem reported is that a marginal RF (C BAND) signal results in complete muting. ABC and CBS engineers are working with the affiliates to "tune-up" their current sites so that the new SEDAT cards don't mute unnecessarily.

The NRSC is reportedly near complete in its work on a U.S. RDS standard. RDS is a European developed technology that transmits information via AM or FM subcarriers that provides a variety of information via RDS equipped receivers. Its main use has been to provide road reports and station format identification to automobile receivers.


A Mutual Broadcasting engineer has filed a 5 million dollar lawsuit against a Utah communications company. Keith Angstadt was working at a receive site in Washington, D.C. when he reportedly received burns and eyesight damage from a nearby unlicensed C-Band uplink.

*Excerpts from Radio World*

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**JOHN CROOKS**  
Vice President

## CHAPTER 24 SUSTAINING MEMBERS

Our latest renewals are:

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WKOW TV 27  
Anixter

The Tape Company  
Emmons Associates  
Panasonic Broadcast  
Communication Technologies Inc.  
WMMM-FM

3M Professional Audio/Video  
Fuji Film I&I

Skyline Communications  
Broadcast Communications  
Video Images

Todd Communications  
Roscor Wisconsin  
Scharch Electronics  
WISC TV 3  
Sony Broadcast

## 1992 WISCONSIN BROADCASTER'S CONFERENCE


Engineering Workshop and State-wide SBE Meeting/ Luncheon At the 1992 Wisconsin Broadcaster's Conference:

When: July 15, 1992  
Where: Chula Vista Resort  
Wisconsin Dells  
Time: 8:30A- 4:30P  
Cost: \$25.00  
(Workshop & Luncheon)  
\$40.00  
(Workshop, Luncheon,  
Exhibits & Dinner)

Preliminary Program:  
Includes representatives from:  
Tektronix  
Econco  
FCC (Minneapolis Office)  
OHSA  
Evans Associates (Ralph Evans)  
Owl Engineering (Gerrit Lysiak)

Special Luncheon Speaker:  
Marvin Born (SBE Board member)

Look for a registration mailing from the WBA. 1992 Program committee: Terry Baun, Chris Cain, Mark Berg, Art Williams




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## DUES INCREASE

(cont'd from pg. 1)

anybody in this room that hasn't had some probably adverse impact in some way about their standard of living and their budgets, their equipment budgets or their budgets for hiring help. We all know what kind of situation the industry is in right now.

"Secondly, the big money-maker for the SBE is the (National) convention. Conventions can generate a tremendous amount of money. The problem is that the convention has to be tied to a budget, and a budget is based on the expected revenue from the attendees and from the exhibits.

"Unfortunately, with the kind of economy we've had this last year, they only made about 70 percent of what they had projected as far as the exhibitor sales were concerned. That particular loss, that 20 some percent loss really put the (Houston) convention in the hole last year. That's what really caused most of the problems as far as money is concerned.

"Deciding the importance of the National convention to this organization is a very critical issue and it is something each member has to do some thinking about and make known to the representatives.

"Is there a problem with a \$55 dues increase. Yeah, there's a problem; it wasn't presented to the membership properly. I think it's a lot of money to pay. We went into that board of directors meeting in Houston knowing that we had a \$60,000 deficit and knowing that we were going to have to do something about it.

"We were either going to have to cut expenses to the point where it

was going to do something like eliminate the National convention, or we were going to have to do something with the dues which everyone did agree were too low. We do think that the fact that the \$30 dues were a little on the unrealistically low side for the amount of services and professional nature of our society.

"I have to tell you it was a unanimous vote from the Board of Directors, from a group that almost unanimously said "no way" for a dues increase when they walked in the door. It was, basically, when you took a look at the hard, cold realities of what this budget said, and some of the problems that we were having nationally, we had no choice.

"(For 1992 budget, the National) is projecting a break even, roughly, (with the) \$55 (dues.) based on a 80 percent (membership) renewal factor. (The National) expected to lose 20 percent of the membership, whether that's do to normal attrition or due to the dues increase.

"We have some serious communication problems. We used to have a very active chapter liaison committee. The purpose of the chapter liaison committee was to get people from the national to get in communication with the local chapters and get communications working in both directions. That chapter function was very much neglected in the previous administrations.

"One of the things I wanted to do when I ran for the board was to reinstate that, and we've been able to do that. I'm very glad to say that Richard Farquhar, your president, has seen fit to reestablish the chapter liaison function at the national level. I'm the head of that committee. We've got a good group working to facilitate communication at the chapter level.

"We are going to be doing something new and interesting, and that is we're going to be assigning each board member and officer a number of chapters to sort of oversee

throughout the country. Hopefully, these are geographically close to where the person lives, but they don't have to be.

"The point of the matter is we want all the chapter officers and board members to be able to be in contact with a specific number of chapters so that everybody gets some attention, gets feedback, gets some communication going. I will have the entire state of Wisconsin and the Chicago and Rockford chapters.

"I personally am of the opinion that, if you're going to be in an organization and you don't like what the organization does, it's your responsibility to change the organization according to the rules that you're living under. I think that what needs to be done is to have a slate of directors and officers proposed for election which is coming up this fall which will do the kinds of things you (the members) want to do.

"One third of the board of directors and all of the officers are elected every single year, and you can't tell me that four officers and four board members couldn't swing this organization in any direction you want it to go. The way to do it is to do it through the constitutional means that we have within the society, in my opinion".

Baun also talked to the Fox Valley Chapter about the bylaws change and the 1992 National convention this fall in San Jose. In summing up the meeting, Baun asked these rhetorical questions, "Do you need and want to have a national organization that is supporting you at a national level? And, if you do, how much are you willing to pay for it?"



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# STATEWIDE EBS TEST SUCCESSFUL

by Paul Stoffel

On March 26, 1992, a statewide Emergency Broadcast System test originated from the State of Wisconsin Emergency Operations Center (EOC) at the Hill Farms State Office building. Radio and television stations were requested to broadcast the test LIVE as received on their EBS monitor receivers.

According to Alan Wohlferd, Wisconsin Director of Communications and Warning, the test was "fairly well received". Although the test has come and gone, Wohlferd needs your feedback.

Those broadcasters who participated in the test are encouraged to fill out the State EBS test questionnaire and return it to the Wisconsin Division of Emergency Government, 4802 Sheboygan Avenue, Room 99A, P.O. Box 7865, Madison, WI 53707. Your comments from the questionnaire will help with resolving reception problems and redefining monitoring responsibilities.

Don Moran, Chairman of the Wisconsin State Emergency Communications Committee, spoke at the Fox Valley SBE chapter meeting in March and had these comments about our state's EBS plan: "We have (reception) problems in most (Operational) Areas, except for Milwaukee, because of the distance." Moran said a possible solution may be two CPCS-1's in an Operational Area which could be funded by Federal dollars.

Wohlferd expects a revised State EBS Plan in a couple of months. Moran said, "We are open to all

kinds of suggestions" concerning the modifying or changing of the Wisconsin EBS.

Linda Arquilla, FCC Public Affairs Specialist from the Chicago FCC office, was on hand at the Hill Farms EOC during the test. Arquilla is working with state and local officials, as well as industry and broadcast representatives, to update their State and Local EBS Plans.

Wohlferd is planning to do another statewide EBS test in November, possibly during the week of the 22nd. There will be less advance notice to broadcasters to better test their preparedness. Also, Wohlferd would like to have more cable television systems participating in the November test.

Locally, Madison television station WKOW, Channel 27, did a news story about the State EBS test. The story, reported by Patty Loew, aired on their 10 o'clock newscast.



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## CHAPTER 24 NEWSLETTER

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

Edited by: Deanna Morris

Contributors this month: John J. Beck, Chris Cain, Leonard Charles, Jim Hermanson, Kevin Ruppert, Stan Sarch, Fred Sperry, Paul Stoffel, Steve Zimmerman

Articles Welcome!! Send correspondence to:

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Madison, WI 53711

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### CHAPTER 24 NEWSLETTER

50 SCHROEDER CT. #108  
MADISON, WI 53711



Tom Weeden 1  
6802 Putnam Road  
Madison, WI 53711

1992-1993  
NOMINATIONS FOR OFFICER POSITIONS  
SOCIETY OF BROADCAST ENGINEERS, CHAPTER 24  
MADISON, WISCONSIN

CHAIRMAN: JIM HERMANSON

Jim began his professional broadcasting career in September, 1974 as a part-time announcer at WBEV/WBEV-FM Radio in Beaver Dam. Upon graduation from M.A.T.C. in 1976, with an Associate of Applied Science degree in Electronics Technology, Jim began a full-time position as a resident engineer/announcer at WBEV/WXRO-FM Radio. In 1977, he accepted a position with Goetz Broadcasting Corporation. With GBC, his responsibilities included engineering maintenance work for as many as 20 radio stations in South and Central Wisconsin. In 1981, Jim returned to school at U.W.-Madison, where he has been working toward a Bachelor of Science degree in communications. In 1983, he began working as a part-time operations/maintenance engineer at WKOW-TV, and, in 1985, was promoted to a full-time 10PM News Technical Director. In late 1986, Jim accepted a position as Chief Engineer for WTSO/WZEE-FM Radio. He has worked at ProVideo in 1988 and 1989, part-time, as a maintenance engineer. In the fall of 1990, Jim earned his AM/FM Senior Broadcast Engineer SBE certification. Early in 1991, Jim returned to full-time status at U.W.-Madison, while working at WKOW-TV, part-time, as a maintenance/operations engineer. During the summer of 1991, Jim was hired to oversee the technical matters for the construction of new FM radio station WMMN-FM. In February, 1992, he earned his Technician Class Amateur Radio License with HF privileges. He plans to graduate from the U.W.-Madison in 1992, and is currently working for WKOW-TV, is providing technical consultation for a few area radio stations, and is doing some work for Grassland Media. Jim has lived in Madison since 1983, and has been a member of SBE Chapter 24 since 1986. He has served as the chapter's Membership Chairman 1987-'88, Secretary 1988-'90, Vice-Chairman 1990-'91, and Chairman 1991-'92.

VICE-CHAIRMAN: LEONARD CHARLES

Chuck began his broadcast career in 1974 as Chief Engineer at WAGO in Oshkosh. Since then he has been Chief Engineer at KLEE, Ottumwa, Iowa; KQDS(PM), Duluth, Minnesota; and WIBA AM/FM, Madison. Chuck holds an AS Degree in Electronic Engineering Technology from the Wisconsin School of Electronics; a Diploma in Radio-TV Broadcasting Studies from Brown Institute in Minneapolis; a Lifetime General Class FCC License; and Certification from the SBE as a Broadcast Engineer-TV. He is a past officer of Chapter 24, serving as Treasurer and two terms as Vice-Chairman. Chuck is also the SBE delegate to the Dane County Telecommunications Commission. As Chapter 24 Newsletter Editor in 1990, he was honored with the National SBE award as Best Newsletter Editor. Chuck also was awarded the Chapter 24 Dedicated Service Award in 1987.

E-CHAIRMAN: STEVE PECK

Steve is 42 years old, married with three children. He graduated from MATC Milwaukee in 1975 with an AAS Degree in Electrical Technology, with emphasis on broadcast engineering. Steve earned an Associate Degree in Liberal Arts from Highland Community College in 1979.

Steve is an SBE member and is presently a sales rep for ROSCON INC. He sells broadcast and telecommunications equipment. Before going into sales, he was a broadcast engineer at WBA-TV for seven and a half years. Steve has also worked as Assistant Chief Engineer at WFRL AM/FM in Freeport, IL.

"I am running for the office of Vice Chairman of SBE Chapter 24 because I would like to be more actively involved in the SBE."

SECRETARY: FRED SPERRY

Fred graduated from the Milwaukee Area Technical College in 1984 with an associates degree in Broadcast Communications. Upon graduation, Fred began his broadcast career in radio as an engineer/announcer at WTOQ/WKPL in Platteville and later as part of the engineering staff at WFAN/WSJY in Fort Atkinson. In 1986 Fred began employment with his current employer the Educational Communications Board working at WLEF-TV in Park Falls. In 1988 Fred was transferred to Madison to work at the Telecommunications Operations Center (TOC) where he remains employed as a staff engineer.

Fred is SBE certified as a Television Broadcast Engineer. Fred has also served as Treasurer of Chapter 24 and is the current Chapter 24 Secretary.

Fred believes strongly in the personnel and professional benefits one receives from involvement with the SBE and how the chapter as a whole benefits from member participation. Fred would like to continue his involvement in Chapter 24 as an elected officer and assist in the continued growth of the Chapter.

TREASURER: PAUL STOPPEL

Serving this past year as Treasurer has had a direct influence on my level of involvement in the chapter. The cliche, "You get out of it what you put into it", certainly is true. With an opportunity to contribute to our local chapter by "balancing the books" and, also, by authoring monthly newsletter articles, I have personally and professionally benefited.

Plus the chapter provides a sense of belonging within our broadcast community whereby we are able to share experiences and concerns.

I have worked in television broadcasting for 15 years. For the past 12 years I have worked for Wisconsin Public Television at both the TOC and Vilas Communications Hall. Presently, I am the Engineering Operations Supervisor of Wisconsin Public Television's production facility in Vilas Hall.

1992-1993  
NOMINATIONS FOR OFFICER POSITIONS  
SOCIETY OF BROADCAST ENGINEERS, CHAPTER 24  
MADISON, WISCONSIN

CHARIMAN:	JIM HERMANSON	_____
	_____	_____
VICE-CHARIMAN:	LEONARD CHARLES	_____
	STEVE PECK	_____
	_____	_____
SECRETARY:	FRED SPERRY	_____
	_____	_____
TREASURER:	PAUL STOFFEL	_____
	_____	_____

Mark your choice with an "X" on the line after the name of the person listed.

The blank line below the nominee of the committee is for any "write-in" votes. List the name of your choice and mark an "X" on the line following the name.

Only current members of the Society of Broadcast Engineers, Chapter 24, may cast ballots in this election of officers.

Those members who are unable to attend the meeting may vote by mail. Mail ballots must be received before Thursday April 23, 1992. On the 23rd the Nominations Committee will meet to count ballots. The 1992-1993 slate of officers will be contacted by the Nominations committee prior to the May chapter meeting.

Send mail in ballots to:

WKOW-TV  
5727 Tokay Blvd  
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Attn: Steve Zimmerman