

# SBE Continues to Push for Engineer at the Commission Imlay Questions the Hundt Nomination

by Paul Stoffel

Chris Imlay, General Counsel for the SBE National, reaffirmed SBE's effort to obtain an amendment of the Communications Act of 1934 to include a requirement that at least one of the five FCC Commissions be an engineer. Imlay spoke at the 1993 Wisconsin Broadcasters Association Summer Conference's SBE Luncheon on July 14 at Interlaken Resort in Lake Geneva. Imlay's presentation, entitled "Communications Regulations in the Digital Age", also questioned the nomination of Reed Hundt as the next FCC Chairman under the Clinton Administration.

"The Commissioners of the FCC are trying to regulate an enormously complex communications infrastructure in the U.S...[and] their inability is due to a lack of first-hand knowledge about the systems and the technology that they are regulating. This isn't a fault of the individual personalities of the Commissioners. The nature of the political structure has given rise to the problem at the FCC; in that instance, what you don't know can indeed hurt you."

The regulation of a communications industry by non-technical persons is not unique. Imlay said the SBE did a study of the make-up of the FCC Commissioners. Since the FCC was first chartered by Congress in 1934, there have been 64 FCC Commissioners. "Of these, only eight have had any background in communications technical issues or engineering. Even if you assume that the FCC staff included competent engineers, and it does—there are a number of them, that is no substitute for a first-hand understanding of the technical issues at the Commission level where the policy decisions are made. In fact, a lot of those decisions are made against the recom-

mendation of, or without the input of, the engineering staff."

The "non-technical" tradition continues. Recently, President Clinton has nominated Hundt as the Chairman of the FCC. (Jim Quello is currently Acting Chairman of the FCC, taking over when Al Sikes resigned last January.) Imlay laments, "Mr. Hundt is not well known in the communications industry, and he is not even well known to communications lawyers that are active in FCC law practice. Instead, he is an antitrust lawyer with a large Washington, D.C., law firm."

Imlay asks the question, "Why would the White House nominate a person to be Chairman of a technical regulatory agency who has no knowledge or demonstrated ability in the areas being regulated?". Because, says a **Broadcasting & Cable** magazine article, "Hundt has all the right political credentials." To that, Imlay responds, "We all learned years ago that its not what you know, but who you know. The trouble is that's an explanation but not a justification for the present arrangements for appointment of policy makers in a complex field of digital electronic communications systems."

The results of the Commission's non-technical decision-making is clear. Imlay cited some problem examples:

- The AM stereo standards. The possibility of improving the health of AM broadcasting in the U.S. was an opportunity not gained years ago.
- Commission licensees for years have suffered at the hand of receiver manufacturers who have failed to provide adequately filtered, adequately selective receiver products. The FCC, repeatedly and continuously, determines fre-

*Continued on Page 2, Imlay*

## AUGUST MEETING

DATE: Wednesday, August 18, 1993 at WMSN-TV 47

7847 Big Sky Drive

BUSINESS MEETING:

7:00 p.m.

PROGRAM: 7:30 p.m.

"An HISTORICAL PERSPECTIVE of BROADCASTING" Panel Discussion

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## WBA Engineering Conference

By Tom Weeden

Lake Geneva's Interlaken Resort was the location of the 1993 WBA/SBE summer engineering workshop. Ten workshop sessions were held during the course of this single-day seminar.

Dick Straus of Sony Corporation spoke in the first session on "How Do We Get to Advanced TV?" The three basics Straus spoke of were the transitions to component video, digital video, and most importantly, 16:9 aspect ratio. Sony's plan for conversion to advanced TV using digital VTR systems and how stations can convert in the three basics was discussed.

Jeff Andrew, chief engineer of WGCI radio, spoke on behalf of USA Acorn's "Acorn Digital Audio Broadcasting."

*Continued on Page 3, WBA*

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## IMLAY

*Continued from Page 1*

quency allocations using receiver deficiencies as a basis.

● Because the agency focuses on economic, political or legal issues, instead of deciding what technology would best suit the public interest, technical decisions fail. A market-driven FCC, according to engineers, will make decisions that won't provide the best technical solutions to problems.

● A current non-technical spectrum allocation decision is the allocation at 902 to 928 Mhz. That band is allocated to military radar, non-military government radar, industrial, scientific and medical devices, part 15 home electronic equipment, amateur radio, automatic vehicle monitoring systems and land mobile systems. Now the FCC has proposed to expand the uses of this junk band to include location of objects and wind profiler radars.

● A current proposal at the FCC is to adopt a new standard for regulating occupational and non-occupational exposure to Rf energy. The proposed standards incorporate limits of body and contact currents that extend into the VHF frequency range and, specifically, to 100 Mhz exactly—Right in the middle of the FM broadcast band. What this means is that FM stations in the lower half of the band are going to be subject to stringent Rf limitations requiring acquisitions of large amounts of land for antennas, difficulty in location of transmitter sites and other expensive problems such as fencing and power limitations. A station operating at 99.9 Mhz would have to comply with these rules. But a station in the same town operating at 100.1 Mhz instead would not.

Now and in the future, the FCC will be making many important technical decisions. The FCC will allocate spectrum and enact rules governing new personal communications services. It will also set a standard for HDTV which will invariably be a major step toward digital video for all media. Regulations governing switched cable TV's video on demand, video telephony and other interactive video services will need to be decided. DBS TV and radio, advance

digital messaging, high-speed cellular data services and other new data technologies will require the adoption of standards and will require spectrum allocations.

The SBE will continue to seek to amend the Communications Act. According to SBE member surveys, Imlay said, "There is a lot of support for trying to increase the engineering competency at the policy levels at FCC. We're going to try up with a new Bill very soon. Many federal agencies have requirements for the composition of their governing boards based on technical ability and training in the area being regulated."

Imlay reminded SBE members of the work done so far, "Former Congressman Ritter of Pennsylvania during the last term of Congress sponsored the FCC Engineering Sciences Qualification Act of 1991 which provided that at least one of the FCC Commissioners have an engineering background. The Bill, HR3501, didn't survive the 102nd Congress, but most of the Congressional offices had good things to say about it. It did not receive enough co-sponsors to make it move, and the Bill ran out of time with the 102nd session of Congress ending."

A more conservative approach was also offered by Imlay:

● Require that each Commissioner have an engineer among his or her professional staff

● Allow the engineering staff in the FCC's Bureaus to participate more actively in FCC decision-making

● Conduct rule-making proceeding in a more open environment and in a negotiated fashion

● Permit the technical talent of the whole industry to participate in the formulation of the rules and policies that go into the communication industrial regulation on sort of a contractual basis (This has been done by those seeking allocations for low earth satellites.)

● Move the FCC into the Department of Commerce where NTIA already is

Imlay concluded, "The technology is ready for the FCC, but it is not at all clear that the FCC is ready for the technology."

# WBA

Continued from Page 1

This DAB prototype system is in-band and on-channel (IBOC) for both AM and FM stations. Andrew said the system provides CD-quality, multipath-resistant digital audio concurrent with the existing analog signal. The IC which decodes the digital information is expected to add \$10 to \$17 to the receiver manufacturers' costs.

Smart Broadcasting's Dane Roach used some humorous human analogies to describe analog-to-digital audio conversion and compression. Dweele S. Pompous (DSP) was one of the characters doing digital signal processing. Roach also touched on a topic which is receiving a lot of press recently, "compression stacking."

Tom Egan of Alpha Video told about the latest version of NewTek's Video Toaster and how it is being used on network television shows such as "Babylon Five" and "Seaquest."

Garrit Lysiak of Owl Engineering and Chuck Hastings of Waudea Digital discussed some of the inherent problems in A/D and D/A conversion, and how they can be overcome. After discussing the theory behind the solutions, they presented the "Power-DAC," a 250-watt digital-to-analog converter which directly drives a speaker. Lysiak also showed the annual tongue-in-cheek digital product awards.

Tektronix was next to discuss digital test equipment. Larry Haga and Larry Sayer went over serial digital video basics, and how cable lengths and discontinuities can affect the quality of the serial digital bit stream. Tek uses a system called EDH, Error Detection and Handling, on their newer serial digital test equipment to alarm how many bit errors occur and how long ago they happened.

Lynn Distler of Comrex discussed radio remotes via digital dial-up and introduced Joe Stephano of Ameritech, who explained how the 64 kbs ISDN network is progressing in Wisconsin. An impressive demonstration of 7.5 kHz dial-up audio was shown when Distler and Stephano made a call to Comrex headquarters in Massachusetts via ISDN.

The luncheon speaker was Chris Imlay, SBE's general counsel, discussing Regulation in the Digital Age. Imlay's speech centered on current problems at the FCC ranging from a lack of engineering knowledge at decision-making levels to budgets and staffing.

After lunch, two transmitter manufacturers presented their views on current RF transmitter technology. Mark Aiken and Jim Rogers of Comark talked about advances in UHF transmitters and preparing for digital transmission. Mitch Montgomery of Harris Allied spoke on the "Grand Alliance" of ATV proposals and Harris' plan for stations converting from NTSC to ATV transmission.

The final presentation was given by Dr. Oded Bendof of Dielectric Communications on RF planning for HDTV transmission. Dr. Bendof disputed claims that HDTV transmission will need less power than NTSC for equivalent cover-

age. Although average power levels will be less for HDTV, Bendof explained his claim that HDTV peak power levels will need to be 7 to 10 dB above the average power, or nearly the same as current NTSC peak power for similar coverage.

The 1993 WBA/SBE seminar wrapped up with equipment exhibits from area vendors.

The 1994 WBA Summer Convention will be held at the Landmark Resort and Conference Center in Egg Harbor located in Door County.

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 Leonard Charles is the editor for the Electronic Version of this Newsletter that is available on the Chapter 24 BBS.



## FCC News

By Tom Smith

### FCC RULEMAKINGS

#### Proposed Rule on Aircraft Radio

The FCC has proposed the tightening of the rules concerning certain aircraft radios. The rule would require an update of radios used for international flight and require on all new radios built after rules become effective.

The new specifications are being proposed to lessen the effects of interference from FM Broadcast radio on navigation radios. This subject has been written about in various trade magazines.

Docket numbers are: PR Docket No. 93-199/4/FCC 93-331. Comments are due September 27, replies due October 27. Published in Federal Register July 26, page 39722.

#### No Wireless Mic IDs

The FCC has implemented a new rule that wireless mics covered under Part 90 will no longer be required to ID themselves.

The rule takes effect on August 23. Published in Federal Register July 23.

#### Notice of Inquiry on AM Directional Antennas

The FCC is conducting an inquiry into the policies and rules concerning the verification of performance of AM radio directional antennas.

They are responding to petitions from a number of engineering firms on the possibility of rule changes governing AM directional antennas in light of the changes in technology, design and measurement.

Also, the engineering firms seek rule changes to deal with urban build-up around antenna sites and the difficulty in measuring those sites' field patterns.

Published in Federal Register July 6, page 36184. Comments are due August 20; replies September 7. Docket No. MM-93-177; FCC 93-315.

### Final Rules on FM Channel and Class Changes by Application

The FCC issued final rules adapting a one step process for frequency and class changes. Licensees would no longer have to file for an allocation rule-making first in the case of co-channel or adjacent channels. They would only have to file for a construction permit in these cases, which will simplify and shorten the process. Rule takes effect August 18. Published in Federal Register July 19, page 38534.

## FM Freeze?

Acting FCC Chairman James Quello is considering a freeze on new FM stations. Mass media bureau chief Roy Stewart has outlined some options to Quello on Friday, July 30.

They include a possible docket on FM improvements similar to the past AM improvement dockets, or some kind of limited FM freeze that would allow for some new stations to be implemented.


The NAB raised questions of a freeze in a petition to the FCC in 1992.

Chairman Quello raised the issue at last spring's NAB Convention and again in a speech Monday, July 26, at the New York State Broadcasters Association. He stated he would like to see action within a month.

Commissioners Andrew Barrett and Irvin Duggan said a freeze has not been discussed with Quello.


Barrett said he would not support anything until he sees the report. Quello feels the freeze is necessary because it is not in the public's interest to license more FM stations when there already exists a large number of FM stations and that many of those stations are losing money.

(From Broadcasting & Cable Magazine)



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## RADIO....

Compiled by Stan Sarch

● The FCC says it will review the pertinence of the present regulations concerning AM directional antenna performance verifications

In its inquiry, the FCC plans "consider adoption" of alternative regulatory means made possible by the advances in antenna analysis methods and instrumentation.

● House Copyright Subcommittee Chairman William Hughes (D-N.J.) introduced legislation early this month that would require future digital audio radio (DAR) stations to pay a performance royalty fee after airing of prerecorded programming.

Broadcasters already pay composer royalties through music licensing organizations such as ASCAP and BMI.

But record companies claim to lose millions of dollars in royalties, especially in overseas payments, because there is no royalty fund for U.S. performers.

● AT&T plans to test its own in-band, adjacent channel DAB system at WPRB in Princeton, NJ this month.

AT&T says that adjacent channel technology is preferable to on-channel because they believe it makes more efficient use of the spectrum.

(Excerpts from Radio World)



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## BROADCAST CLINIC SCHOLARSHIP FIRST NOTICE

Chapter 24 is offering one scholarship consisting of any two days of the three day Broadcast Clinic taking place November 9, 10 and 11 in Madison. The scholarship will be awarded on the basis of the following criteria and maximum number of points accumulated:


- 1) Must be a current member of Chapter 24
- 2) Attendance at 6 of the 12 meetings prior to the October 15th application deadline
- 3) Employment in or a student of a broadcast related field
- 4) Must have SBE National dues paid for the current year

Points will be assigned as follows:

- a) 5 points for each month applicant has at least one article published in the Chapter 24 newsletter spanning the 12 issues prior to the October 15th application deadline
- b) 5 points for certification, any level
- c) 2 points for each monthly meeting attended in excess of the 6 required

In the case of a tie, final selection will be by the elected officers of Chapter 24 or by a committee appointed by those officers, excluding any whom may have applied. If more than one applicant, an alternate will also be selected based on the second highest number of points. The scholarship winner will be required to write a summary article to be published in the chapter newsletter.

Applications should be in the form of a letter which is signed, dated and received no later than October 15, 1993 by Fred Sperry at the following address:  
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 SBE Exec. Director - John Poray  
 SBE Counsel - Chris Imley

SBE members nationwide are invited to tune in via satellite. Members will have the opportunity to phone in their questions and concerns to the featured panelists.

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# July Meeting Minutes

Chapter 24 of the Society of Broadcast Engineers met on Tuesday, July 20, 1993, at the Technical Operations Center of Wisconsin Public Television off the West Beltline in Madison. 24 SBE members attended, 20 who were certified, and 3 guests for a total of 27.

Chair Leonard Charles called the meeting to order at 7:15 p.m. He then asked if anyone had objections to approving the minutes as printed in the monthly newsletter to help streamline the business meeting. There were no objections, so the minutes of the June meeting were approved as printed in the newsletter.

Treasurer and Newsletter Editor Paul Stoffel reported the treasury balance. The newsletter deadline for articles is August 4, and the folding session is set for the following Sunday.

Membership Chair Leonard Charles indicated he had received a letter from the National office indicating the 1993 membership renewal period has officially closed.

Strategic Planning Chair Dennis Behr has been working to develop an SBE relationship with ITCA (International Teleconference Association) and ITVA.

Frequency Coordinator Chair Tom Smith reports more wireless mic requests over the past month. Tom has also submitted a letter to ITVA regarding wireless mic information.

Chair Leonard Charles then gave

a brief overview of the WBA-SBE Technical Conference. He then updated everyone on the SBE regional uplink during the upcoming Broadcasters Clinic. Production personnel needed include: director, producer, lighting director, floor manager, production assistant and Chyron 4100 character generator operator.

Satellite time, provided by GLOBAL ACCESS, has been confirmed on transponder 10V on ASC 1, 128 degrees West; satellite coordination is provided by MINNESOTA TELEPORT; and, uplink facilities provided by MRC Telecommunications.

In Old Business, Chair Leonard Charles reported the city council voted to abolish the Dane County Telecommunications Commission, and the Chapter no longer must provide a representative. Fred Sperry reported Tom Weeden was the recipient of a Chapter 24 scholarship to attend the WBA Technical Conference. Chapter 24 will again offer a scholarship to attend the annual Broadcasters Clinic. Further information will be forthcoming.

No New Business.

In Professional Announcements, Chair Leonard Charles indicated the delivery date of the WISC-TV SNG vehicle has been moved back from July to October.

Matt Mommaerts has joined the WMSN engineering department splitting his duties between master control operations and maintenance.

Also at WMSN, Jamie Nelson has been promoted from Maintenance Engineer to Assistant Chief Engineer. His additional duties include supervision of master control and studio operations.

Chair Leonard Charles then in-

troduced Phil Mikalofsky, Chief Engineer of Satellite Communications at Wisconsin Public Television's Earth Station Facilities.

Phil gave an overview of the integration of satellites and use of digital video compression in the T.O.C.'s operation. Following the presentation, tours of the facility were given.

Secretary, Kerry Maki



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# LOCAL LEGALS

Compiled by Tom Smith

## Ownership Changes

### Applications

● KFIZ(AM)/WFON-FM Fond du Lac, WI, 1450 kHz, 1kW unlimited /107.1 Mhz, 3kW at 321 feet, seeks transfer of license for \$3.5 million from Independence Broadcasting Inc. headed by John C. Goodwill to Lakeside Cablevision LP headed by Donald G. Jones.

Independence Broadcasting has interests in KSAL(AM)/KYEZ(FM) Salina, KS; KDEL-AM/FM Oelwein, IA; and KEBC(FM) Oklahoma, OK.

A group headed by Mr. Jones ~~owned~~ KFIZ(AM) until Independence Broadcasting purchased it. Filed June 22.

### Actions

● WJNW-TV Janesville Channel 57, 645 kWV at 403 feet. Sale granted from Tri-M Communications headed by Harry Monk to Harish Puri for \$30,000. Action June 14.

● WPDR(AM)/WDDC-FM Portage, WI, 1350 kHz, 1 kW day / 100.1 Mhz, 3 kW at 300 feet. Granted transfer of control of Kramer Broadcasting Inc. to Shirley M. Kramer for 50% of license as part of divorce settlement. Action June 21.

● WHEM-FM Eau Claire, WI, 93.1 Mhz, granted transfer of license for \$2,810 from State of Wisconsin (ECB) to Fourth Dimension, Inc. which is headed by Harlan G. Reinders. Action July 2.

## AMATEUR RADIO NEWS

by Tom Weeden, WJ9H

● The FCC continues to crack down on unlicensed and other illegal operations on the amateur and citizen's bands.

A Florida woman was fined \$2000 for allegedly operating without a license on the 2 meter band.

A Technician-class amateur was fined \$2000 for unlicensed operation on 27.085 Mhz, and two other individuals have been fined the same amount for "out-of-band" CB operation.

● Amateur radio VHF operators are anticipating above-normal meteor-scatter conditions during the upcoming Perseids meteor shower August 11.

The Swift-Tuttle comet, which is associated with the annual Perseids shower, just passed the Earth's orbit last December. The normal rate of visible meteors is about 60 per hour, but this year's rate could be much higher due to the recent comet pass.

Meteors entering the Earth's atmosphere cause sufficient ionization to reflect VHF radio signals for several seconds.

Hams active on weak-signal modes will be monitoring 10, 6, and 2 meters for long-distance radio propagation.

FM broadcast and low-VHF TV stations may also intermittently extend their coverage due to the Per-

seids shower.

● The American Radio Relay League (ARRL) has filed comments supporting the FCC's proposal to allocate 219-220 Mhz to the amateur radio service on a secondary basis nationwide, with minor exceptions.

In April, the FCC proposed the allocation for amateur point-to-point fixed communications.

The ARRL called the proposed allocation "urgently needed," because of operations that were displaced when the 220-222 Mhz band was reallocated to the land mobile service.

Amateur use of 219-220 Mhz could depend on avoiding interference to two services: broadcast TV channels 11 and 13, and the new Interactive Video and Data Service (IVDS), allocated to 218-219 Mhz.

The ARRL said that amateurs' responsibility regarding interference should be limited to current FCC rules regulating transmitter spectral purity, and not to design deficiencies in TV or IVDS receivers, over which the amateur has no control.

(Portions excerpted from August 1993 QST and Badger State Smoke Signals magazines)



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# Volunteers Needed for SBE National Teleconference

Local Madison Chapter 24 of the Society of Broadcast Engineers is planning to produce an hour-long National Teleconference live from the Holiday Inn Southeast here in Madison during the Broadcasters Clinic 1993.

To produce this teleconference, Chapter 24 has been recruiting volunteers for both personnel and equipment.

At this time, Chapter 24 has secured a video operator, a Grass Valley 200 technical director, an audio operator, three camera operators, a production truck, a satellite transponder and a satellite C-band uplink.

Positions that still need to be filled include: producer, director, production assistant, lighting director, floor

manager and Chyron 4100 operator. Help is also needed for equipment setup and strike.

SBE and ITVA members from the Midwest area who are interested in volunteering their expertise to this national teleconference are asked to call Leonard Charles at 608-271-4321 or Paul Stoffel at 608-263-2175.

The teleconference is scheduled to begin at 7:30 p.m. on Wednesday, November 10, 1993. The distinguished panelists will include the SBE's National President, Vice President, Counsel Chris Imlay, and Executive Director John Poray.

The format will allow for questions from the floor of the conference room and, via the phone, from Chapters across the country holding their November meeting around a satellite downlink.

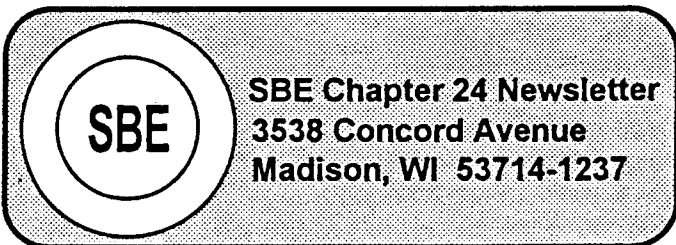
The University of Wisconsin Broadcasters Clinic 1993 and Upper Midwest Regional Society of Broadcast Engineers Conference

November 9-10-11, 1993  
Holiday Inn Southeast  
Madison, WI

Technical conference topics: Digital Audio, Broadcast Towers, Personal Management, HDTV

"How Does It Work?" topics: Cellular Telephones, Video Dial-tone, A/D Convertors, V-Sats, Hybrid Combiners/Directional Couplers

...and lots more!



## FIRST CLASS MAIL

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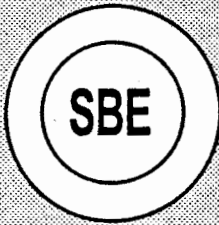
FULL-TIME CHIEF ENGINEER NEEDED for 10KW AM DA and Class B FM. Contact David Graupner, WISO/WZEE Radio, 5721 Tokay Blvd., Madison, WI 53719. EOE. (608) 274-1070.

Tom Weeden  
6802 Putnam Road  
Madison, WI 53711-3959

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# AUGUST MEETING and PROGRAM



## Society of Broadcast Engineers CHAPTER 24 MADISON, WISCONSIN, Wednesday, August 18, 1993

7:00 p.m. Business Meeting at WMSN-TV 47  
7847 Big Sky Drive, Middleton, WI  
7:30 p.m. Program

### PROGRAM: "An Historical Perspective of Broadcasting"

Presented by a panel of some of the greats in broadcasting: Tony Moe, Ben Hovel, Jack Stiehl, Edward Furstenburg, Herb Jordan and Jesse Nickels.

The panel discussion will be moderated by Chapter 24 Chair Leonard Charles. Each panelist will share how, when and where they started in broadcasting with stories about their experiences: best, worst, most exciting, most interesting, most embarrassing. This will be a rare opportunity to get local, state and national views of the broadcasting industry. This program will be videotaped at WMSN and will be made available to SBE Chapters or other broadcasting organizations. Short biographies of the panelists are included on the front and back of this flier:

**TONY MOE** His broadcast sales and management career began in 1946 as a sales account representative for KELO-AM, Sioux Falls, South Dakota. In the 1950's he served in various sales, promotion and management capacities at WCCO-AM, Minneapolis; KNXT-TV, Los Angeles; WHO-AM, Des Moines and with the CBS Television Network in Detroit and New York. From 1960-72 he was co-owner and general manager of WKOW-AM, Madison and the stations then making up the Wisconsin TV Network, WKOW-TV, Madison; WAOW-TV, Wausau and WXOW-TV, La Crosse. In 1972 he left commercial broadcasting and joined the Wisconsin Educational Communications Board, the governing body of the state's public broadcasting system as its Executive Director and general manager of the Wisconsin statewide public radio and television networks, positions he held until 1984. He remains active as a communications consultant.

**BEN HOVEL** A native of Iowa, he came to Wisconsin in 1925 to work as a Morse Telegraph Operator for the Milwaukee Railroad. He later served as Sales Manager at WOC, Davenport, Iowa, and returned to Wisconsin in 1938 where he worked at WSAU, Wausau for 12 years. The Journal Company purchased the Wausau station in 1950, and he moved to WTMJ for two years. He later managed WHBL, Sheboygan and in 1954 was named General Manager of WKOW and WKOW-TV, Madison. Following his retirement in 1973 he has been active in the travel agency business in Madison, first with Rhodes Travel, and more recently with Travel Specialists. Ben served as the third President of the Wisconsin Broadcasters Association in 1955-56.

**JOHN (JACK) STIEHL** The actual "builder" of Wisconsin Public Radio as a network, Jack Stiehl enjoyed a 45-year career (1931-76) as a UW Engineering professor and public broadcasting engineer. After 15 years of pioneering engineering work with WHA-AM, he became the first Chief Engineer to the State Radio Council (forerunner to the Educational Communications Board), when that body was created in 1945. His first major duty was designing and building what would become the nation's first statewide non-commercial FM network. In a five-year span he oversaw the building of a remarkable eight FM stations including WHA-FM, 1947; WHAD, Delafield, 1948; WHKW, Chilton and WHRM, Wausau, 1949; WHWC, Colfax, and WHLA, West Salem, 1950; and WHHL, Highland, and WHSA, Brule, 1952. He later helped put WHA-TV, Madison, on the air and under his technical leadership the state FM network became the first educational stations in the country to utilize subcarrier broadcasting in the mid-1960's.

### Historical Perspective Panelists continued:

**EDWARD W. FURSTENBERG** Ed is retired from WHA, WHA-FM, WHA-TV. He started working for WHA and the state FM network in September of 1951 on the "student staff" and became a full-time civil service employee on September, 1952. He served in the U.S. Army November, 1952, to mid-October, 1954, spending 16-1/2 months in South Korea and discharged as Sgt. E-5. He worked as an audio engineer for both radio and TV from October, 1954, to November, 1955. On November 1, 1955, he was placed in charge of TV recording (kinescopes). And in January, 1960, videotape was added to his area of responsibility. He served as recording supervisor November 1, 1955, to October 1, 1989, when he opted for early retirement following 38 years of service to UW Broadcasting.

Ed is a Charter member of local SBE Chapter 24 and is SBE certified as a Senior Broadcast Engineer. He served two years as Chapter Chair of Chapter 24.

He currently is enjoying retirement, but runs a free-lance TV production unit serving mainly religious organizations. His other interests and hobbies include: woodworking, leather tooling, gourmet cooking, gardening, photography, international travel, Dixieland jazz, and various collections (Ed has over 3500 "Golden Age of Radio" programs on audio tape).

**HERB JORDAN** Immediately after graduating from college, Herb began working from May, 1951, to May, 1952, as a staff engineer and, eventually, Chief Engineer at WTKM, Hartford, WI. From July, 1953, to April, 1963, he was a Staff Engineer at WKOW-TV. He was on duty for WKOW-TV's first evening of broadcast. From April, 1963, to July, 1967, he was a Staff Engineer at WISC-TV.

Herb worked from July, 1967, to September, 1967, for AMPEX Corporation in Chicago, IL as a Systems Engineer designing and servicing of systems using the 7000 series 1-inch videotape machines. From September, 1967, to June 30, 1990, he started as a Staff Engineer and then became the Engineering Operations and Transmitter Supervisor at WHA-TV.

Herb is an active member in Chapter 24, and has been for many years including one year as Chapter Chair and Program Chair, and as Certification Chair for seven years. Herb was presented the very first Chapter 24 Distinguished Service Award in 1988.

He now golfs, is active in the Masonic Lodge, travels, is active in amateur radio, and volunteers as P.A. operator and audio recordist for a local and its church choir.

**JESSE L. NICKELS** Jesse began his career as Chief Engineer of a radio station in Hawaii at age 20 and spent the war years in various electronic assignments, the final one being as Chief Engineer of Armed Forces Radio in the Pacific. He then joined RCA Broadcast Equipment Division in 1947 and spent twenty-two years as a Broadcast Sales Specialist.

In 1969, Jesse was promoted to Sales Management and held four such positions in RCA before retiring in early 1983.

Since then, he has spent eight more years as a free-lance Broadcast Marketing Specialist, including five years representing Odetics Broadcast in the Northeast. His private company was known as J-D Marketing Services, Inc.

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## 1993 - 1994 MEETING/PROGRAM DATES

<u>Date</u>	<u>Topic</u>	<u>Location of Meeting / Dinner</u>	<u>Presenter</u>
Sept. 16, '93	Thurs. Machine Control	Newstar / T.B.A.	T.B.A.
Oct. 19, '93	Tues. Fiber Optic Communications	WMSN / Shakey's West	Todd Comm.
Nov. 10, '93	Wed. All-Chapter Teleconference	Holiday Inn S.E.	Leonard Charles
Dec. 16, '93	Thurs. Digital Audio	WKOW-TV / T.B.A.	Dan Maney
Jan. 18, '94	Tues. Antenna Change Out	WMTV / T.B.A.	Rich Wood
Feb. 23, '94	Wed. Telephone Equip. for Broadcasters	WISC / Shakey's West	Stan Sarch
Mar. 31, '94	Thurs. NAB Review	Brat & Brau / Same	Members
Apr. 26, '94	Tues. Elections and Vender Program	Brat & Brau / Same	Roscor
May 25, '94	Wed. Advanced Electronics	UW Hospital? / T.B.A.	T.B.A.

Program Committee:	Mark Croom 271-1150	Kerry Maki 833-0047	Denise Maney 277-8001	Steve Zimmerman 274-1234
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