

## Broadcasting and the Upcoming Information Revolution

By Mark Croom, WNWC Radio

Recently there has been considerable discussion in the trade magazines for broadcasters on the issue of the so-called "Information Superhighway." We have also heard a lot of information in the popular media, and the chances are good that our own stations have done some reporting on this apparently unstoppable info-freight-train which is barreling its way into our lives and businesses. In this article I hope to offer a few ideas that have come across my path as I have begun to sort out where broadcast engineers are going to have to adjust our thinking and working so that we can fit into the "new order" that is coming our way.

As broadcast Engineers, we have been bombarded with the computer literacy message for the past few years. Your author is not exactly an old-timer in the broadcast engineering field, and yet it was not considered mandatory for the engineer to be a computer "whiz" when I started in 1986. Fast forward to 1994; did you envision a few years ago how dependent on your computer skills your co-workers would become? Personally, I had no idea how quickly things would change.

Chuck Kelly, President of the National SBE, recently stated in the 1994 National Teleconference that he feels it is of extreme importance that the station engineer be viewed as the MIS specialist as well as the RF, video, and audio specialist in the facility. Most broadcasting trade publications are printing articles on computers in broadcasting and many have shown ways to use the Internet in the day-to-day business of broadcasting.

Some of this changing tide in the technical side of broadcasting is related to the ability of our "products" to be digitized. Along with this, comes the rapidly decreasing price of high-volume storage products. We have all been watching the advance of Digital Audio Workstations, and now of digital video storage systems. This month's Chapter 24 program will feature a demonstration of digital video file server technology. This stuff has come a long way in the past couple of years, and while it has a way to go yet, it seems

inevitable that we will be using a nearly all-digital signal chain in the near future. (I'm still not quite sure what a digital microphone will look like, though...)

Most of the engineers I know have made the adjustment, many of us fairly recently and the time is rapidly approaching when it will be difficult to succeed in this field without a knowledge of computer hardware and software beyond the typical user in our facility. Another area which continues to increase in importance is that of networking. Soon it will no longer be enough to understand the use of the computer itself, but the next step will be a knowledge of how to connect computers together to share physical and software resources.

Then it appears to me the logical progression is understanding the connections to computers outside the physical confines of our plants. Some organizations use remote-access software to allow users outside the network to have access to network resources, and conversely, for employees on-site to have access to the information and data generated by those out in the field. I am an employee of Northwestern College, located in suburban St. Paul, Minnesota, and we use remote access software for transferring files, production copy, and just plain old memos (now E-Mail messages) using our computer systems. In other broadcasting uses, we can see our news reporters using this type of system to transmit copy, as newspapers have done for some time. A basic computer bulletin board system, or BBS, is also adequate for these uses. Eventually these systems will be required to have enough bandwidth to transfer audio and video clips as well, though we are still some ways from seeing that accomplished on a widespread basis.

Recently I attended a meeting of religious broadcasters from around the Midwest, and there we heard a couple of interesting talks about the way the so-called Information Superhighway might affect our business in the years ahead. Dr. Quentin Schultze, of the Department of Communications at Calvin College, Grand Rapids, Michigan was one of the

## OCTOBER MEETING

Wednesday, October 19  
7:00 PM

Digistore Video File Server

At

ECB's Wisconsin Public  
Broadcasting Center  
3319 W. Beltline Highway

Dutch Treat Dinner at  
5:30PM at:

Grand Pagoda Restaurant  
2705 W. Beltline Hwy.  
Madison

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speakers. His school has a direct Internet connection, so he has been experiencing first hand the convenience of having his computer connected to the world, if you will. While he does not go so far as to state that the Internet will inevitably become the Information Superhighway ("ISH" from here on, if you don't mind), he feels that the Internet is the closest thing we have at this time to the ISH as envisioned by Vice-President Gore and a host of other folks from educators to entrepreneur.

Schultze prefaced his talk by reminding the largely non-technical audience that most of the messages we transmit in our media, be they video, audio, or even print, can be converted to digital, and possibly take a digital form somewhere along the transmission path even now. He said that he was not discussing digital broadcasting, but rather offering our mes-

## CHAPTER 24 OFFICERS

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Leonard Charles (WISC-TV)  
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H - 274-0041

### VICE-CHAIR:

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H - 241-4621

### SECRETARY:

Mark Croom (WNWC-FM)  
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H - 221-1979

### TREASURER:

Stan Scharch (WISC-TV)  
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H - 831-1168

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### Frequency Coordinator:

Tom Smith  
work 608-263-2174  
home 608-837-2729

### SBE National Vice-President & Liaison:

Terry Baun (Chapter 28 Milwaukee)  
414-449-5300 (voice)  
414-449-5380 (fax)  
414-873-7807 (BBS)

## September Business Meeting Minutes

### Chapter 24 Regular Meeting 9-21-94

Chapter 24 of the Society of Broadcast Engineers met at Grassland Media in University Research Park in Madison. The meeting was called to order by Vice-Chair Paul Stoffel at 7:12 P.M.. The secretaries report was approved as printed in the newsletter. Newsletter editor Mark Croom reported the newsletter deadline is midnight Friday October 7th. The folding will be Wednesday October 12th at WKOW-TV at 5:30 P.M.. Help is always welcome. Paul Stoffel, filling in for membership chair Leonard Charles, reported a current membership of 69 with 121 copies of the newsletter mailed in September. Sustaining membership chair Fred Sperry indicated there are 25 sustaining members. The latest renewals are CTI, Comark, WMSN and Fuji. Program Chair Steve Zimmerman indicated next months program will be at Wisconsin Public Broadcasting's T.O.C. on the Beltline. Scott Rogers of Dynatech will discuss the Digistore disk based video system. Dutch-Treat dinner will be at the Grand Pagoda. The next meeting date may be moved back a day to Wednesday October 20th, so please note the date in the newsletter. Special Events Coordinator Kevin Ruppert was unable to attend but he did want to make everyone aware of the Seattle Chapters National Teleconference from noon to 1:00 P.M. on October 5th. The teleconference will be live on c-band and Denny Behr has offered to provide a conference room at the T.O.C. for viewing. The focus will be new technologies and their effect on the broadcast engineer. Frequency Coordinator Tom Smith reported a good response to his survey of broadcast auxiliary frequencies at the Badger foot ball games. Tom has used this to develop a printout of all frequencies used, this is available to anyone who needs it. Vice-Chair Stoffel reminded all to return their ballots for the National Election by October 5th. He also reminded all of the Broadcaster's Clinic November 8th-10th. In new business, Chapter 24 is once again providing a scholarship for the Broadcaster's Clinic, the details are in the newsletter. The applications are due to Paul Stoffel by Oct. 5th. There was a report from the SBE Chapter in the Fox Valley reporting the FCC was visiting stations inspecting the public file and E.E.O. records. There was no old business. In professional and personal announcements, Leonard Charles had received a flier from the Texas Association of Broadcasters with order information for their safety pen and new safety videotape. The safety pen alerts you to the presence of ac in specific wiring. Tom Weeden also reports locally the safety pens can be purchased at Crescent Electric for about \$17, and Tom Smith indicated Radio Shack may have the pens in their catalog. The meeting was adjourned at 7:22 P.M.. Program Chair Steve Zimmerman introduced John Salzwedel of Grassland Media, who provided a tour of his new production truck and a demonstration of Grassland's new ImMix non-linear editing system.

*Kerry Maki  
Acting Secretary*

## AMATEUR RADIO NEWS

by Tom Weeden, WJ9H

Acting on results of an investigation of alleged examination fraud, the FCC gave 51 amateurs the choice of reappearing for examination or forfeiting the privileges they had obtained. The hams, who had taken exams in southern California in 1992 and 1993, were under scrutiny after investigation of irregularities on exam papers indicated possible fraud by the hams and their volunteer examiners. Of the 51, only three appeared for retest, and all three failed. In early August the FCC reduced the license classes attained at the sessions in question for all 51 amateurs. Amateur Radio-related legislation remained alive in the 103rd Congress as of late August. House Joint Resolution 199 and its Senate companion, Senate Joint Resolution 90, are "sense of Congress" resolutions urging the FCC to adopt regulations that encourage the use of new technology and call for "reasonable accommodation" for the use of Amateur Radio in homes, automobiles and public areas. Both House and Senate bills have been reported out of committee, and if passed, are scheduled for conference committee in early October.

Broadcast engineers who have bounced UHF or microwave signals off nearby buildings for remote broadcasts may be interested in the following item. The Toronto VHF Society will "borrow" Algonquin, Ontario's 46-meter parabolic radiotelescope dish on October 29-30 to bounce signals off the moon for two-way contacts. That weekend kicks off the annual International EME (Earth-Moon-Earth) Contest, where the object is to communicate with other amateurs only via "moonbounce." The Algonquin signal will be hefty — 1.5 kW transmitter power with an antenna gain of 43 dB (at 432 MHz) is 30 megawatts ERP aimed skyward.

(from October 1994 QST Magazine)

### Broadcast Communications Expands

Broadcast Communications, of New Glarus, Wisconsin has recently promoted Robert J. Leacock to head its new division "Applied Engineering and Construction". As the new divisional manager, Rob will be responsible for wireless systems engineering and integration in North America. Rob was formerly of LeBlanc Royal, an international tower manufacturer, and was a manager for subcontracting and field services. He brings to his new position over 14 years of technical experience in the tower industry.

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## SHORT CIRCUITS VIA BBS

September 29, 1994

By John L. Poray, CAE  
SBE Executive Director

### SBE JOB LINE GOES ON-LINE

The SBE Job Line information is now accessible through the SBE BBS. SBE Members can view the information and get the contact information by calling the SBE National BBS at (317) 253-7555; Protocol N,8,1. Your SBE Member Number entered into the system is verified by the computer, allowing access to the information. Call anytime!

### REGIONAL CONVENTIONS THIS FALL

Regional Conventions are a good way to keep up with the industry. These are coming up this fall. Seattle, Washington - October 5-6; Pittsburgh, Pennsylvania - November 2. Call SBE for more details. [Editor's note: Don't forget the 1994 Broadcasters Clinic, November 8-9-10, at the Holiday Inn Southeast, Madison, WI.]

### CHECK YOUR RECORDS - IT'S TIME TO QUALIFY FOR CHAPTER REBATES

To qualify to receive a chapter rebate in June, 1995, Chapters need to submit evidence of at least five chapter meetings held during 1994. Meeting attendance sign-in sheets or chapter newsletters that report on previous meetings and their attendance are acceptable. All documentation must be mailed or faxed to the SBE National Office by December 31, to qualify for

the rebate. [Editor's note: The Chapter 24 meeting sign-up sheet was inadvertently not passed around during the September meeting. See Mark Croom at the next meeting.]

### UPDATED MEMBERSHIP NOW AVAILABLE VIA BBS

Chapter Chairs will now have access to their own chapter's up-to-date roster from the SBE National database, via the National BBS. The benefit of this is now you can download and print a current roster of your chapter, including addresses and telephone numbers, based on the membership data in the National Office. You will not be able to make changes or updates to National's database. As always, Chapter Chairs are asked to share the roster and other administrative information provided by the National Office with your Chapter Secretary and other appropriate leaders. This BBS feature will only be available to Chapter Chairs.

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# Infobahn

continued from page 1

sages as "products" via another digital medium. He went on to say that we may have to adjust our thinking a bit so that we do not see our audience as limited to the people who have their TV's or radios tuned in to our time-sensitive analog broadcasts, but as anyone who can make use of what we have to offer via any distribution source.

For some time, we broadcast engineers have been hearing about 500 channels being available on cable in people's homes, and about the potential for such systems to be interactive. And of course we always hear the question "Where is the programming going to come from...you can only have a few stations doing 'Gilligan's Island' reruns..." While this type of technological revolution may be a little scary to us as broadcasters, Schultze feels that we have a very limited view of what electronic media can be if we are stuck in this type of thinking. He says we need to realize that there can be a lot more than just entertainment and news on these 500 channels. This new technology could revolutionize the way we think about education, for example. It will likely be possible to earn a University degree from home, and receive the same quality of education as the classroom student does today, or perhaps even better. This will be well beyond the traditional "Correspondence Course" stereotype of marginally worthwhile learning materials, offering lectures and supplementary material via the TV or computer and allowing the student to interact with the Professors on some type of electronic mail system.

One thing that seems certain is the further segmentation of the audience. If we've had to specialize more in recent years, we'll likely have to double our efforts to offer enough specialized programming to make it in a world of mega-channels of interactive information.

Schultze says that as soon as we see where the ISH technology is going, we need to be ready to jump on, so we're not left behind. The first step would be to take the programming we own, which would have some value to viewers/listeners to acquire again later (some locally produced news and feature programs would come to mind), and store them in a digital format which could be marketed on its own. Some stations have made video copies of popular programming available for a fee, and that would be an example of using currently available technology to do what we will likely do via computer or interactive cable in the future.

From a technical perspective, it is almost certain that the material we offer via the ISH will be a compressed version of what was broadcast, to conserve bandwidth. It may be possible to offer versions of differing technical quality for different prices, with those wanting the closest to broadcast quality paying more since it takes more storage space to hold the material and more bandwidth to transmit it.

In Christian broadcasting, where I work, we have known for years that if you offer the listener or viewer some information they feel has some value in their life, they will pay to purchase a copy of it for later reference or even just for a little inspiration. Just about all of the syndicated programs we carry on our station have staff and resources set up to fulfil requests for cassettes, books, and sometimes even transcripts of programs, though transcript material is becoming less available as more people want tapes. What Schultze sees is a logical progression from the 2-5 week delay that many organizations have in their distribution systems, to having the material available on the ISH the day it is offered, for the well-connected viewer or listener to view and download on his or her home computer. The downloading would have to come at a price, however, in order for this "value-added" service to be viable in the marketplace.

In this busy era in which we live, most of us appreciate the convenience of being able to order things conveniently when we want them...usually NOW! Many of us will pay a little extra if we can have it now rather than next week or next month, and this is the type of market we would have to tap in order to make this type of ISH version of our programming worth the effort. Schultze says we will need to make sure to offer added value to the audience, so that much as a person might now program the VCR to catch a program they could not watch in "real time", they might be able to get on their computer and get the programming at their convenience without the hassle of the VCR programming. Certainly it won't get any easier to time-shift the programming on the VCR at home when there is more available. How many VCR's do you want to own?

So what does the future ISH mean to the broadcaster? First of all, we need to become as accessible as possible to our audience as possible using current technology. Broadcast stations which use their FAX numbers and Internet addresses in their promotions are off to a good start. Even a BBS system would be a possibility, so that the audience could receive

copies of news stories that featured a lot of statistics. Perhaps the story had a lot of stats going by while the reporter was talking, and the viewer couldn't get it all. It would be easy for them to find out what they missed by viewing it on their home computer. More and more homes have computers with modems, and giving those people additional ways to use them could help pave the way for acceptance of greater technological advances in the future.

We technicians of course need to heed the message of computer literacy, furthering our educations through books, seminars, courses, and of course hands-on experience. Experience is a pretty good teacher of just how difficult it can be to make the blasted computer do what you wanted it to do! We need to be able to answer the Program Director, News Director, or General Manager when they ask about implementing new communications technologies. Sure there are plenty of problems that would need to be ironed out, and we cannot completely prevent someone from misusing the things we offer, but the chances are that those will be things for lawyers to work out. We need to be ready to get the technology in place when the time is right. Then we need to be ready to help solve the technical problems; after all, isn't that a part of our job description?

I would welcome any other opinions or ideas on this topic for future newsletters.

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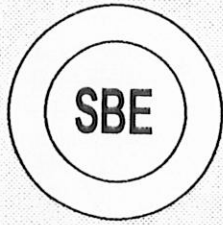
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# OCTOBER MEETING and PROGRAM



**Society of Broadcast Engineers  
CHAPTER 24 MADISON, WISCONSIN  
Wednesday, October 19, 1994**

**Meeting and Program**

**7:00 PM At**

**The Educational Communications Board's  
Wisconsin Public Broadcasting Center  
Address: 3319 W. Beltline Hwy**

**Scott Rogers of Dynatech Video Group will demonstrate their  
Digistore video file server. Scott is Midwest Regional Sales Man-  
ager for the Distribution Business Unit of Dynatech Video Group.**

**Dutch treat dinner at The Grand Pagoda at 5:30  
Restaurant address: 2705 W. Beltline Hwy.**

*Visitors and guests are welcome at all our SBE meetings!*

## 1994/1995 MEETING and PROGRAM DATES

<u>Date</u>	<u>Topic</u>
Nov. 22, 1994	Candelabra Tower Progress Report
Dec. TBA	Disk-Based video/BTS Media Pool System
Jan. 19, 1995	Tour of new facilities at WMGN/WTDY/WJJO

Program Committee: Kerry Maki 833-0047 Denise Maney 277-8001 Steve Zimmerman 274-1234 Mark Croom 271-1025



## DBS ROLLS OUT IN MADISON

By Tom Smith

Displays are going up in Madison to promote the sale of RCA's DBS receivers starting this month. Currently announced dealers include American, Best Buy, Main TV and Appliance and Sears. While receivers are listed in their 1995 catalog, Radio Shack will not be selling units till sometime in 1995. DBS programmer USSB ran an ad in the October 8-14 issue of TV GUIDE promoting their service. Sales of the receivers are reported to be sell-outs in the areas where they have been introduced so far.

In early August DirecTV reported early sales of 20,000 units. Competitor Primestar has had an increase of subscribers from 70,000 to 100,000 since they started their ad campaign in June. They claim to be getting 10,000 calls a day.

In other DBS news, Hughes has launched its second satellite giving it 150 channel capability for its DirecTV service. Also it was announced that EchoStar has contracted with Martin Marietta to build 2 satellites and AT & T to operate them. They also have held informal talks with DirecTV about licensing their technology so they can access the RCA receivers. EchoStar plans to launch their satellites in late 1995. Direct Broadcast Satellite Corp. and Panamsat have asked the FCC for permission to provide DBS service to South America. Direct Broadcast Satellite Corp. has also ask for permission to serve Western Europe, Northern Africa and parts of the Pacific Rim.

*Some material from Broadcasting & Cable, Television Broadcast and TV Technology.*

## THE END USER

Commentary

by Richard Jones, Chapter 16

Recently, some public comments were made by a representative of the Humongous Software Company of Redmond in which it was stated that personal computers would replace television sets as the entertainment medium of choice in the future.

Well, oh YEAH!!?

Let's all catch our breath and discuss this calmly. First, is there any reason to believe that this will be true? Currently, the sales of PC's are skyrocketing being driven by the advent of CD ROMS's and multimedia but recent polls have shown a potential for the future softening of the PC market for home use. It appears that most people are looking to buy their machines to use to run games and fancy graphics. It also appears true that the market for new machines is skewing toward the high-end user. That is, the higher-income user who has disposable income that allows him to afford to buy a computer.

The downside of all this is the expectation that personal computers would eventually be the "great equalizer" for the masses. Everyone, rich and poor alike is expected to be able to communicate by computer, do their taxes, and balance their checkbooks all by computer and the entire society would become computer literate. Statistics, however, do not bear out this scenario. Instead, the poor in American society are being shown to be unable or unwilling to invest in personal computer technology. So this tool of the masses will likely miss a great number of the population than originally expected.

Referring to the original question, "Is it true that computers will replace TVs as the entertainment and information medium of choice?" Not likely, for a number of reasons. One consideration is price. Television sets are cheaper than computers and don't normally run the risk of becoming outdated every six months. They're also easier to operate in conjunction with a six-pack of beer. There's a risk of driving the information superhighway with intoxicating beverages at your side. Anyway, how much damage can you do with a remote control at your side.

Television sets are not the only things supposed to be made obsolete by comput-

ers. Some have suggested that books are destined to disappear. How likely is this? Picture yourself lying on the beach in the hot summer sun with a book over your face while dozing. Now consider how it would feel with a laptop balancing on your face. Just doesn't seem to be quite the same does it? There's a place for everything and in the end it will be discovered that computers will find their irreplaceable niche along with other, more established communications tools, those that have been around for a long time already.

As for television, this device may well blend to some extent with computer technology and computers will provide a certain level of entertainment capabilities; but down the road both will complement each other, serving markedly different purposes.

*Reprinted from The Waveguide, June 1994 The Chapter 16 (Seattle, WA) Newsletter*

## S-A TO DEVELOP DIGICIPHER GEAR

By Tom Smith

Scientific-Atlanta has signed an agreement with General Instrument to develop its own line of video systems using GI's Digicipher compression/encryption system. S-A will also be free to develop its own MPEG-2 compatible equipment also. This agreement place in effect a truce between the two companies which have been battling for customers for their respective compression systems.

*From TV Technology*

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## EEO News

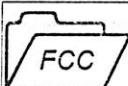
### FCC ADOPTS REPORT TO CONGRESS ON EQUAL EMPLOYMENT OPPORTUNITY POLICIES (MM DOCKET 94-34)

In compliance with the provisions of the Cable Television and Consumer Protection and Competition Act of 1992, the Commission yesterday adopted a report to Congress evaluating the Commission's cable and broadcasting equal employment opportunity (EEO) policies. The Report determines that the Commission's present policies have been and are effective in promoting employment opportunities for women and minorities in those industries. However, the Report concludes that more progress can be achieved and that there is a continued need for monitoring to ensure that gains made are not lost and that the employment of women and minorities continues to grow. The Commission also states its intention to institute a more extensive analysis of its EEO programs to adapt its rules and policies to the communications marketplace and workplace of the 21st century. The Report includes an historical discussion of the Commission's EEO policies, a statistical examination of female and minority representation in broadcast and cable employment between 1986 and 1993 and a discussion of comments received in the Commission's Notice of Inquiry that sought comment on the effectiveness of the EEO rules. The Commission found that the employment of women and minorities in the broadcast and cable industries increased from 1986 to 1993 in overall and total upper-level positions, as well as in each of the upper-level job categories. In fact, the data show that most of these increases outpaced the 1.1% growth of women employees and the 2.1% growth of minority employees overall in the national workplace. This showing is particularly significant with respect to the broadcast industry, whose overall number of employees declined from 1986 to 1993. Thus, while the broadcast industry has been downsizing from 1986 to 1993, the percentage of women and minorities in all job categories has been increasing. While determining that the Commission's EEO rules are effective and should continue to be enforced, the Report also concludes that more progress can and should be made and it outlines several Commission

efforts in this area. The Report notes that the Commission has established a new Office of Communications Business Opportunities (formerly the Office of Small Business Activities) which will coordinate and oversee the FCC's EEO practices within the Commission; support the creation and expansion of small, minority and female-owned communications businesses; coordinate Commission-wide EEO enforcement activities; make policy recommendations to the Commission regarding EEO matters; coordinate with other government agencies that have EEO responsibilities; promote employment opportunities for minorities and women within the communications industry; and engage in long-range planning in the EEO area. The Report also enumerates areas and concerns raised in comments that may warrant further exploration including (1) the relevance with respect to the Commission's broadcast EEO policies of market size or staff size and part-time employees; (2) how to encourage joint recruitment efforts; (3) whether the Commission's broadcast filing requirements are unduly burdensome and, if so, whether they can be streamlined; (4) suggested changes to the Commission's mid-term TV review procedures; (5) possible further in-depth analysis of the Commission's EEO Policy Statement; and (6) possible improvements to the Commission's broadcast renewal application forms and annual employment report forms. In the Report, the Commission states its intention

to institute a more extensive analysis of its EEO program to adapt it to the marketplace and workplace of the 21st century. The Report states that, in response to the huge and dramatic changes occurring in the telecommunications infrastructure, the Commission plans to consider broadening its current EEO policies to include a wider range of new and emerging communications technologies and industries. The Report notes that an expansion of the policies may be warranted to achieve regulatory parity in EEO enforcement and that, in light of technological convergence, imposing separate and unique EEO requirements on different telecommunications services may no longer be warranted. The Report also states that broadening the Commission's EEO rules may be justifiable based on the national goal of promoting participation by women and minorities in the design and deployment of advanced telecommunications services and technologies. The Report directs the Commission staff to determine the best methods for addressing the EEO issues arising from technological convergence and the communications revolution. The Report states that in order to undertake a comprehensive review of its EEO policies and goals, the Commission will solicit viewpoints and data from a wide range of entities including public interest groups, consumer groups, labor groups, trade associations, think tanks, civil rights groups, academics, other government agencies and the communications industry. Under section 22 (g) of the 1992 Cable Act, two years after enactment of the Act, the Commission was required to submit to Congress a report on the effect of amendments to the EEO provisions of the Communications Act. This report is submitted in accordance with that provision. Action by the Commission October 5, 1994, by Report (FCC 94-255). Chairman Hundt, Commissioners Quello, Barrett, Ness and Chong, with Commissioner Ness issuing a separate statement.

FCC documents ported from ftp.fcc.gov by: Robert J. Keller, P.C. (Federal Telecommunications Law) <rkj@telcomlaw.com> Tel: 301-229-5208 Fax: 301-229-6875 4200 Wisconsin Ave NW #106-261 Washington DC 20016-2146



## Local Legals

Compiled by Tom Smith

### Proposed Transfer

WRCO-AM/FM Richland Center; Purchased by Fruit Broadcasting LLC from Richland Broadcasting Inc. for \$779,000. Fruit Broadcasting is headed by Ronald and Elizabeth Fruit and they have no other broadcast interests. Richland Broadcasting is headed by John Monroe Jr. and owns WMIR-AM in Lake Geneva. The AM operates on 1450 khz at 1 kw, the FM operates on 100.9 mhz with 2.6 kw at 240 ft.

*From Broadcasting and Cable*



Chapter 24 BBS  
608-277-5239  
Chris Cain, Sysop

Leonard Charles is the editor for the Electronic Version of this Newsletter uploaded monthly onto SBE Chapter 24's BBS.

### dynatech

MARK ROSS  
General Project Manager  
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## If an Operating System Ran Your Airline

(From the May, 1994 Portland Computer Bits,  
via The Waveguide, SBE Chapter 16's Newsletter )

**DOS AIRLINE:** Everybody pushes the airplane until it glides, then they jump on and let the plane coast until it hits the ground again, then they push again, jump on again and so on.

**DOS WITH QEMM AIRLINE:** The same, but with more leg room to push.

**MACINTOSH AIRLINE:** All the cabin attendants, pilots, baggage handlers, and ticket agents look the same, act the same, and talk the same. Every time you ask questions about details, you are told you don't need to know, don't want to know, and that everything will be done for you without you having to know, so just shut up.

**WINDOWS AIRLINE:** The airport terminal is nice and colorful, with friendly cabin attendants, easy access to the plane, and a completely uneventful takeoff. Then, once in the air, the plane blows up without any warning whatsoever.

**WINDOWS NT AIRLINE:** Everyone marches out on the runway, says the password in unison, and forms the outline of an airplane. Then they all sit down and make a whooshing sound like they're flying.

**UNIX AIRLINE:** Everyone brings one piece of the plane with them when they come to the airport. They all go out on the runway and put the plane together piece by piece, arguing constantly about what kind of plane they're building.

**NEWTON AIRLINE** After buying your ticket 18 months in advance, you finally get to board the plane. Upon boarding the plane, you are asked for your name. After 46 times, the crew member recognizes your name and you are then allowed to make your way to your seat. As you are getting ready to take your seat, the cabin attendant announces that you will have to repeat the boarding process because they are out of room and need to recount to make sure they can take more passengers.

Ed: Thought you might enjoy this since we're talking computers in this issue.

## NEW SATELLITE LOST

By Tom Smith

AT & T lost contact with TELSTAR 402 after it was launched on an Ariane 4 rocket. There were not any problems with the launch, but the only contact from the satellite was lost shortly afterwards.

With the loss of 24 C-band and 16 Ku-band transponders, there is concern over the tightness of transponder space. C-band transponders for occasional-use are particularly tight. There is already a shortage of C-band transponders and no other satellites are planned to be launched to late 1995 or early 1996. A number of satellites are nearing the end of their lives in late 1994 or early 1995.

The main tenants on TELSTAR 402 were to be Fox and Viacom. AT & T plans to keep existing users on TELSTAR's 401, 302 and 303. TELSTAR 302 also near the end of its life. AT & T is trying to move up the launch date of TELSTAR 402R (formally TELSTAR 403) from 1996 to sometime early next year. The satellite is due to be completed by the end of the year by Martin Marietta.

From *Broadcasting and Cable*

## MCI PLANS NEW DIGITAL SERVICE

By Tom Smith

MCI has announced a new Digital service that should start operation in December. The new service will operate at 155 megabits and will be marketed to large businesses, government and universities.

MCI currently offers 1.5 and 45 megabit services. For broadcasters, this service could be used for video service in a number of modes. It could carry a uncompressed composite digital video program and a DS-3 compressed signal, 3 DS-3 signals or a 2 to 1 compressed component (Digital Betacam) video signal.

From *Wisconsin State Journal*

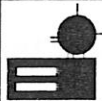
## CHAPTER 24 SUSTAINING MEMBERS

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Newsletter edited on Pagemaker 5.0 by: Mark W. Croom  
 Contributors this month: Fred Sperry, Tom Weeden, Tom Smith, National SBE Office, Paul Stoffel  
 Chris Cain for downloading information from CompuServe®

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