



**Society of
Broadcast Engineers
Newsletter
Chapter 24
Madison, Wisconsin**

January 2008



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Next Meeting

Tuesday, Jan. 15

**File-Based
Audio Production**

Sound Devices will present a product and technical discussion on File-Based Audio Production. Jon Tatooles will cover trends in products and technology related to file-based audio recording. Sound Devices is based in Reedsburg, and we will hold this month's meeting in their Madison office. Sound Devices 7-Series portable audio recorders have become a standard for dialog and EFX recording for feature film, television and reality production. Refreshments will be provided at the meeting.

Dutch Treat Dinner, 5:30 p.m.

Houlihan's Restaurant & Bar
1262 John Q. Hammons Dr., Middleton
(no reservation; just gather together)

Meeting & Program, 7 p.m.

Sound Devices
Park Center Business Building
8025 Excelsior Drive

(see map on page 2)



Coming Up

- Wednesday, Feb. 13:** WisconsinEye Tour & Nominations
- Wednesday, March 9:** HD Captioning & Nominations
- Tuesday, April 22:** TBD/Elections

The FCC Addresses

>>>By Tom Smith

ownership and localism

At the December meeting of the Commission, one final rulemaking was issued on newspaper-broadcast cross-ownership. The FCC also issued two notices of proposed rulemaking: One dealt with localism issues and the other with diversity of owners of broadcast stations.

In the final rulemaking concerning newspaper-broadcast cross-ownership, the Commission adopted rules that would allow for the ownership of a newspaper and one TV or radio station in a top 20 market. No one will be allowed to own one of the top four TV stations in a top 20 market and a newspaper. They also adopted rules that would allow for joint ownership of a newspaper and a broadcast facility in a smaller market, when it is shown that either the newspaper or the broadcast facility is failing, and there are no other prospective buyers for the failing entity.

In the proposed rulemakings, the Commission is proposing a number of rules to allow for more diverse ownership by individuals, small businesses, minorities and women. These proposed rules will be prohibited from being race- or gender-based. The proposed rules are aimed at helping the small guy get into broadcast ownership, no matter who he or she is.

In the other proposed rulemaking, the Commission is proposing rules that would adopt renewal processing guidelines to ensure local programming, make stations create local advisory boards, better educate the public on the public service obligations of broadcasters, and how to become more active in ensuring the broadcasters obligations. They are also proposing assistance in helping prospective audio broadcasters find FM spectrum, including developing spectrum search software. And finally, they wish to extend Class A status to all LPTV stations that provide three hours or more of local programming per week. Some of these proposed rulemakings will put more regulatory requirements on broadcasters; just how much that will entail will become known when the full report and orders are released.

From FCC Releases (www.fcc.gov)

Happy New Year!


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**Meeting Minutes**

December 2007

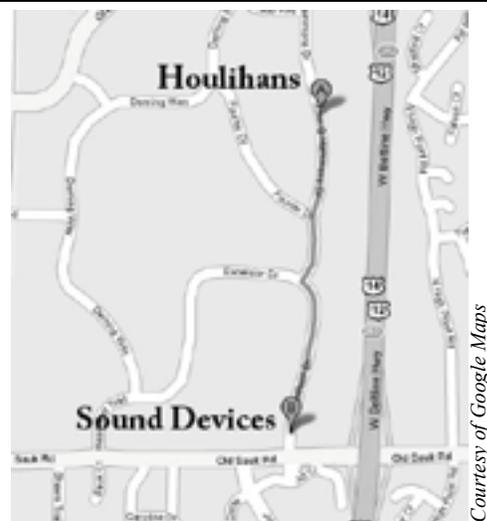
On December 12, 2007 the members of Chapter 24 of the Society of Broadcast Engineers and their guests met at Fitzgerald's in Middleton for the annual Holiday Dinner. There were members nine present, of which eight were certified. There were also three guests present. There was no formal meeting or program. Members met a little after 6 p.m. for drinks, followed by dinner at 7 p.m. Good food and conversation were the highlight of the evening.

Respectfully submitted by
Tom Smith, Secretary

Map to Houlihans and Sound Devices

Houlihan's is across from Marriot West, the Broadcast Clinic venue, about a winding mile from the meeting venue.

Sound Devices is just north of the Old Sauk Road/Excelsior Drive intersection, on the left.

**February '08 SBE Chapter 24 newsletter****Copy deadline: Friday, Feb. 1****Folding party: Wednesday, Feb. 6**

E-mail submissions to John Salzwedel at tcp@tokencreek.com. Articles of interest to the group will be considered for publication. Please send attached as a Word document or pasted into the body of an e-mail.



From the Chair

Dennis Baldrige



SBE's Canon of Ethics

Who cares what I do, or how I do my work, as long as it is done? Have you ever experienced this attitude in yourself or observed it in others? The Society of Broadcast Engineers is concerned about the way its members represent themselves and the organization. Our attitudes and work principles constitute the foundation of ethics. "Broadcast engineers should recognize such a standard of behavior not in passive observance, but as dynamic principles guiding their conduct and way of life. It is the duty of all broadcast engineers to practice their profession according to this Canon of Ethics."

The SBE outlines the broadcast engineer's "Canon of Ethics" in 27 sections covering these four main areas: Professional Life, Relations with the Public, Relations with Clients and Employers, and Relations with Engineers.

What we are ultimately talking about is a person's character. Character can be described in a variety of ways: The inward motivation to do what is right; or who you are, even when no one is watching. Character can be defined as the qualities built into an individual's life which determines his or her response regardless of circumstances. Senator Henry Clay put it this way; "Of all the properties which belong to honorable men, not one is so highly prized as that of character." Good character is the key to true success in every area of life.

The key to high-quality professional conduct is integrity. The SBE describes it as follows: "Broadcast engineers will discharge their duties with fidelity to the public and to their employers, and with impartiality to all. Broadcast engineers must uphold the dignity of

Feeling Underappreciated at Work?

Demand some recognition!

If you're feeling underappreciated at work, you're not alone. Nearly 45 percent of global employees feel that their managers do not recognize them nor encourage them to use their talents, according to a worldwide employee engagement study conducted by BlessingWhite, Inc.

What's more, 40 percent of employees surveyed indicated they might leave their company or they are currently planning their escape. Yet it's common knowledge that an occasional pat on the back makes most people happier in their jobs, and more inclined to work harder and stay longer.

Workers are obviously feeling the competitive pressure of today's fast-paced, demanding global marketplace. Long work days and extra effort are becoming the norm. Smart employers who realize the need to recognize this extra effort are better positioned to hire and keep happy, productive workers, says Eric Mosley, chief executive officer of Globoforce, a provider of global, strategic employee recognition programs.

"People have a basic human need to feel appreciated, and employee recognition programs help meet that need," Mosley says. Recognition should not only come from managers to employees, but also be distributed among peers so that everyone within the company feels that they are contributing to the greater whole.

"Bestowing recognition is not just a nice thing to do, it represents a critical element in fostering an appreciation culture amongst employees and employers," Mosley says.

Keep in mind that recognition is only effective if it's based on relationships. If a stranger on the street gives you something, it may not necessarily mean very much. If, however, recognition is based on the fact that somebody knows you intimately (like your manager), recognizes the effort you have invested and takes the time to articulate their appreciation, it improves the value and impact of the recognition moment.

Whether you are currently working for a company or looking for a prospective employer, it is important to pay attention to how that company shows its employees that their hard work is appreciated. Ask your current or potential employer if they have an employee recognition program. If they do, then the company cares about the efforts of their workforce by acknowledging and ensuring that their employees are getting just as much out of the relationship as the employer.

Today's workplace is different, diverse and constantly changing. The typical employee/employer relationship of old has been turned upside down.



FCC releases 2 report and orders

By Tom Smith

On December 11, the FCC released the report and order on the proposed rulemaking concerning LPFM. They had adopted the rulemaking in late November, releasing only a press release (see last month's newsletter). While many of the rules pertain only to the LPFM stations only, there are a few proposed rules that will affect full-power FM stations and their relationship with LPFM stations when upgrading. Comment dates have not been set as the proposed notice has not been published in the Federal Register.

On December 31, the FCC released the final rulemaking that TV broadcasters have been waiting for. They released the final rules concerning the DTV transition. Many of the final rules will not affect most stations as the DTV transition comes to a completion, but there are many rule changes that affect stations the have to move to a third channel or are moving back to their analog channel. The new rules also allow for station to elect to turn off their analog transmitters before the February 17, 2009 deadline. The report and order ran 154 pages, with actual the report and order running nearly 100 pages and the copy of the rules filling much of the other 54 pages. The rules contain many cross outs and much bold print. Because it will take some time to go through the whole report and order, it is planned to cover it more in depth next newsletter.

From FCC Releases (www.fcc.gov)

>>> **READ MORE**
about the DTV
report in next
month's newsletter!



Amateur Radio News

compiled by Tom Weeden, WJ9H

Atlantis Delayed

NASA has announced that the space shuttle Atlantis, which was set to launch into space on December 6 to the International Space Station (ISS), would be delayed until January after a failure occurred in a fuel sensor system while Atlantis' external fuel tank was being filled. The shuttle will transport Columbus, the space laboratory built by the European Space Agency (ESA). Columbus has two Amateur Radios on the International Space Station (ARISS) antennas attached to its nadir side, and will also provide scientists around the world the ability to conduct a variety of life, physical and materials science experiments.

One of the four engine cutoff, or ECO, sensors inside the liquid hydrogen section of the tank gave a false reading. NASA's current Launch Commit Criteria require that all four sensors function properly. The sensor system is one of several that protect the shuttle's main engines by triggering their shut down if fuel runs unexpectedly low. Atlantis' scheduled launch on December 6 was delayed after two liquid hydrogen ECO sensors gave false readings. A third sensor failed after the tank was drained of fuel.

The mission, STS-122, will bring seven astronauts, three of whom are licensed amateur radio operators, to the ISS: Commander Stephen N. Frick, KD5DZC; Pilot Alan G. Poindexter; Mission Specialist Rex J. Walheim; Mission Specialist Stanley G. Love; Mission Specialist Leland D. Melvin; Mission Specialist Hans Schlegel, DG1KIH, of Germany, and Mission Specialist/Expedition 16 Flight Engineer Leopold Eyharts, KE5FNO, of France.

Flight Engineer Dan Tani, KD5DXE, already on board the ISS, will depart when Atlantis returns to Earth. Eyharts will stay behind on the ISS and take his place.

Excerpts from the American Radio Relay League's site at arrl.org, and NASA.gov



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Take Control of Your Public Speaking Fears

When various news agencies and psychological journals compile lists of common phobias, “sociophobia” – the fear of being judged or criticized by others – rates high. Specifically, the phobia of public speaking is one terror which many people cannot shake.

“We are a gregarious and loquacious species, right up until the moment we have to open our mouths in front of a roomful of strangers,” says Diane Loving, department chair of general education at Brown Mackie College - Tucson. “Day in and day in again, people actually delight in walking onto a stage (without tripping), looking out into a sea of faces (without fainting), and speaking eloquently about their topic (without forgetting how to form coherent words). And most likely, the very first thing each of them did was to overcome a fear of public speaking.”

According to Loving, the most important step to make is to know oneself, and know the topic at hand. “Public speaking isn’t about trying to pretend you’re a professional public speaker,” says Loving. “It’s about having the courage to be yourself in front of your audience.” Be willing to share personal anecdotes, interests and passion, and knowledge.

Also, focus on the key points you want to make and concentrate on delivering those points in an impactful, insightful and illuminating manner.

“Continue to remind yourself that if you didn’t already possess the knowledge, you would not have been invited to present it to others,” advises Loving.

Physical tactics during public speaking are also important in reducing nervousness and succeeding during a public presentation. Loving suggests a technique called square breathing: Breathe in through your nose, pushing your stomach out while counting to four. Hold the breath to the count of four. Breathe out through your mouth, sucking in your stomach to the count of four, then hold to the count of four. “Deep breathing on your way to the



Public speaking isn’t about trying to pretend you’re a professional public speaker. It’s about having the courage to be yourself in front of your audience.

podium will help clear your head and calm your nerves as you concentrate more on your breathing than the stares from your audience,” says Loving.

Staring out into a sea of eager faces can be daunting even to the most experienced speaker. All eyes are riveted on the speaker, so it may help to rivet your eyes elsewhere. “You can give the appearance of making eye contact without having to look into anyone’s eyes by making eye contact with your audience’s eyebrows,” says Loving. “If there is a ‘friendly’ face in the audience, look at this person until you are comfortable enough to look at others.”

While incredibly common, public speaking fears can be alleviated by keeping these few key principles in mind. Speaking in public could soon become an invigorating and satisfying experience – and a skill that builds communication and self-confidence.

Courtesy of ARAContent

Recognition >>> from page 3

The combination of almost limitless job opportunities and less recognition for employee loyalty has created an environment where the business needs its employees more than the employees need the business. A strategic, well-implemented employee recognition program can bolster loyalty and create an ongoing healthy employee/employer relationship.

Simply put: Demand recognition from your employer! Even small tokens of appreciation, like a thank-you note, can go a long way.

“You don’t have to work for the highest paying employer. What matters the most is that the company provides a positive and attractive work environment,” says Mosley. “One of the most important factors in measuring how employees ‘feel’ about the company they work for is how that company rewards and recognizes its most important asset – its employees.”

Courtesy of ARAContent



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AMT "Patch" Passes Congress

IRS Processing of Some Tax Returns Delayed

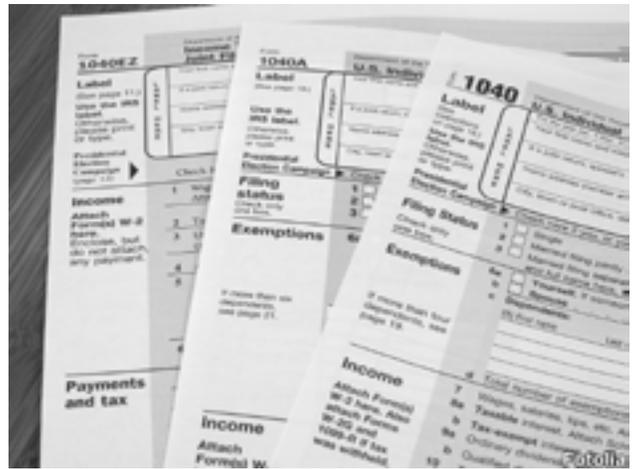
Auspiciously, the day before adjourning for Winter Break, Congress passed another one-year fix – averting higher taxes for the majority of middle-income America facing the dreaded Alternative Minimum Tax (AMT). The Senate version of the bill, which does not compensate for a \$50 billion loss of tax revenue, won majority favor and was signed into law by President Bush. The passage of this legislation boosts the AMT exemption and extends a number of credits for 2007.

In 2006, approximately four million households were required to pay the AMT. Without ratification of another provisional one-year patch to boost the amount of the AMT exemption, an additional 20 million households would have to pay an estimated

average of \$2,000 more in federal taxes for 2007. Another 27 million filers, who claim a variety of credits closely connected to the AMT (i.e. child and dependent care, education, residential energy and state/local taxes), were also in danger of feeling the AMT pinch.

Speculation that the start of this tax season would be delayed has been addressed by the IRS. The 2007 tax season will start on time for everyone except a small portion of taxpayers. Taxpayers who utilize five credit forms, however, will face IRS processing delays. The IRS has targeted Feb. 11 as the likely processing date for taxpayers filing the following:

- Form 8863 - Education Credits
- Form 5695 - Residential Energy Credits
- Form 1040-A, Schedule 2 -Child and Dependent Care Credit
- Form 8396 - Mortgage Interest Credit



Of the 22 million taxpayers who used tax software to prepare and electronically file their tax return last year, some may wonder, "Considering the number of last minute legislation changes, will tax software be current and reliable to use this tax season?"

To ensure taxpayers have the opportunity to submit their return, the IRS made all revised forms associated with the AMT available immediately to tax professionals and software companies who produce and support software and online services.

Good advice for taxpayers this tax season: Use e-file. Those who submit their IRS return electronically will still fare better because, as the IRS works to process backlogged returns, returns received electronically will be processed faster.

Courtesy of ARAccontent

Ethics >>> from page 3

their profession and avoid association with any enterprise of questionable character. Broadcast engineers will strive to be fair, tolerant, and open minded." Basing one's actions on an internally consistent framework of principles builds an enduring reputation. Horace Greeley said "Fame is a vapor, popularity an accident, riches take wing, and only character endures."

The Society of Broadcast Engineers has a well-defined work ethic. The SBE's entire Canon of Ethics can be viewed at www.sbe.org/about_ethics.php. During the coming months, we will consider the four areas of the broadcast engineer's work ethic and how to apply these principles in daily life. In 2008, let us not only make good character our goal, but a reality among all SBE members!

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SBE Chapter of the Air

HamNet meets the second Sunday of each month at 0000 GMT on 14.205 MHz. Hal Hostetter WA7BGX is the Control Station. Any amateur operator is welcome and encouraged to participate.

Using the SBE logo

SBE chapters and members may use the SBE logo on business cards, letterhead and chapter newsletters. When referring to a chapter, it must be used with that chapter's name or number adjacent to the logo. Members must put "Member of" or "Certified by" adjacent to the logo.

The proper logo must be used in any case. The correct logo can be obtained only through the SBE National Office. Send your request to Angel Bates at abates@sbe.org.

Certification Exam Session Dates

The SBE National Certification Committee has announced exam session dates. Check the list below for the exam period that is best for you. For more information about SBE Certification, see your Chapter Certification Chair or contact Megan Clappe, Certification Director at the SBE National Office at (317) 846-9000, or mclappe@sbe.org.

<u>Exam Dates</u>	<u>Location Application</u>	<u>Application Deadline</u>
April 15, 2008	NAB	February 29, 2008
June 6-16, 2008	Local Chapters	April 18, 2008
August 8-18, 2008	Local Chapters	June 6, 2008
November 7-17, 2008	Local Chapters	September 19, 2008

CHAPTER 24 SUSTAINING MEMBERS

RECENT RENEWALS

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WISC-TV 3

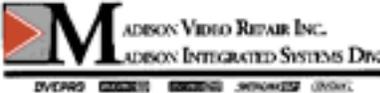
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Contributors this month: Tom Smith, Tom Weeden, Steve Paugh and Dennis Baldridge. Thanks to Leonard Charles for his work on the Chapter 24 Web page.

FIRST CLASS MAIL




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