

November 2009

Society of Broadcast Engineers Chapter 24 Newsletter Madison, Wisconsin

Next Meeting

Wednesday, November 11



MANAGING INCOMING CONTENT IN FILE-BASED WORKFLOWS

Scott Hight of Telestream will discuss the toolsets available to assist in the proper handling of incoming file based media received by television stations from outside sources. The techniques needed to conform the various vendor formats to the station's house format and how to perform quality control on file-based media will be discussed.

Chapter 24 will provide
Pizza & Soda - 6 PM
WISC Conference Room B
7025 Raymond Road
Madison, WI

Meeting and Program at
7:00PM
WISC Conference Room B
7025 Raymond Road
Madison, WI

Park in front parking lot;
enter via front lobby entrance.
Guests are Welcome to join us!

TV SPECTRUM UNDER SEIGE AGAIN!

>>> by Tom Smith

Once again the spectrum allotted for television broadcasting is under siege. In the 1970's the translator band on channels 70-83 was taken for cell phone use. In the 1980's the land mobile interests were seeking use of part of the UHF TV band and one or two channels between 14 and 20 were assigned for land mobile in several large markets. During the 1990's, the FCC in their quest to find spectrum to auction in order to satisfy Congress decided to reallocate channels 51-69 for various wireless and public services. And most recently, the FCC allowed unlicensed broadband devices to share the TV spectrum. There are now calls for TV broadcasters to give up some or the entire TV spectrum for use by wireless services to deliver internet and other broadband services to mobile and fixed devices.

On October 7th FCC Chairman Julius Genachowski made a speech (http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-293891A1.pdf) before the CTIA which is the wireless industries trade group about the need to free up more spectrum for broadband. In the speech he noted that spectrum for wireless and broadband had been increased by 3 times, but traffic is projected to increase by 30 times in the future. He said that the spectrum would need to be reallocated from other users. Commissioner Meredith Attwell Baker stated the same in an interview in the October 26th issue of

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From the Chair...

>>> by Fred Sperry

Thank you to everyone who participated in the Broadcaster's Clinic last month. Early indications are that this clinic was very successful and received a lot of positive feedback from participants. The WBA staff, most notably Linda Baun and Michelle Vetterkind, and Program Committee Chairman Leonard Charles along with the Program Committee members deserves a lot of the credit for making this Clinic such a success. This group came up with a great slate of speakers who covered an array of timely topics important to today's Broadcast Engineer.

More specific to the SBE and Chapter 24, I would like to personally thank the individuals who helped staff the SBE Exhibit at the Clinic. These individuals include Todd Boettcher, Chair of SBE Chapter 28 in Milwaukee, and Bill Hamilton, Vicki Kipp, Steve Paugh and Kevin Ruppert of Chapter 24.

As you may have noticed, traffic at

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Coming Up

Thur., Dec.17 Holiday Party at
Fitzgerald's in
Middleton

2010 Schedule Under Construction



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Meeting Minutes

from the October 2009 Business Meeting

On October 14, 2009, Chapter 24 of the Society of Broadcast held their monthly meeting during the Broadcasters Clinic at the Madison Marriott West hotel in Middleton, WI. Eight different SBE chapters were represented with 45 members present, 36 who were certified.

Chairman Fred Sperry called the meeting to order at 7:03pm. He thanked the Wisconsin Broadcasters Association for providing the pizza and refreshments before the meeting and program. Fred then took an informal roll call of the various SBE chapters represented at the meeting.

Fred announced that the next meeting would be held at WISC-TV on Wednesday, November 11th and the program would be by Telestream and cover file transcoding. Chapter 24 plans to provide free pizza before the meeting.

The brief meeting was adjourned at 7:08pm. Fred then introduced Andy Rector from ATC. Andy presented a program on Tape Cartridge Machine History and its 50th anniversary.

submitted by Mike Norton, Secretary

Charles Appointed to CSRIC

Chapter 24 member Leonard Charles has been appointed to the FCC Communications Security, Reliability, and Interoperability



Council (CSRIC). The Council is a Federal Advisory Committee that will provide recommendations to the Commission regarding best practices and actions the Commission can take to ensure optimal security, reliability, and interoperability of communications systems, including telecommunications, media and public safety communications systems. The appointment runs through March of 2011. Public Notice DA 09-2297

Donald Markley

Donald Markley passed away in a Peoria hospital on October 22nd. He was 73 years of age. Don was a longtime friend of the Wisconsin chapters of the SBE, haven spoken at the Broadcasters Clinic from 1979 to 1999, when his protégé, Jeremy Ruck, took over in his place. Don received bachelor and masters engineering degrees, having attended the Milwaukee School of Engineering and Bradley University, and started teaching at Bradley University in 1964. Don started his engineering consulting business, D.L. Markley and Associates, over 40 years ago. He also wrote many articles and columns for broadcast engineering magazines including Broadcast Engineering and BE Radio.



from the Peoria Journal and Broadcast Engineering

Chair >>> continued from page 1

our SBE booth was especially heavy this year. That will happen anytime there is "cool equipment" on display to go along with the booth. This year we were fortunate to have Andy Rector of ACC Electronix in Normal, Illinois displaying a vast array of audio cart machines from the past. Andy spent much of his professional career working in the cart machine industry having worked for companies such as ATC, ITC and he even owned Audi-Cord Corporation in the early 90's. Needless-to-say, he had quite a variety of cart machines on display which garnered a lot of attention. Andy brought these machines as part of the 50th Anniversary of the audio cart machine.

For those who missed the SBE meeting on Wednesday evening, Andy Rector along with Chuck Kelly and John Burtle also gave a presentation on the 50th Anniversary of the cart machine. Andy's presentation was excellent and created a lot of discussion afterwards among attendees. This program brought back a lot of memories for many of those in the audience (myself included) who worked in radio at one time or another and spent a fair amount of time operating and maintaining these machines.

Speaking of SBE programs, our next meeting is Wednesday November 11th at WISC-TV. The chapter will be providing pizza for this meeting and program on Telestream File Flipping. Hope to see you there!



SBE adds two new courses to SBE University

AM Antenna Systems Course

This course is designed to provide the student with a good understanding of all facets of AM antenna systems, both directional and non-directional. With the material provided, the student will gain skills that will allow him to construct, troubleshoot and maintain just about any AM antenna system with confidence. This course was written by SBE member Cris Alexander, CPBE, AMD, DRB.

Voice Telco Networks and Studio Interface Systems

The course provides a complete overview of all these topics, giving the student a working understanding of how the signal gets from end to end, how to troubleshoot telco problems and how to properly interface broadcast equipment to the telco world. This course is written for SBE by Steve Church of Telos Systems.

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Certification Exam Session Dates

For more information about SBE Certification, contact Jim Hermanson, services@jimhermanson.com, Chapter 24 Certification Chair, or contact Megan Clappe, Certification Director at the SBE National Office at (317) 846-9000, or mclappe@sbe.org.

Exam Dates	Location Application	Application Deadline
February 5-15, 2010	Local Chapters	December 31, 2009
April 13, 2010	NAB Convention	March 26, 2010
June 4-14, 2010	Local Chapters	April 16, 2010

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Thanks to Leonard Charles for maintaining the Chapter 24 web site and to Steve Paugh for mailing the meeting reminder postcards.

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Broadcasting and Cable (http://www.broadcastingcable.com/article/366209-Q_A_Baker_Seeks_Spectrum.php). She also spoke of reducing the paperwork for broadcasters which may mean she could be friendlier to the broadcaster's concerns in the spectrum fight.

In an web article from TV Technology on October 22nd, (<http://www.tvtechnology.com/article/89258>) they quoted an article in the Wall Street Journal where author Martin Peers called for further consolidation of the TV band to allow for more spectrum for wireless broadband use. On October 23rd, the Consumer Electronic Association released a paper (<http://www.brattle.com/Experts/ExpertDetail.asp?ExpertID=181&page=1>) by economist Coloman Bazelon which called for the reallocation of all or part of the TV spectrum wireless broadband. Then followed an article by Tom Wheeler on the website TMCnet (<http://telecom-expense-management-solutions.tmcnet.com/topics/telecom-expense-management/articles/65272-broadcast-bankruptcies-solution-the-spectrum-crunch.htm>) on September 28th in which he called for the same thing. He also stated that this would be a method for those stations in financial distress to raise money to get out of bankruptcy. Wheeler is the former head of the National Telecommunications and Cable Association (NTCA) which represents the cable industry and the Cellular Telecommunications & Internet Association (CTIA), which are both competitors of broadcasting. On Sunday, October 1st, Broadcasting and Cable posted an article (http://www.broadcastingcable.com/article/367021-Broadcasters_Defend_Their_Spectrum.php) on the possible spectrum war which described a proposal made to the Association of Maximum Service Telecasters (MSTV) in mid-October by Blair Leven, the FCC's broadband

adviser, who suggested that the four major network affiliates in each market be collapsed into four multicast channels. The remaining spectrum would go to wireless broadband. The common tread of all of these articles is that they say that the spectrum is worth more for wireless, that most viewers are using other means to receive television and that the broadcasters could receive a portion of the auction proceeds to make up for the loss of their spectrum. They all claim that those who could not afford cable or satellite could be subsidized in some matter.

During this time the FCC was taking comments of spectrum needs for broadband as part of a larger inquiry on future broadband needs. The National Association of Broadcasters (NAB) and the MSTV filed comments (http://www.nab.org/xert/corpcomm/pressrel/releases/102309_NAB_MSTV_Spectrum.pdf) outlining the broadcast TV industry's stance. Other than FOX and ION Networks making some ex parte visits to the FCC and a couple of groups filing comments in support of the use of channels 5 and 6 for FM radio, there were no other broadcasters commenting. The only other comment in support of protecting the TV spectrum for current use was from Shure for wireless microphone use. There were comments from nearly all the wireless and computer industry players concerning spectrum use by wireless broadband and using TV spectrum was mentioned in a number of comments. The NAB also released a paper rebutting the CEA study (http://www.nab.org/AM/Template.cfm?Section=Press_Releases1&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=15073).

This may be the final fight to preserve local broadcast television. While broadcasters may not like the cost of owning and operating a transmitter plant, it guarantees access to all viewers whether off-air or cable or satellite.

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December '09 Chapter 24
Newsletter Deadline:
Tuesday, December 1
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edited using Adobe InDesign CS4

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Given the track record of cable and satellite, it is doubtful that local program supplier would have an opportunity to access a channel on either cable or satellite and neither of those industries has shown little interest in supplying local programming in most markets. It is also notable that this issue not only concerns U.S. broadcasters. In a story (<http://www.nytimes.com/2009/10/28/technology/28spectrum.html>?) in the New York Times, it was reported that part of the TV spectrum in Europe is being sought for wireless use. European broadcasters fear that they may not have enough spectrum to deploy HD television which may have to run in parallel with SD multicast transmissions.

This issue is getting a lot of press on all of the broadcast industries news websites and some coverage in the major newspapers. There have been many papers and articles in economic journals and think tanks for the last number of years and the issue keeps getting more traction as policy makers believe more and more that the web is the answer to all our problems.

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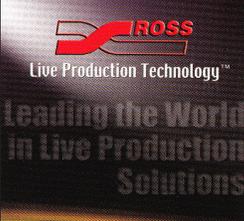
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