



# The Society of Broadcast Engineers

**Fox Valley Wisconsin SBE Chapter 80**  
**PO Box 1519**  
**Appleton, WI 54912-1519**

**July 2010**

The next meeting of Chapter 80 SBE will be our Site Picnic on Tuesday, July 20, 2010 at Cellcom in Green Bay. Driving directions on page 4.

Chairman's Corner

Welcome!

The July meeting of Chapter 80 will be our annual Site Picnic, on Tuesday, July 20, 2010. Bill Hubbard announced that we have arranged a location, Cellcom, 1046 Gray Court, Green Bay. This location will sound familiar to some of you as we toured this facility several years ago. Well, a few things have changed and we have been welcomed back for another visit. We are still finalizing the details but please plan to attend, enjoy lunch and take the tours. A special thank you goes out to Jim Lienau, Vice President of Corporate Technical Services and Chief Technical Officer, for providing a location and tour. We look forward to it, Jim, and appreciate your support.

So mark your calendars now and plan to attend this great annual event. The food is always fantastic and the fellowship is too. Please plan to RSVP for the event, (so that we know how many brats and burgers to buy – very important!). and bring a \$5.00 donation to help cover the great food. **To RSVP, email John Pfankuch at [jpfankuch@hvs-inc.com](mailto:jpfankuch@hvs-inc.com), or call John at (920) 893-6748. Give your name, phone number, email address, and whether or not you will be bringing a guest. Please RSVP as soon as possible, and no later than Friday afternoon, July 16, so that we will have enough food (brats, burgers, etc.) and beverages!**

Our June meeting of Chapter 80 was held on Wednesday, June 23, 2010 with the WBA/SBE Summer Engineering Clinic at Chula Vista Resorts, Wisconsin Dells. We had some very informative sessions on computer security in the morning, and the new EAS topics for the afternoon topics. Our thanks to the WBA and the committee for another outstanding event!

Upcoming events:

Friday, August 27, 2010 – Chapter 80 hosts the Taste of NAB 2010 Roadshow at the University of Wisconsin Oshkosh. Watch for details!

Tuesday, September 21, 2010 – SBE Chapter 80 – TBA

Tuesday, October 26 thru Thursday, October 28, 2010 – SBE/WBA Broadcasters Clinic, Madison Marriott West. Details and registration: [www.wi-broadcasters.org](http://www.wi-broadcasters.org) Early Bird Registration by August 27, 2010

Wednesday, October 27, 2010 -- SBE Chapter 80 at 2010 Broadcasters Clinic, Middleton, WI

I look forward to seeing you on Tuesday, July 20, 2010 at the Chapter 80 Site Picnic at Cellcom in Green Bay. Please RSVP by Friday, July 16.

Regards,


Tim Laes



**Mark Bartolotta**  
Regional Sales Manager

**Heartland Video Systems, Inc.**  
1311 Pilgrim Road  
Plymouth, WI 53073  
Tel: (800) 332-7088  
(920) 893-4204  
Cell: (920) 912-1054  
Fax: (920) 893-3106  
EMAIL: mbart@hvs-inc.com  
www.hvs-inc.com

Broadcast & Professional Solutions  
CONVERSION • ROUTING • DISTRIBUTION • TRANSMISSION



Clearly The Best.

**Jim Lienau**  
Vice President of Corporate  
Technical Services  
920-617-7101  
Cell: 920-639-0000  
Fax: 920-617-7329  
Pager: 920-613-0151

450 Security Blvd.  
P.O. Box 19079  
Green Bay, WI 54307-9079  
Web: www.cellcom.com  
E-mail: jim.lienau@cellcom.com

**LeDuc Properties LLC**  
American Communications Co

**(Jack) Jon Anthony LeDuc**  
Chairman-CEO

133 North Superior Street  
DePere, WI 54115 USA

920.632.4364  
Cell: 217.7598

Skyking\_Concorde@hotmail.com

## SBE MEMBERS! YOUR HELP IS NEEDED NOW!

The SBE has a unique, possibly once-in-a-lifetime opportunity that is about to expire: One of the SBE's most important goals is, "To promote the maintenance or increase the technical expertise within the FCC..." There are bills in the U.S. Senate and House that specifically address this goal; "The FCC Commissioners' Technical Resource Enhancement Act" - Senate Bill S2881 and House Resolution, HR4809.

There was early interest in this legislation but time is running out! If the bills do not proceed within the next couple of months, they will likely fail. While it's possible they could be re-submitted in 2011, considering the rarity of this opportunity we cannot assume the legislation will be introduced again. Representatives and Senators need to hear that SBE members support these bills and expect the support of their members of Congress!

You may have seen the recent activity on the FCC's National Broadband Plan. If so, you know if there's ever been a time that engineering expertise and understanding is needed at the policy level, it is NOW! **WE NEED THE CONCERTED ACTION OF OUR MEMBERS! WE NEED YOU TO CONTACT YOUR SENATORS AND REPRESENTATIVES NOW!**

- > Ask your state's two U.S. Senators to vote for S.2881 when it appears before them!
- > Ask your U.S. House Representative to immediately co-sponsor HR.4809 and vote for it when it appears before him or her!

To help this effort, we've provided sample letters for you to use. See the links below. When you contact your Congressional representatives, we'd like to receive a copy of your letters. SBE leadership will be scheduling another visit to Capitol Hill this summer. We want to bring copies of your letters with us to help show the importance of this issue to our membership! Please mail or email a copy of your letters to John Poray at the SBE National office!

We've provided lots of resources on the SBE and government Websites to inform and help you!

- [Learn about the bills](#)
- [How to contact your U.S. Senator](#)
- [Sample letter to your Senators](#)
- [How to find and contact your U.S. Representative](#)
- [Sample letter to your Representative](#)


Don't forget to send a copy of your letter (by email or snail mail) to:

John L. Poray, CAE  
Executive Director  
Society of Broadcast Engineers



**Rick Thompson**  
Central Regional Manager

1770 Birchwood Avenue  
Des Plaines, IL 60018-3006  
Office: 847-795-9555 ext. 21  
Mobile: 847-942-7990  
Fax: 847-795-8770  
E-mail: rick.thompson@gepco.com  
www.gepco.com



**B. Benjamin Evans, P.E.**  
Partner

ben@evansassoc.com  
www.evansassoc.com

210 South Main Street, Thiensville, WI 53092-1905  
Telephone: (262) 242-6000 Fax: (262) 242-6045

CONSULTANTS IN COMMUNICATIONS TECHNOLOGY  
ENERGY • WIRELESS • CELLULAR • BROADCAST • WANS



**Panasonic Broadcast & Television Systems Company**  
Unit of Panasonic Corporation of North America

3910 Orleans Lane North  
Plymouth, MN 55441  
Tel: 763.545.0157  
Fax: 763.542.6011

Johnsons@us.panasonic.com

**Steve Johnson**  
District Sales Manager



**Russ Prieve**  
Erection Manager/  
Project Manager  
Mobile: (608) 575-2888

PCS  
Cellular  
Erection  
Two Way  
Microwave

4587 Hwy. TT  
Sun Prairie, Wisconsin 5359  
www.wave-com.com

Phone 608-837-9050  
Fax 608-825-9050

**SONY**

**Joseph P. Kaufenberg**  
Account Manager  
Broadcast & Production Systems Division

Sony Electronics Inc.  
1422 138th Lane NW  
Andover, Minnesota 55304  
Telephone (763) 755-2501  
Fax (763) 755-2495  
Cellular (612) 237-3368  
E-mail: joe.kaufenberg@am.sony.com

1150  
WHBY  
105.7  
WAPL  
95.9  
WKSZ  
94.7  
WZOR  
1570  
WSCO  
104.3  
WCHK

**GREG BELL**  
VP Broadcast / General Manager  
Direct 920-831-5655  
Mobile 920-570-2162

**Woodward  
Communications, Inc.**  
BROADCAST DIVISION

A Dynamic, Employee Owned Media Company  
Good People - Real Solutions - Shared Results  
P.O. Box 1519 • Appleton, WI 54912-1519  
Fax 920-739-0494 • gbell@wcinet.com

**CHAPTER 80 ELECTED AND APPOINTED OFFICERS 2009-2010**

Chairman	Tim Laes	WGEE WIXX WNCY WROE	920-435-3771	tlaes@new.rr.com
Vice Chairman	Steve Konopka	WPNE TV/FM	920-336-3541	skonopka@ecb.org
Treasurer	Steve Brown	WHBY WAPL WKSZ WZOR	920-733-6639	sbrown@wcinet.com
Secretary	Keith Kintner	UWO	920-424-7357	kintner@uwosh.edu
Program Chairman	John Pfankuch	Heartland Video Systems	920-893-0204	jpffankuch@hvs-inc.com
Program Chairman	Bill Hubbard	UW Green Bay	920-465-2510	hubbardw@uwgb.edu
Membership Chairman	Al Kilgore	WRVM	920-842-2839	akilgore@wrvm.org
Sustaining Memberships	Greg Tadyshak	WBAY-TV	920-438-3258	gtadyshak@wbay.com
Frequency Coord. < 1 GHz	Tim Laes	WGEE WIXX WNCY WROE	920-435-3771	tlaes@new.rr.com
Frequency Coord. > 1 GHz	Joe Kamenick	KAMENTECH, LLC	715-359-7088	jckamenick@peoplepc.com
Newsletter Editor	Bill Tessman	Heartland Video Systems	920-893-4204	btessman@hvs-inc.com
Newsletter Editor	Dave Driessen	WGBA WACY	920-494-2626	ddriessen@nbc26.com
Certification Chairman	Jim Sams	UWGB	920-465-2572	samsj@uwgb.edu
Chapter 80 Webmaster	Jim Jensen	Retired	920-850-2633	jim@jbjensen.net
EAS Coordinator	Steve Konopka	WPNE TV/FM	920-336-3541	skonopka@ecb.org
Past Chairman	Keith Kintner	UWO	920-424-7357	kintner@uwosh.edu
Board of Dirs/SBE Liaison	Keith Kintner	UWO	920-424-7357	kintner@uwosh.edu

**FCC releases 60 page “Spectrum Analysis: Options for Broadcast Spectrum.** An excerpt:  
 “...the Plan recommends that the FCC establish a licensing framework that would enable stations to share six megahertz channels while maintaining most, if not all, of their current revenue streams. Analysis published for the first time by the FCC in this paper demonstrates that stations could continue to broadcast in HD while sharing a channel. Stations choosing to share a channel could relinquish a portion of their bandwidth to an incentive auction and receive all or a portion of the proceeds. In other words, they could continue to deliver free, OTA television service while gaining access to much needed capital to invest in local and diverse programming. The combination of a voluntary, incentive auction followed by a repacking of channels could make great strides towards achieving the goal to which the Plan aspires, of recovering 120 megahertz from the broadcast TV bands.”

Appendixes discuss the bit rate requirements for different kinds of programming content and how channels could be packed closer together. Read it here <http://download.broadband.gov/plan/>

The SBE Chapter 80 Newsletter is published monthly. Members are welcome to contribute articles or ideas. Please have your submissions in by the 4<sup>th</sup> of the month to Dave Driessen or Bill Tessman

**Jim Pianowski**  
Sales Representative

**Media & Information Technologies**

**ROSCOR**

ROSCOR CORPORATION  
3361 Feethamville Drive  
Mount Prospect, IL 60056  
1-847-299-8080 x1343  
1-800-843-3679  
fax: 1-847-299-4206  
jpianowski@rosacor.com  
www.rosacor.com

ISO 9001:2000 CERTIFIED

1150  
WHBY  
105.7  
WAPL  
95.9  
WKSZ  
94.7  
WZOR  
1570  
WSCO  
104.3  
WCHK

**STEVE BROWN, CPBE, CBNT**  
Director of Broadcast Engineering  
Direct 920-831-5659  
W9APL Amateur Call Sign




**Woodward  
Communications, Inc.**  
BROADCAST DIVISION

A Dynamic, Employee Owned Media Company  
Good People - Real Solutions - Shared Results  
P.O. Box 1519 • Appleton, WI 54912-1519  
Fax 920-739-0494 • sbrown@wcinet.com

**Tony Primavera**  
Office: 920.617.7100  
Fax: 920.617.7021  
1046 Gray Ct.  
Green Bay, WI 54303

www.stpaultower.com

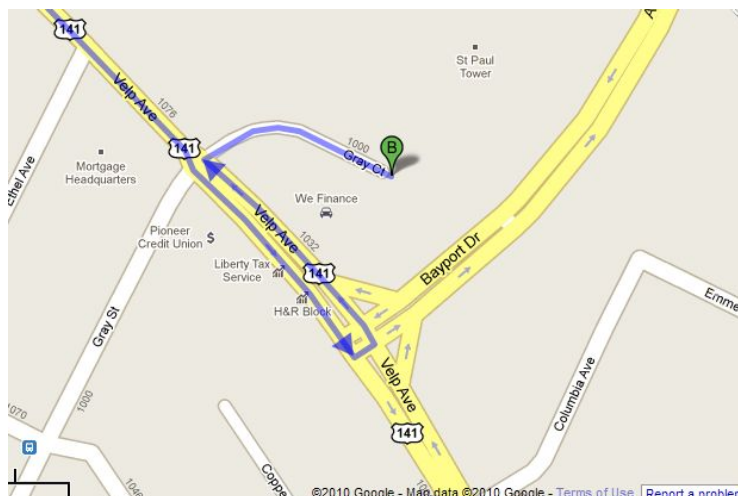
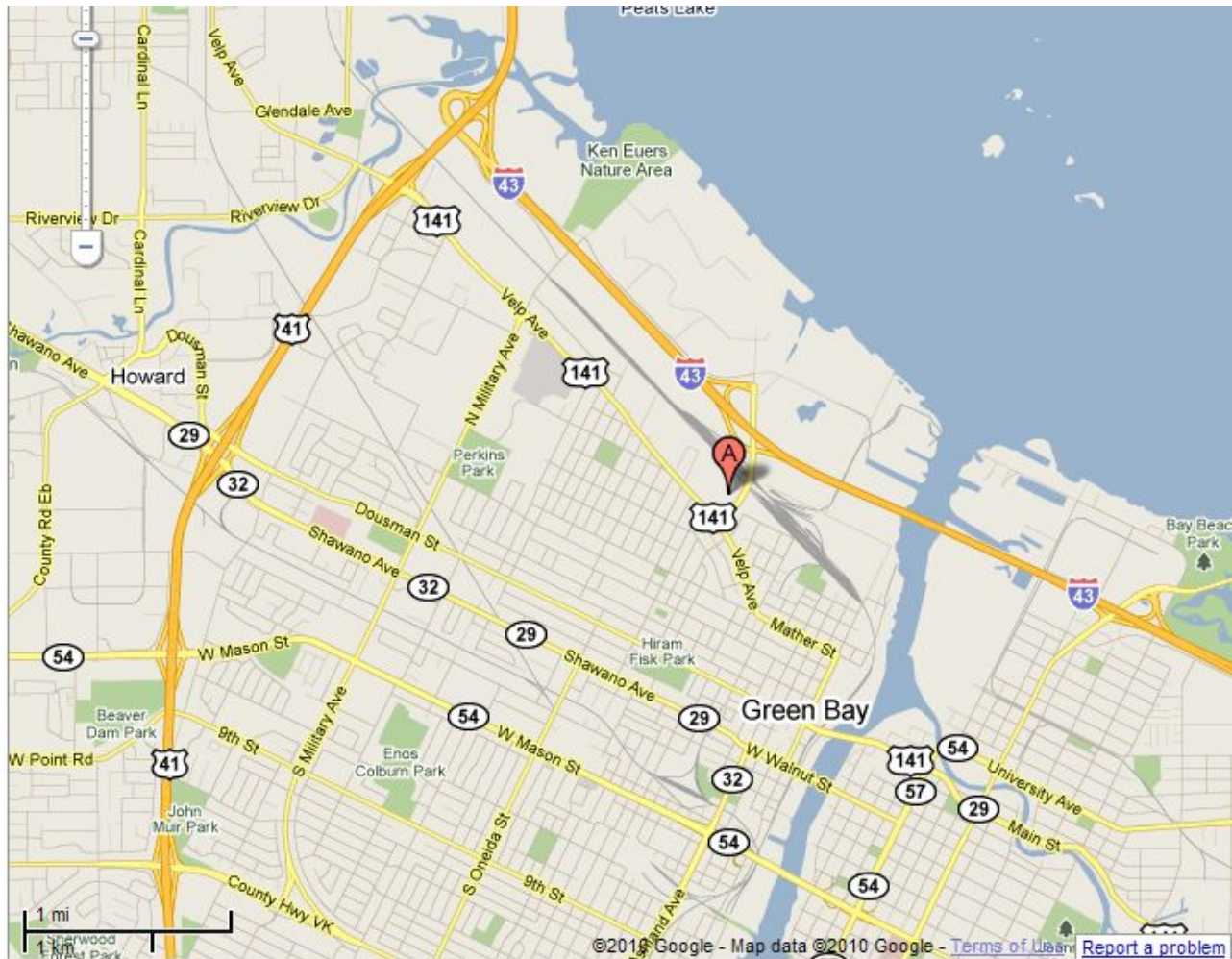
**ST. PAUL  
TOWER**  
Dedicated To Excellence



## Driving directions to Cellcom

- From Highway 41 Take the exit toward Velp Ave
- Turn right at Velp Ave if coming from the south
- Make a U-turn at Atkinson Dr/Bayport Dr
- Turn right at Gray Ct
- Destination will be on the left



## WISCONSIN 2010 EAS SCHEDULE

DAY/DATE	TIME	COMMENT.....
W 6 Jan	0850	Routine Monthly Test initiated by NOAA
R 14 Jan	1259	
M 18 Jan	1459	
T 26 Jan	1059	
W 3 Feb	2350	Routine Monthly Test initiated by WEM
R 11 Feb	1459	
M 15 Feb	1059	
T 23 Feb	1259	
W 3 Mar	0850	Routine Monthly Test initiated by NOAA
R 11 Mar	1059	
M 15 Mar	1459	
T 23 Mar	1259	
W 31 Mar	1059	
W 7 Apr	2350	Routine Monthly Test initiated by ECB
R 15 Apr	1059	
M 19 Apr	1459	
T 27 Apr	1259	
W 5 May	0850	Routine Monthly Test initiated by NOAA
R 13 May	1059	
M 17 May	1259	
T 25 May	1459	
W 2 Jun	2350	Routine Monthly Test initiated by WEM
R 10 Jun	1459	
M 14 Jun	1259	
T 22 Jun	1059	
W 30 Jun	1459	

### GEMCOM

*Communications Consultant  
Broadcast, Sound, Voice & Data*

**GARY W. MACH**  
1511 Biemeret St.  
Green Bay, WI 54304  
(920) 499-4637

The SBE Certification Committee has established the following exam dates. Choose the exam period that is best for you.

Exam Dates	Location	Application Deadline
August 6-16, 2010	Local Chapters	<b>EXTENDED</b> - June 14, 2010
November 5-15, 2010	Local Chapters	September 17, 2010
February 4-14, 2011	Local Chapters	December 31 , 2010
April 12, 2011	NAB Convention	March 25, 2011
June 3-13, 2011	Local Chapters	April 15, 2011
August 5-15, 2011	Local Chapters	June 3, 2011

[Click here for more information about SBE Certification.](#)

**EAS Update:** View the reply comments to the FCC March Public Notice on changes to the EAS system. They do a good job of clarifying the problems that still need to be solved before the Common Alerting Protocol features can be rolled out. Proceeding 04-296

[http://fjallfoss.fcc.gov/ecfs/comment\\_search](http://fjallfoss.fcc.gov/ecfs/comment_search)

**Workshop on Emergency Alerting for the 21st Century**

Public Notice: [PDF](#)

Webcast: [Event Video](#)

Transcript: [PDF](#)

The FCC's Public Safety and Homeland Security Bureau and the Federal Emergency Management Agency's (FEMA's) National Continuity Programs (NCP) held a workshop on 21st Century Emergency Alerting: Leveraging Multiple Technologies to Bring Alerts and Warnings to the Public.

The workshop highlighted the status of and relevant details related to the Integrated Public Alert and Warning System, including the Next

Generation Emergency Alert System (EAS) and the Commercial Mobile Alert System. This public meeting also provided FEMA, the FCC and other Federal partners an opportunity to gather feedback on outstanding issues related to these systems, the upcoming National EAS test, and the FCC's upcoming inquiry proceeding on next generation alerting.



Click on the link to watch the video (Fcc.gov)