



The Society of Broadcast Engineers

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

September 2010

The next meeting of SBE Chapter 80 will be at the Out O' Town Club on Tuesday, September 21 at noon. Our program will be given by Craig Beardsley from Harris about Disaster Recovery. For most engineers, their station Disaster Recovery Plan is a file on their hard drive that is a rarely updated and has a sketchy plan on what should be done if the station is destroyed. Find out what real world lessons in disaster planning were learned when the CBS and Fox affiliate in Grand Junction, Colorado burned completely to the ground and they had to be on the air for the Super Bowl in just two weeks.

Greetings!

Our September meeting of Chapter 80 will be on Tuesday, September 21 at the Out O' Town Club in Kaukauna, starting at noon. The program for September is titled "The Real World of Disaster Recovery". It will be given by Craig Beardsley from Harris and is based on their experience at a Colorado station that burned down back in January, 2008. Craig is an excellent speaker, and has been a presenter at the Iowa DTV Expo and NAB Conferences, as well as many regional SBE events. This should be an interesting and informative event, so mark your calendar, and invite a friend or two.

Our August meeting was held on Friday, August 27, 2010 when Chapter 80 co-hosted the Taste of NAB 2010 Road Show, presented by Larry Bloomfield, at the University of Wisconsin Oshkosh. The event started at noon, with a hosted luncheon (sponsored by Utah Scientific). The program wrapped up around 3:30 p.m., followed by tours of the Oshkosh TV facilities and WRST FM 90.3 studios. The show was co-hosted with NBS and Student SBE Chapter 80.1, and was held in the Titan TV Studios on the campus of the University. We had a sparse turnout from our Chapter, but more students benefitted from the presentation which included several timely technology issues.



A special thanks to Robert Shevlot of Utah Scientific for sponsoring the pizza, and for Larry Bloomfield and his crew for another outstanding event. I only regret that more of our Chapter members were not able to participate. There were some great door prizes, too. Thanks to the Road Show for the picture. For some additional pictures, and a list of the door prize winners, click on this link: http://www.tech-notes.tv/2010/44-Fox_Valley.htm

Upcoming events:

Tuesday, October 26 thru Thursday, October 28, 2010 – SBE/WBA Broadcasters Clinic, Madison Marriot West. Details and registration: www.wi-broadcasters.org Early Bird Registration ended August 27, 2010

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

Tuesday, November 16, 2010 – SBE Chapter 80 -- TBA

Tuesday, December 21, 2010 – SBE Chapter 80 Holiday party

I look forward to seeing you Tuesday, September 21 at noon at the Out O' Town Club in Kaukauna for our Chapter 80 meeting.

Regards,
Tim Laes



Mark Bartolotta
Regional Sales Manager

Heartland Video Systems, Inc.
1311 Piquin Road
Plymouth, WI 53073
Tel: (800) 332-7088
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www.hvs-inc.com

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Broadcaster Clinic Update.

Greetings. As you contemplate whether or not to attend the 2010 Broadcaster's Clinic I'd like to let you know that a local Madison TV station will be broadcasting Mobile DTV for demonstration at the Clinic. WKOW TV, the ABC affiliate in Madison will have Mobile DTV streams on the air. Harris/Zenith/LG will provide receiving appliances at the Clinic so you can see the technology live.

Please check out the program agenda <http://www.sbe24.org/clinic2010.pdf> To register on line go to the WBA website at <http://www.wi-broadcasters.org> and click on Broadcasters Clinic.

The National SBE will be holding their National Meeting and Awards Dinner at the Clinic this year. Tickets for the Wednesday evening Awards Dinner are not included with Clinic registration and can be purchased on the National web site at <http://www.sbe.org> by clicking on the Regional Conference section.

Please consider attending, we'd love to see you there. October 26th thru the 28th.

Leonard Charles
Broadcasters Clinic Program Committee Chair

FCC RELEASES NEW DATA ON INTERNET ACCESS SERVICES

Reflecting the evolution of performance standards and goals for broadband, the Federal Communications Commission has updated and released its latest report on Internet access service subscribership

to better monitor these trends. Titled "Internet Access Services: Status as of June 2009," the new report includes for the first time detailed data on the number of Internet connections at speeds that approximate the national broadband availability target recommended by the National Broadband Plan. The report also focuses on multiple and higher speed tiers, rather than on the Commission's historical categories of "high speed" (any Internet connection with speeds over 200 kilobits per second downstream) or "advanced services." Report highlights include the following, as of June 2009:

- Out of a total of 71 million fixed – as opposed to mobile – connections to households, only 44% met or exceeded the speed tier that most closely approximates the universal availability target set in the National Broadband Plan of 4 megabits per second (Mbps) downstream and 1 Mbps upstream.
- The number of mobile wireless service subscribers with data plans for full Internet access increased by 40% over the first six months of 2009, to 35 million.
- Cable modem connections increased by 3% to 41 million and aDSL by 1% to 31 million in the first six months of 2009.
- A 23% increase in fiber connections, to 4 million, was the largest rate of increase among fixed-location technologies.
- Satellite Internet connections increased by 6% to 1 million (fcc.gov)



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
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Johnsons@us.panasonic.com

Steve Johnson
District Sales Manager



Russ Prieve
Erection Manager/
Project Manager
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Fax 608-825-9050



Joseph P. Kaufenberg
Account Manager
Broadcast & Production Systems Division

Sony Electronics Inc.
1422 138th Lane NW
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Telephone (763) 755-2501
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E-mail: joe.kaufenberg@am.sony.com




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CHAPTER 80 ELECTED AND APPOINTED OFFICERS 2010-2011

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	jpgankuch@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	jkamenick@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@bjensen.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

Federal Communications Commission Chairman Julius Genachowski and Managing Director Steven VanRoekel announced a **suite of new tools designed to unlock FCC data** and drive innovation across the public and private sectors. "Today's announcement marks a major step towards our goal of reimagining the dot gov experience to better serve the 21st-century citizen," said Chairman Genachowski. "These new online tools will empower innovators and developers across the country to leverage government data in ways never imagined, creating immense value for the

American public. This is an important part of institutionalizing change in government." The suite of tools released by the FCC includes a number of APIs (Application Programming Interface) – interfaces that enable communication between independent databases -- for use by developers across a broad range of industries, including federal, state, and local government. The FCC also announced the creation of a developer community (<http://www.fcc.gov/developer>) designed to help drive future releases through feedback and collaboration. ([fcc.gov](http://www.fcc.gov))

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



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ROSCOR CORPORATION
1061 Feehanville Drive
Mount Prospect, IL 60056
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fax: 1-847-299-4206
jplanowski@roscor.com
www.roscor.com

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STEVE BROWN, CPBE, CBNT
Director of Broadcast Engineering
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W9APL Amateur Call Sign

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Tony Primavera

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

www.stpaultower.com





WISCONSIN 2010 EAS SCHEDULE

DAY/DATE	TIME	COMMENT.....
W 4 Aug	2350	Routine Monthly Test initiated by WEM
R 12 Aug	1459	
M 16 Aug	1059	
T 24 Aug	1259	
W 1 Sep	0850	Routine Monthly Test initiated by NOAA
R 9 Sep	1059	
M 13 Sep	1459	
T 21 Sep	1259	
W 29 Sep	1059	
W 6 Oct	2350	Routine Monthly Test initiated by ECB
R 14 Oct	1059	
M 18 Oct	1459	
T 26 Oct	1259	
W 3 Nov	0850	Routine Monthly Test initiated by NOAA
R 11 Nov	1059	
M 15 Nov	1259	
T 23 Nov	1459	
W 1 Dec	2350	Routine Monthly Test initiated by WEM
R 9 Dec	1459	
M 13 Dec	1259	
T 21 Dec	1059	
W 29 Dec	1459	

ARCO Commercial Trips EAS Units (Updated September 10, 2010)

Members of the SBE EAS Committee and participants in SBE's EAS Exchange have identified a radio commercial being aired for the oil company ARCO, a subsidiary of BP, which uses EAS header tones at the start of the commercial. The commercial starts with shortened EAS headers, then the spoken phrase, "The following alert is from ARCO [ad material]." The EAS headers are partial, but contain enough information to mimic the start of an EAS header, using the proper frequencies and data rate. When this commercial is played by a station that is being monitored it may cause some EAS equipment to un-mute and print a partial message.

While the internal monitor speaker is unmuted, the alert is not relayed by the EAS unit on the monitoring station.

Although the problem will only affects stations that both monitor a station that airs the ARCO commercial material and that have a particular type of EAS equipment, the SBE recommends stations check the affected commercial material. The existence of EAS header data in this material might be considered an FCC violation when aired.

FCC Reg. 11.45 states, *"No person may transmit or cause to transmit the EAS codes or Attention Signal, or a recording or simulation thereof, in any circumstance other than in an actual National, State or Local Area emergency or authorized test of the EAS."*

An MP3 of the commercial can be [downloaded here](#).

A further discussion of this event is occurring on the [SBE EAS Exchange](#). [Click here to sign up](#). (sbe.org)

EAS Webinar Available On-Demand Free SBE presented a webinar that provided an update on the Emergency Alert System and the move to CAP as it pertains to broadcasters on August 19. This webinar is now available on-demand. One attendee to the live webinar said, "My time was well spent in this webinar. I have had a lot of questions about CAP and didn't have the time to do the research. The presenter did a good job of encapsulating the essentials." [Click here](#) to learn more and to register for **this FREE webinar**. Thank you to the following companies who made it possible to offer this webinar at no cost to you: [Digital Alert Systems](#), [Gorman-Redlich](#) and [Sage Alerting Systems](#). (sbe.org)

ATSC Mobile DTV Webinar, featuring Wayne Bretl, Rich Chernock and Jay Adrick SBE, in conjunction with [ATSC](#), is pleased to present a webinar on ATSC Mobile DTV on September 23 from 2:00-3:30 p.m. Eastern. The webinar introduces the layered structure of the ATSC Mobile DTV System, the use of IP transport in ATSC Mobile DTV for both streaming and file content, and provides an overview of the equipment utilized to originate and transmit ATSC Mobile DTV services. Featured presenters include Wayne Bretl from Zenith/LG, Rich Chernock of Triveni Digital and Jay Adrick of Harris. (sbe.org)

2010 Election Results Announced The SBE announces the results of the 2010 election for the national board of directors. Vinny Lopez, CEV, CBNT was re-elected for his second one year term as the Society's president. Lopez is the Director of Engineering for WSYT/WNYS TV, Sinclair Broadcast Group, in Syracuse, N.Y. The results of the election are as follows:

Elected to one year terms as officers are:

- President: Vincent A. Lopez, CEV, CBNT, Director of Engineering, WSYT-TV, WNYS-TV – Sinclair Broadcast Group, Syracuse, N.Y.
- Vice President: Ralph Hogan, CPBE, DRB, CBNT, Director of Engineering, KJZZ-FM/KBAQ-FM, Tempe, Ariz.

- Secretary: Ted Hand, CPBE, AMD, 8-VSB, Chief Engineer, WSOC-TV, WAXN-TV, Charlotte, N.C.
- Treasurer: Andrea Cummis, CBT, CTO, Technology and Operations Consultant, Roseland, N.J.

Elected to two-year terms on the Board of Directors are:

- Timothy Anderson, CSRE, DRB, CBNT, Manager, Radio Market and Product Development, Harris Corporation, Broadcast Communications Division, Mason, Ohio.
- Ralph Beaver, CBT, President, CEO, Media Alert, LLC, Tampa, Fla.
- Gary Kline, CBT, CBNT, Vice President of Engineering and IT, Cumulus Media Inc., Atlanta, Ga.
- Gary Liebisch, CPBE, Eastern Regional Sales Manager, Nautel, Milford, Ohio.
- Scott Mason, CPBE, Regional Director of Engineering, CBS Radio, Los Angeles, Calif.
- Jeff Smith, CSRE, CBNT, Supervisor of Studio Systems, Clear Channel Radio – New York, New York, N.Y.

The national Board of Directors of SBE is responsible for the development of policy and determines the programs and services the Society provides to its more than 5,200 members.

Those elected will begin their terms on October 27 during the Annual SBE Membership Meeting. They will join the other six directors who have another year remaining in their terms as well as immediate past president, Barry Thomas, CPBE, CBNT. The SBE National Meeting will be held in conjunction with the Wisconsin Broadcasters Clinic, hosted by SBE Chapter 24 of Madison, Wis. and the Wisconsin Broadcasters Association. The event will take place at the Madison Marriott West Hotel in Middleton, Wis. (sbe.org)

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Madison, Wis. will host the 2010 SBE National Meeting

The 2010 National Meeting of the Society of Broadcast Engineers will be held on October 26-27 at the Marriott Madison West Hotel, 1313 John Q Hammons Drive in Middleton, Wis. The event will be hosted by Chapter 24 of Madison. The National Meeting is being held in conjunction with the Wisconsin Broadcasters Clinic, held October 26-28, which is sponsored by the Wisconsin Broadcasters Association (WBA) and SBE Chapter 24.

The Clinic is one of the longest running broadcast engineering conferences in the United States. It includes technical papers and panel presentations over all three days and an equipment trade show on the first two days. Registration and more information may be made by going to the [WBA website](#) and clicking on "Broadcasters Clinic." Chapter 24, the WBA and SBE invite any and all SBE members and others interested in broadcast technology to attend. All activities will be held at the Marriott Hotel. A special guest room rate of \$ 109 single, \$129 double has been arranged for attendees of the National Meeting and Clinic. To make reservations, call (800) 236-1922 and ask for the special WBA rate. The cutoff date for reservations is October 11. After that, rooms are available subject to a space and rate-available basis.

The SBE National Meeting begins on Tuesday, October 26 (all times CDT) with a meeting of the SBE Certification Committee from 2:00 pm to 4:00 pm. The regular fall meeting of the SBE national Board of Directors will be held beginning at 6:00 pm and will run until about 10:00 pm.

National Meeting activities continue on Wednesday, October 27, with the annual SBE Fellows Breakfast from 8:00 am to 9:00 am. All SBE Fellows are invited to attend and will be guests of the SBE. SBE National officers and the Chapter 24 chairman and convention

chairman are also invited. A special invitation will go to this group in late August. Reservations are required.

The SBE Annual Membership Meeting will be held from 4:00 pm to 5:00 pm. The meeting will include the induction of newly elected members of the Board and officers, the introduction of the SBE Membership Drive Grand Prize winner, John Ramsey of Hartford, Conn. and several brief reports and updates on national SBE activities. With the assistance of Chapter 24, the SBE Annual Membership Meeting will be streamed live via the Internet. More information on how to log-on and watch the meeting will be available beginning in September.

At 5:00 pm, the SBE National Reception will be held in the hotel's beautiful atrium and will include cocktails, hors d'oeuvres and live music. The reception will be followed at 6:00 pm by the SBE National Awards Dinner from 6:00 pm to 8:45 pm. The dinner program will include a special guest speaker, the presentation of the SBE Broadcast Engineer of the Year to John Luff and the SBE Educator of the Year Award to Charles "Buc" Fitch, P.E., CPBE, AMD. Two members will be recognized with the highest membership rank awarded by the SBE, the SBE Fellow: Sterling Davis, Vice President of Engineering, Cox Media Group in Atlanta, Ga. and Robert Locke, CPBE, CBNT, Chief Engineer for KPTS-TV in Maize, Kan. Chapters and individual members will also be recognized during the dinner for best technical article, best chapter newsletter, website, regional conference, most certified chapter and chapters with the greatest percentage growth and highest average member attendance at chapter meetings.

Tickets for the reception and dinner are just \$15. You can [order tickets online](#) - scroll down to "SBE National Meeting." Tickets may also be ordered by calling the SBE National Office at (317) 846-9000. (sbe.org)