



# The Society of Broadcast Engineers

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

**February 2012**

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The next meeting of SBE Chapter 80 will be at the Out O' Town Club at noon Tuesday February 14<sup>th</sup> **one week earlier than usual**. Our speaker will be David Veldman of Harris with our program '*Digital Media Formats in today's Broadcast Environment*'

## **Chairman's Corner**

Welcome to our eNewsletter!

Our next meeting of Chapter 80 will be on Tuesday, February 14, 2012 at noon at the Out O' Town Club in Kaukauna. Our guest speaker will be David Veldman of Harris to discuss video compression and digital media formats in today's broadcast environment. The presentation will cover some of the more popular file formats used in today's broadcast environment, the difficulties that both engineering and operations encounter on a daily basis, why they encounter them and how to rectify some of the common pitfalls and implementation mistakes. See below for more information about our program.

**Please bring a friend and plan to join us!**

Our last meeting was January 17, 2012, at the Out 'O Town Club in Kaukauna. Don Heinzen, John Purvey of Belden and Bill Hollis of Telecast joined us to discuss the Telecast products. Thanks to Bill, Don, and John for an interesting presentation on fiber optic solutions.

If you know of any member who is not receiving the electronic version of the monthly newsletter, please send us their email address. The Newsletter will also be posted on our website <http://www.sbe80.org> , and archive copies, as well as other Chapter 80 and SBE information are available as well.

Upcoming events:

Tuesday, March 20, 2012 – SBE Chapter 80 - Mary Ann Seidler of TieLinie to discuss the changing nature of audio remotes.

Tuesday, April 24, 2012 – SBE Chapter 80 – NAB Review

Tuesday, May 15, 2012 – SBE Chapter 80 – CCCP Annual Technology Expo

Wednesday, June 20, 2012 – WBA/SBE Summer Engineering Clinic - Radisson La Crosse, WI.

Mark your calendars and plan to attend!

I look forward to seeing you on Tuesday February 14, 2012 at our Chapter 80 monthly meeting at the Out O' Town Club in Kaukauna.

Regards,

Timothy J. Laes


*Still need to renew your SBE membership? Renew now using our easy [automated SBE renewal system](#).*



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**More information about our program this month...**

**Digital Media Formats in today's Broadcast Environment**

Unwrapping the Mystery

Today's broadcasters are faced, on a daily basis, with a barrage of digital media that they need to contend with from the myriad of sources available to them. In order to meet the ever increasing demands for digital content more and more file formats are needing to be converted to and from one format or another just to get it to air. Post Production formats versus News formats versus Spot and commercial playback formats and even varying archive formats. The list is daunting and the task even more so!

Harris, being a leading provider of broadcast based digital media equipment for news, sports, production and master control environments is fortunate enough to see, on a daily basis, varying file based formats and their associated workflows, both efficient and inefficient in their implementations. It is in the inefficient workflows brought about by a lack of understanding of the myriad of file formats, the essence and the wrappers, that Harris has had the opportunity to present its views and guidance in debunking myths and mysteries surrounding why certain files work with one device (servers, Non Linear Editors etc) and not another.

In particular, this presentation will cover some of the more popular file formats used in today's broadcast environment, the difficulties that both engineering and operations encounter on a daily basis, why they encounter them and how to rectify some of the common pitfalls and implementation mistakes that introduce possible workflow inefficiencies. We'll take a

deeper look into various file format essence and wrappers, Non Linear editors versus Servers in the area of file based content as well as several generic solutions that you can investigate and possibly implement back at the facility. This presentation has a very strong focus on media file formats but does naturally lean into workflow due to the nature of how and where digital media files are used on a daily basis.

**Buy Kwik Trip Gas Cards to Benefit Chapter 80!**

Last year we started an easy fund raising program for SBE Fox valley Chapter 80! You can buy Kwik Trip gift cards at face value and 10% of the amount is donated back to the Chapter by Kwik Trip!!! Buy your gasoline at the local Kwik Trip store and 10% of your purchase comes back to the Chapter!

Cards can be used to pay inside at the register or pay at the pump without going inside. Cards can be used for fuel, car washes (most locations) or at the convenience store inside.

We have only three people participating in the program so far and in just a few months, we raised almost \$200! So please consider trying this – it is super easy and we all spend plenty on gasoline in our travels. \$50 and \$100 cards are available at any Chapter meeting, or can be ordered and mailed if that is easier for you. Send inquiries to [sbrown@wcinet.com](mailto:sbrown@wcinet.com) (put Kwik Trip in the subject line please) or send a check to SBE Chapter 80, PO Box 1519, Appleton WI 54912-1519 (include mailing address to return the card).



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**Discount NAB Show registration available through SBE**



As a proud partner of the 2012 NAB Show, the Society of Broadcast Engineers is pleased to extend a special offer. Register today with code EP09 to get \$100 off SMART Pass or Conference

Flex Pass non-member rates. Or use code EP18 for a free exhibits-only pass.

The SBE has partnered once again with the NAB to produce the annual NAB Broadcast Engineering Conference, held as a part of the NAB Show, Saturday, April 14 through Thursday, April 19. The SBE hopes members will make their way to Las Vegas to attend the world's largest broadcast and media exhibition and conference. (sbe.org)

*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*

**SBE appeals to members to support legislative effort**

Earlier this week the SBE sent a Legislative Alert to members asking them to mail letters to their U.S. representatives that urge them to support combining the Technical Expertise Capacity Heightening (TECH) Act, H.R. 2102, into FCC Reform Bill, H.R. 3309, sponsored by Rep. Greg Walden (R-OR). The TECH Act, which has stalled in committees of both the House and Senate, would authorize each FCC Commissioner to add an engineer or computer scientist to their office staffs. The SBE has worked since 2010 towards its passage. Adding TECH Act provisions to Walden's FCC Reform Bill may provide the only chance for passage this session of Congress.

Chris Imlay, general counsel of the SBE, plans to meet with Walden's staff prior to the Feb. 7 "mark-up" of H.R. 3309. Imlay will carry copies of letters from members of the SBE, including some from Walden's own second district in Oregon. (continued)

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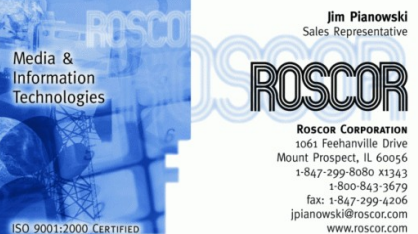


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There is still time for members of the SBE to mail letters to their representatives asking them to urge Walden to include H.R. 2102 in H.R. 3309. Copies of those letters should be emailed to SBE Executive Director John Poray at the SBE National Office by Thursday, February 2. Poray will send the letters to Imlay prior to the meeting with Walden's staff.

To assist, the SBE has prepared a sample letter members can personalize and send to their representative. A link to congressional directories is provided on the SBE website. The SBE hopes members will send a letter to help in this effort to re-establish the presence of technical expertise at the highest levels of the FCC. (*sbe.org*)

### Webinar examines FCC FM Allocation Procedures

The SBE will present the webinar "FCC FM Allocation Procedures" February 16 from 2 to 3:30 p.m. ET. This webinar exposes the history and technology behind the FCC's current FM allocation rules and procedures for non-commercial FM stations, FM translators, LPFM and full service commercial stations.

Instructor Doug Vernier, CPBE, president of V-Soft Communications, LLC, clarifies the differences in the various allocation procedures of the services and the reason behind the differences. Advantages and flaws in the methodology, as well as, recent petitions to amend the procedures are also covered. Attendees will gain insight into how a station can improve its coverage or move its city of license using the rules. Vernier will also discuss the role of directional antennas, which provide protections in certain directions allowing more power to be transmitted in other directions.

This webinar is recommended to station engineers and managers to help them understand FM allocation and why their licenses limit transmission power and tower height and what they can do to improve coverage over the population they reach.

Vernier has been a member of the SBE since 1990 and in broadcasting for over 35 years. V-Soft Communications, LLC, is the largest provider of broadcast communications propagation software in the U.S. and Canada.

The cost is \$49 for SBE members and \$69 for non-members. Visit the SBE website for more information and to register. (*sbe.org*)

**Video of the month.** Low signal strength problem solved! [http://www.youtube.com/watch?v=cZkAP-CQlhA&feature=player\\_embedded](http://www.youtube.com/watch?v=cZkAP-CQlhA&feature=player_embedded)

## WISCONSIN PUBLIC RADIO'S 2012 EAS SCHEDULE

### DAY/DATE TIME

### COMMENT.....

**W 4 Jan 0850 Routine Monthly Test initiated by NOAA**

**R 12 Jan 1259**

**M 16 Jan 1459**

**T 24 Jan 1059**

**W 1 Feb 2350 Routine Monthly Test initiated by WEM**

**R 9 Feb 1459**

**M 13 Feb 1059**

**T 21 Feb 1259**

**W 29 Feb 1459**

**W 7 Mar 0850 Routine Monthly Test initiated by NOAA**

**R 15 Mar 1059**

**M 19 Mar 1459**

**T 27 Mar 1259**

**W 4 Apr 2350 Routine Monthly Test initiated by ECB**

**R 12 Apr 1059**

**M 16 Apr 1459**

**T 24 Apr 1259**

**W 2 May 0850 Routine Monthly Test initiated by NOAA**

**R 10 May 1059**

**M 14 May 1259**

**T 22 May 1459**

**W 30 May 1059**

**W 6 Jun 2350 Routine Monthly Test initiated by WEM**

**R 14 Jun 1459**

**M 18 Jun 1259**

**T 26 Jun 1059**

 [Current Wisconsin EAS Plan](#)

<http://www.wpr.org/eas/>

### Upcoming Webinar

#### Springtime Maintenance to Keep You on the Air

- Mar 15 - 2 p.m. ET

with John Bisset

SBE Members - FREE, thanks to ; Non-Members

- \$39

Drawing from his experience as a chief engineer, and in writing Radio World's popular Benchmark column, John Bisset will lead engineers through a

series of inspections and tasks to prepare your site for warmer weather. Along the way, he will offer some engineering tips to improve maintenance efficiency as well. (*sbe.org*)

### **Webinars Available On-Demand**

New! Streaming Radio: a Tutorial for Broadcast Engineers

Networking Technology for Broadcast Engineers, 2 part (beginning to intermediate level)

Networking Technology for the Broadcast Engineer - Routing and Switching (intermediate level)

Managing a Project and Outside Contractors for Success

Creative Strategies for Translators and Boosters

KREX - The Real World of Disaster Recovery - FREE, thanks to Harris Corporation

Mathematics of Reliability

FCC Self-Inspection Checklist

Event Frequency Coordination

Leadership Development Webinar Series, 3 part

Maximizing HD and 1080p/60 Cable Performance

Human Factors in Broadcasting

ATSC Mobile DTV

(*sbe.org*)

**Read about how Washington state broadcasters coped with a recent snowstorm** [Clay's Corner for February 2012](#)