



# The Society of Broadcast Engineers

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

**June 2016**

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Like us on FaceBook - [facebook.com/sbe80](https://facebook.com/sbe80)

Our website [sbe80.org](http://sbe80.org)

Twitter: @sbechapter80

Our next SBE Chapter 80 meeting will be on Tuesday June 22 as a part of the WBA Summer engineering conference in La Crosse

Fellow Chapter 80 members,

Our June meeting will be held as part of the WBA Summer Engineering Conference on June 22 at the Radisson Hotel & Conference Center in La Crosse - please note that this is a Wednesday. Hope to see you there! The WBA does a great job lining up good topics and speakers along with tasty meals and a reception after the sessions. Think of it as a mini Broadcasters Clinic.

For those of us with HD Radio (IBOC) stations, SBE hosted a Webinar on audio diversity delay on June 1st. If you were unable to view it live, the 90-minute presentation has been archived and is free to SBE members at <http://www.sbe.org/sections/HDRadioDiversityDelay.php>. It begins with a rather elementary introduction but progresses into technical reasons why maintaining tight tolerance of analog/digital audio sync is important. It concludes with a look at different HD Radio system architecture options, best practices and methods of keeping the audio sync stable.

Chapter rebate checks were mailed earlier this month, with our Chapter 80 receiving almost \$400! Thank you to all who are involved in planning and attending Chapter 80 meetings and events throughout the year, which make the rebate possible.

The annual election of national officers and half the board is right around the corner, with nominations due on July 12. Qualified SBE members who are willing to run and serve will be added to the ballot if nominated by at least ten members. A link to the web-based ballot will be emailed to members on July 25 unless they have opted out for a paper ballot.

Please consider attending the WBA in La Crosse if you haven't already planned to!

Mark Hoenecke

## SBE Certification

### 2016 EXAM SESSION

June 3-13

August 5-15

November 4-20

### APPLICATION DEADLINE

April, 19, 2016

June 3, 2016

September 30, 2016

If you have any questions contact the Certification Director, [Megan Clappe](#).

## CHAPTER 80 ELECTED AND APPOINTED OFFICERS

Chairman	Mark Hoenecke	WPT	715-845-1319	Mark.Hoenecke@ecb.org
Vice Chairma	Stu Muck	Muck Broadcast Services	920-960-0045	mbsfdl@yahoo.com
Past 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	jpgfankuch@hvs-inc.com
Membership Chairman	Mark Friedman	WPNE TV/FM	920-336-3541	mfriedman@ecb.org
Sustaining Membership	Stu Muck	Muck Broadcast services	920-960-0045	MBSFDL@yahoo.com
Frequency Coord. < 1 GHz	Tim Laes	WGEE WIXX WNCY WROE	920-435-3771	tlaes@new.rr.com
Frequency Coord. > 1 GHz	Bill Hubbard	UW Green Bay	920-465-2510	hubbardw@uwgb.edu
Newsletter Editor	Dave Driessen	WGBA WACY	920-494-2626	dave.dr99@gmail.com
Certification Chairman	Jim Sams	Retired	920-822-5951	jsams@netnet.net
Chapter 80 Webmaster	Mike Steele	WHBY	920-831-5605	msteele@wcinet.com
EAS Coordinator	Steve Konopka	WPNE TV/FM	920-336-3541	skonopka@ecb.org
Board of Dirs/SBE Liaison	Keith Kintner	UWO	920-424-7357	kintner@uwosh.edu

## Managing Your Contract Engineer Business Webinar is July 21

Our latest webinar, [Managing Your Contract Engineering Business](#), will be held Thursday, July 21 from 2:00-3:30 p.m. ET. Dennis Baldrige and Mike Seaver will cover radio and TV contract engineering services from two different perspectives. Dennis will discuss topics from the perspective of the contract engineer, including establishing yourself as a contract engineer, organizing your business, promoting your services and protecting your business. Mike will cover topics from a station's point of view, including why we have a contract, the various types of contracts available, the necessity of keeping good, valid records of contracted service, security, and review of services received.

Dennis Baldrige is owner of Baldrige Communications, LLC, a contract engineer business based in Wisconsin. He's been in broadcasting for over 30 years and is a Senior Member of the SBE. He has authored articles for *Radio Guide* and has been associated with the Alternate Broadcast Inspection Program of the Wisconsin Broadcasters Association for the past four years. His focus has been helping stations verify substantial compliance to the FCC rules through the use of the FCC's Self-Inspection Checklists.

Mike Seaver is a member of SBE and has authored a course in the SBE University series and the chapter on Engineering Management for the newly released SBE Broadcast Engineering Handbook. In broadcasting since 1959, he has worked in almost every position at a radio station, from studio assistant to general management and as a chief engineer.

Completion of this webinar from Webinars by SBE qualifies for one credit, identified under Category I of the Recertification Schedule for SBE Certifications. The webinar [registration](#) is \$55 for SBE members and \$85 for non-members.

[More >](#)

## Incentive Auction Has Begun

The first part of the Incentive Auction began as scheduled on Tuesday, May 31. This part of the auction is the reverse auction where the FCC is placing offers for TV broadcasters to give up their spectrum. The reverse auction will consist of as many rounds as needed to get down to the required number of participating broadcasters that the FCC needs to clear the desired amount of spectrum. In each round, the FCC will reduce the amount of the offer with the intent to eliminate some stations unwilling to take the new lesser offer until they get down to the number of stations that will accept the FCC's offer and provide the spectrum that needs to be cleared. In order for the reverse auction to work and decrease the cost of recovered spectrum, the FCC needed many more stations to participate than they actually needed to clear the spectrum. The government needs to pay as little as possible to allow for the costs of repacking the UHF TV band and hopefully return some money to the US Treasury after they collect the proceeds for the forward auction where the wireless providers purchase the newly recovered spectrum.



The forward auction will start after the reverse auction is completed and the FCC determines the amount of spectrum available for wireless use. The forward auction will be a traditional auction with the highest bid winning. The first round on May 31 lasted six hours and ran from 10 AM to 4 PM Eastern Time. On June 1, the second round lasted four hours and ran from 10 AM to 2 PM. Starting on June 2, the FCC started two rounds a day each lasting two hours and the FCC will continue with that schedule until they finally close the reverse auction. Each day rounds will run from 10 AM to Noon and from 3 PM to 5 PM daily. The FCC will reevaluate the bids between each round and determine if the number of stations remaining meet their needs or if they need to proceed with another round to eliminate more stations in each of the affected markets. Results of each round can be found at: (<https://auctiondata.fcc.gov>).

So far, the FCC has not listed any results showing the current clearing cost which is the amount the FCC would need to pay the broadcasters to either go off the air, share a channel or move to VHF.

In another action the FCC took regarding the auction ([DA-16-584A1.pdf](#)), they set a date when all translators and low-power TV stations that were not protected under the auction rules must be on the air in order to qualify and then apply for a displacement channel. A displacement channel is a channel that a translator or LPTV station must find if they lose the channel they are on due to it being in the new wireless band or given to a full power or Class A LPTV station. The date that all translators and LPTV stations must be in operation is the day that the FCC releases the Channel Reassignment Public Notice or the new table of allocations for all the stations that need to move for the repacking of the UHF TV band.

>>> by Tom Smith SBE Chapter 24

## SBE Mentor Program Opens to Members

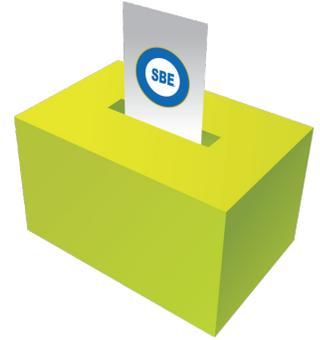
The SBE Mentor Program will help broadcast engineers who are new to the field gain some practical knowledge from seasoned veterans. For the mentor, it's a chance to give something back. For the mentee, it's an ideal way to gain knowledge and understanding on technical issues that can otherwise take years to accumulate.

The SBE mentor partnership begins on Oct. 1, 2016 and lasts for one year. Mentors and mentees will establish a schedule that works best for the pair but the expectation is that the pair will connect by phone at least once every two weeks. An application is available on the website and must be submitted by Aug. 31 to participate in the program. The SBE Mentor Program is open to members of the SBE, and there is no cost. [Applications](#) may be mailed or emailed to SBE Education Director Kristin Owens at the SBE National Office.

More >

## National SBE Board Election Begins in July

The annual [election of national SBE officers and directors](#) will be conducted from July 25 through August 25. Ballots will be available electronically to voting members. Members who have opted out of electronic voting, or who do not have a valid email address on file with the SBE national office, will receive their ballot in the mail.



Members will cast votes for all four officer positions (one-year terms) and six director positions (two-year terms). There are currently eight candidates for the six available director seats. Six other directors continue to serve as they are in the middle of their two-year terms.

When the email or paper ballot arrives, please take a few minutes to cast your ballot. Candidates have made the commitment to serve if elected and deserve your support!

[More >](#)

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**Wisconsin Broadcasters Association  
2016 SUMMER CONFERENCE  
MTI & ENGINEERING DAY  
The Radisson, La Crosse WI  
ENGINEERING DAY - JUNE 22**



8:45 AM: Risk Management in a Broadcast Enterprise

Mike Epstein, Sr. Director of Risk Management, Scripps

What are the risks in a broadcast complex and how to address them will be discussed in this session. Mike will also cover business continuity and physical security including active shooter situations.

9:30 AM: Tower Site Security and FAA Lighting Changes

Rich Wood, President, Resonant Results

Out of sight doesn't have to mean less secure. Rich will talk about ways your tower site is threatened and what you can do to make it more secure. Rich will also describe the latest FAA circular and what it means for your tower.

10:15AM: BREAK

10:30 AM:

Information Security: What Are the Hackers Up to Now?

Dave Kieper, Interim Chief Information Officer, UW Green Bay

David will describe the current motivation and methods used by the internet hacker community and discuss defense strategies to mitigate their attacks.

11:15 AM:

An Amber Alert Incident Debrief

Jennifer Price, Director, Special Operations Bureau, CART Commander, WI DOJ-DCI

Michelle DuBois, Coordinator, Wisconsin Clearinghouse for Missing & Exploited Children & Adults

We will dissect an actual child abduction incident that resulted in an Amber Alert in Wisconsin. What were the steps that lead up to the Alert and what process was used to determine an Alert was needed.

12:00 PM: LUNCH

1:30 PM: The Growing Impact of Ambient Noise on Broadcasting

Steve Johnston, Director of Engineering and Operations, Wisconsin Public Radio

Growing levels of unintended "noise" are interfering with reception of RF signals from radio and television stations. This presentation will discuss the problems we face, pinpoint common sources of the noise, and propose possible resolution.

2:15 PM:

Ask the Manager

In this session the audience will have a chance to ask non engineering managers questions about anything.

On the panel will be: HR Manager: Jeff VerVoort, Morgan Murphy Media Radio Manager: Nancy Douglas, CTJ Communications Finance Manager: Paul Rahmlow, Midwest Communications, Inc. TV Manager:

Steve Lavin, WBAY TV

3:15 PM: BREAK

3:30 PM: The Round Tables

Everyone's voice is heard in this session. We will split the audience into four subgroups and talk about four timely topics. Then we'll hear a report of each discussion. These are the topics:

Table 1: The Broadcast Sales Tax Exemption, Kevin Ruppert, Chair

Table 2: The FM Translator Buildout, Greg Dahl & Jason Mielke, Co-Chairs

Table 3: X-OIP, Clif Groth & Matt Sperling, Co-Chairs

Table 4: Working with Millennials, Kent Aschenbrenner & Bill Hubbard, Co-Chairs

4:30 PM: Exhibits and Reception

## **WBA Media Technology Institute Scholarships**

How would you like to offer an opportunity to a Student to attend the WBA Media Technology Institute June 20-23 at the Radisson in La Crosse? The WBA is offering two scholarships to attend this year's Institute. Scholarships include Hotel and Registration. The WBA provides most meals as well. To apply, contact Linda Baun at [lbaun@wibroadcasters.org](mailto:lbaun@wibroadcasters.org). Keep in mind that only two scholarships to this program will be awarded. More about the Institute.... Media Technology Institute (MTI) (see next page) offers practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers. This four day program is presented by experienced broadcasting professionals. The program consists of three days of instructional content, one additional day of technical seminars and a broadcast equipment exposition as part of the WBA Summer Broadcast Engineering Conference, and concludes with an opportunity to tour a radio/TV technical facility near La Crosse. Underwriting for MTI is provided by the Wisconsin Broadcasters Association and Midwest Communications.

### **Media Technology Institute June 20-23, 2016 Radisson Hotel & Convention Center La Crosse, Wisconsin**

Media Technology Institute (MTI) offers practical, instructional courses suitable for prospective, beginning, intermediate, and senior broadcast/media engineers, in a four day program presented by experienced broadcasting professionals. The program consists of three days of instructional content and one additional day of technical seminars and a broadcast equipment exposition as part of the WBA Summer Broadcast Engineering Conference.

Location: Illinois Room

10:00 am: Welcome by Michelle Vetterkind, WBA President/CEO, followed by a discussion of the schedule by Terry Baun

10:15 am: "A brief Introduction to the history and challenges of Broadcast/Media Technology" with Terry Baun

10:30 am - 12:00 pm: "Big iron-Antennas, towers, and transmission lines" with Richard Wood

12:00 pm: Lunch

1:30 pm: "Engineering Your Career in a Broadcast Station" with Bill Hubbard

3:30 pm - 5:00 pm: Welcome Reception

Location: Illinois Room

9:00 am: "RF Fundamentals" with Terry Baun

12:00 pm: Lunch

1:30 pm: "Facility Design" with Bill Hubbard

3:30 pm: "Understanding Audio levels and Measurement Standards" with Jim Klas

5:00 pm: Dismiss

Location: Zielke Suite 1, La Crosse Center

8:45 am: WBA Engineering Day Sessions

12:00 pm: Engineers Luncheon at the WBA Summer Conference

1:30 pm: WBA Engineering Day Sessions Continued

5:00 pm: WBA Equipment Exhibits, Reception and Dinner

Location: Illinois Room

9:00 am: "Engineering on a (no) budget and Site Grounding/Safety issues" with Jeff Welton

11:00 am: "Business Basics for Broadcast Engineers" with Jim Klas

12:00 pm: Lunch

1:30 pm: "The Continuing Confluence of IT and RF Technologies" with Terry Baun

2:00 pm: Field trip to WHLA FM/TV site in Minnesota

The WBA is offering two scholarships to attend this year's Institute. Contact Linda at [lbaun@wibroadcasters.org](mailto:lbaun@wibroadcasters.org).

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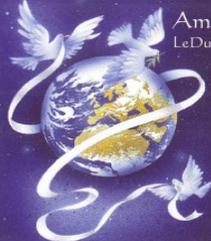
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