**SOCIETY OF BROADCAST ENGINEERS, INC.**

***The Association for Broadcast and Multimedia Technology Professionals***

***9102 N. Meridian Street, Suite 150, Indianapolis, IN 46260***

***317-846-9000***

**NEWS RELEASE**

***Contact: Chriss Scherer, Member Communications Director***

*For Immediate Release cscherer@sbe.org*

**John Collinson Named SBE Fellow**

**April 9, 2019**

Indianapolis, IN - The Society of Broadcast Engineers (SBE) has elevated John Collinson, CPBE, 8-VSB, AMD, CBNE, to the membership rank of Fellow. The SBE Board of Directors elected him at its meeting held Sunday, April 7 in Las Vegas during the 2019 NAB Show.

John Collinson, who joined the SBE in 1976 and is currently a Senior member, is the chief engineer at Ventana Television, Inc., a branch of HSN, in Saint Petersburg, FL. He has held that position since 1994. He previously was the chief engineer of WWSB-TV and WAAY-TV in Sarasota, FL from 2007 to 2008, and the chief engineer of WDAF-AM/KYYS-FM/WDAF-TV in Kansas City from 1987 to 1993. He attended Oklahoma State Tech and John Brown University.

Collinson has served SBE Chapter 39 Tampa Bay Area as chapter chair from 1999 to 2001, and chapter certification chair since 1995. In the early 1990s, he led the effort to restart the chapter. For the past 11 years, the chapter has presented an annual Broadcast Technology Symposium, and Collinson has been a leader in founding and continuing that project. Many chapter members credit him as being a driving force in keeping the chapter active with, as one of his Fellow nominators wrote, "his steady support and wise counsel even after he handed off the main leadership role to others."

One nomination credited Collinson's mentoring efforts: "[John] encourages both brand new and seasoned engineers to expand their knowledge and their level of certification. He takes the time to nurture young talent and has been instrumental in growing [the chapter's] relationship with St. Petersburg College with the goal of enticing more young talent to join our trade." Another nomination noted that because of Collinson's efforts, 19 St. Petersburg College students (and counting) have earned the SBE Certified Radio Operator Certification to date.

His dedication to SBE certification is boundless. One nominator wrote, "John is not only a great mentor for new members, but also pushes the membership as a group for higher certifications every chance he can."

Additional comments from his nomination include notes words of praise, including:

"John is always one of the first to volunteer for a project."

"John is an engineer's engineer."

"John is a shining star in our industry."

"John values our broadcast community, and it shows with his dedication year after year to the SBE, both locally and nationally."

On the SBE Board of Directors' approval of John Collinson's elevation to Fellow, SBE President Jim Leifer, CPBE, said, "The peer accolades expressed for John show the highest esteem of an SBE member, and recognizing him with the membership grade of Fellow is a testament to John's skill, attitude, professionalism and dedication to broadcast engineering. These are the marks of an SBE Fellow."

The Fellow honor is the highest membership level in the SBE. Members must have made significant contributions to the broadcast engineering field or the SBE. Candidates are nominated by their peers. Since the Society's founding 55 years ago, 79 members have been honored with the Fellow rank.

Collinson will be recognized for his election to Fellow during the SBE National Awards Dinner on Oct. 16, 2019, in Madison, WI, during the annual SBE National Meeting, which will be held in conjunction with the Wisconsin Broadcasters Clinic.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has more than 5,000 members in 114 chapters across the United States and in Hong Kong. There are also members in more than 30 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. SBE offers the preeminent technical broadcast certification program in the U.S. and an expansive list of educational programs for broadcast engineers, operators, technicians, and broadcast IT professionals.

For more information about the SBE, contact John L. Poray, CAE, Executive Director, at [jporay@sbe.org](mailto:jporay@sbe.org) or 317-846-9000, or visit the SBE website, www.sbe.org.

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Editors: Image of John Collinson is available online.

<http://sbe.org/images/hirez/Collinson_John2.jpg>