While trying to decide what to write about each month, I often bounce ideas off the national office staff, since writing is not one of my best points (hey, I'm a broadcast engineer ya know). After some debate, I decided to discuss our national theme for the year 2011, and what SBE has done to provide the tools for our members to reach their goals.

*Raising the Bar* will be the yearly theme for SBE in 2011. We were looking for something that would spotlight our educational missions and programs and their benefits for our 5500 plus members.

Time for a history lesson. In 2008 at the winter Executive Committee (EC) Meeting in Atlanta, the EC voted to expand the educational offerings of the Society. Part of that proposal was the creation of a full-time staff position of Education Director, which was filled by Kimberly Kissel. We all knew that it would be a few years before we really started to see a “return on our investment” so to speak, but the board was prepared to move forward with all possible dispatch.

SBE has decided that 2011 will be the year that we make the big push to take the education...
Win in the 2011 Membership Drive

T
he 2011 Membership Drive begins on March 1 and concludes on May 31st. Raising the Bar is this year’s membership drive theme.

With the numerous educational opportunities, networking, professional certifications and more, Raising the Bar signifies the higher level you can take your career to by being an active and confirmed member of the SBE. A growing membership helps make the Society strong — and SBE can raise its bar even higher with more members. SBE is the only organization devoted to the advancement of all levels and types of broadcast engineering. Through its members, SBE provides forums for the exchange of ideas, where sharing information helps keep us pace with the rapidly changing industry.

Help engineers know how to raise their professional bar. Introduce them to the Society and its many career enhancement opportunities and personal benefits.

There is someone on your staff who is somewhere new to broadcast engineering. Perhaps you know a student who has an interest in our profession. What better way to help someone touch or grasp your goals by introducing him or her to SBE’s certification program, SBE’s education programs and SBE JobsOnline. Make your local chapter more recognized with the newest SBE member you recruit. Recruiting more members means raising the bar in networking opportunities. Recruiting a new member helps the Society help you.

The SBE will reward you with every member you recruit. With each new member, your name will be entered in the Membership Drive prize drawing. You receive five entries for each Sustaining Member you recruit.

This year’s grand prize is a trip to the SBE National Meeting in Columbus, Ohio September 27-29, which includes airfare for one from Columbus to within the continental US and two nights stay at the Crowne Plaza Down Town Hotel.

Other prizes include:

- (2) Kathrein AON 650 Hz TV antennas
- (2) Telediff Meier, courtesy of Middle Atlantic Products
- (2) Logo Polo Shirts, courtesy of Middle Atlantic Products
- (2) Logo Polo Shirts from Broadcast Electronics
- And Many More Prizes to Come!

You also receive five dollars off your 2012 membership renewal for each new member you recruit (up to $50), which means someone is a winner! Raising the Bar will reward you this year and recruit even more members than last year and help the Society, Raising the Bar for you.

the SIGNAL

Society of Broadcast Engineers
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The SBE exists because of the volunteer efforts of members like you at the local and national level. The SBE Officers, as part of the Executive Committee, is currently seeking candidates to run in the summer elections for the upcoming term. Capable members from all corners of the field of broadcast engineering are needed to serve. To be eligible, candidates for national office must be a Member, Senior or Life members of the SBE, or be the designated representative of an SBE Sustaining Member, in good standing. All candidates must also hold a current SBE engineering-level certification and must maintain that certification through all terms of office. All of the directors serve in an “at-large” capacity.

Directors serve terms of two years, and are expected to attend two full meetings of the board each year. The meetings are held in the spring during the NAB Show and in the fall during the SBE National Meeting. Terms of officers are one year. Officers are expected to attend the two full meetings of the board plus two meetings of the executive committee, which are held during the winter and summer.

Members of the board may be appointed by the president to serve as a chairman or as a member of a national committee. All those who serve must be willing to cover their own travel expenses to attend the meetings. Some employers and contractors have helped cover this expense for some members of the board in the past.

Members interested in serving the SBE as a member of the national board are encouraged to contact the chairman of the SBE Nominations Committee, Ted Hand, CBET, 8-VSB, AMD, Chief Engineer with WOSC-TV/WAXN-YV in Charlotte, N. Car. Ted is also a current member of the SBE Board, serving as finance secretary. He can explain the duties and responsibilities to you in detail and answer any questions you may have. You can reach Ted at ted.hand@cox.com or (704) 335-4732.

The Nominations Committee will submit its list of candidates to the SBE National Office by April 29, so if you are interested, be sure to contact Ted before that date.

Election ballots will be mailed no later than July 25 to all voting members. The results will be known on August 25 when all the ballots mailed to SBE National Office are counted. Results are counted by the official board of tellers. Those elected will be inducted into office on September 28 during the SBE National Meeting, which will be held in Columbus, Ohio, in conjunction with the Ohio Association of Broadcasters annual DAB Engineering Conference, in cooperation with the SBE chapters of Ohio.

Please consider contributing your leadership and experience to the Society by offering to run as a candidate, and if elected, serve as a member of the national board of directors. Not only will your Society benefit from your leadership, but you’ll benefit too, as you develop friendships and strengthen your professional network with other members from around the country.

FEBRUARY 2011

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Helping engineers know how to raise their professional bar. Introduce them to the Society and its many career enhancement opportunities and personal benefits.
We have two upcoming Ennies Workshops coming up as well. The Sacramento Ennies Workshop co-sponsored and hosted by SBE Chapter 43 - Sacramento and KVEE will be held on Saturday, February 12, 2011. For those in the sunshine state, the South Florida Ennies Workshop, hosted by SBE Chapter 53 - Miami will be held on Thursday, March 10, 2011. Last but not least, don’t forget about the biggest Ennies Workshop of the year, on Saturday April 9th, 2011 at NAB.

10 does indeed look like the year that SBE takes our educational opportunities to the next level. You will see this phrase used extensively throughout the year, from mailings to e-mail campaigns and all things SBE. I hope all of you join us in Raising the Bar.

'The first draft
Winner will be determined by a random draw of all correct entries received by 12/31/2010 at 5:00 pm. The winner must be a current member of SBE. Prize is transferable. The winner is responsible for any prize tax.

I don’t suggest here that the SBS stations are now a major source of interference to the AM broadcast service. But it would be patently obvious that anecdotal tales of interference complaints by AM broadcast listeners are not an accurate measure of the interference potential. Automated reception meters to measure the number of course AM listeners do not complain of interference, they simply tune away to FM, or turn off the radio entirely. It should also be patently obvious that a radical increase in the number of new AM transmitters in the AM broadcast service has a measurable aggregate effect on ambient noise, especially at nightime, throughout the AM band.

More to the point, however, the effort to make local governments into non-commercial broadcasters is misplaced conceptually. Broadcast radio stations in most markets, and especially AM stations, do local broadcasting because they have no other choice if they want to survive. There is no need to replicate the AM, FM or LPFM services with a local government broadcast service. Broadcasters broadcast AMBE alerts, weather information, road closures, and other breaking emergency news. It is not necessary or beneficial to duplicate the broadcast service, nor does it meet the needs of the community or the needs of the AM broadcasters and other government entities with which the licensee cooperates, and to eliminate the limitation on TIS stations to areas near highways, and public transportation terminals, so that they can be located anywhere. Local governments commented on the proposals, and suggested in several instances that TIS stations have a role as a commercial or community service such as local government official notices etc., similar to low power FM stations.

The FCC’s Notice of Proposed Rule Making takes the bait offered by SASHTO and the other two petitioners and the commenting local governments. As is the case with a lot of other FCC NPRMs lately, the actual rules are proposed by FCC, making it difficult to comment on the proposal, but the NPRM does ask of a lot of questions, including whether the public interest would be served by expanding TIS to include the broadcast of all non-commercial information; whether to limit the expanded authority to emergency alerts, or to some other permissible content; and whether to expand TIS while retaining the travel-advisory requirement.
Time to renew your SBE membership

E nsure your continuing membership in the only professional organization dedicated solely to the advancement of broadcast engineering and the field of broadcasting by renewing your membership. Most members of the SBE will receive their annual membership renewal form in the mail during the first week of February. Those in the Member, Senior, Student, Associate and fellow membership categories will receive the mailing. Renewals are due by April 1.

You can renew by filling out the form and mailing it with payment information to the SBE National Office, or you can use the on-line renewal form on the SBE website, www.sbe.org. The system is fast and secure and you will receive an automated email confirmation message/payment receipt. More than 1000 members used the on-line system last year, which was the first year on-line renewal was available.

Membership dues may be paid using a personal or company check, money order, debit or credit card (MasterCard, Visa, or American Express). Membership dues for the member classifications listed above (except Student) are $50 for the April 1, 2011 - March 31, 2012 membership year. The SBE Board of Directors approved an increase last October of $5, the first increase in four years. Student member dues remain at $20. Life members are automatically renewed with no form to complete or dues to pay. Youth and Sustaining Members renew in the anniversary month of their membership.

The membership dues for those classifications have not changed. If you have any questions about your renewal, or if you do not receive your renewal reminder by February 15, please contact Scott Jones at the SBE National Office at (517) 846-9000 or sjones@sbe.org.

Systems, Inc. asked that the Commission retitle TIS as the "Local Government Radio Service; expand the permissible uses of TIS stations to include broadcast information of a non-commercial nature; "as determined by the government entity licensed to operate the station and other government entities with which the government operates" and "to eliminate the limitation on TIS sites to areas near roads, highways and public transportation terminals, so that they can be located anywhere. Local governments commented on the proposals, and suggested in essence that TIS stations be allowed to broadcast virtually all non-commercial information such as local government official notices, or similar to low-power FM radio." The FCC's Notice of Proposed Rule Making takes the last offered by ASHTI and the other two petitioners and the commenting local governments. As is the case with a lot of other FCC NPRM's lately, no actual rules are proposed by the FCC, making it difficult to comment on the proposal, but the NPRM does ask a lot of questions, including whether the public interest would be served by expanding TIS to include the broadcast of all non-commercial information; whether to limit the expanded authority to just emergency alerts, or to some other permissible content; and whether to expand TIS while retaining the traditional TIS system. The FCC is not interested (probably because this rulemaking was initiated by the Public Safety and Homeland Security Bureau) in what the impact of this wholesale change in the concept of TIS would be on radio broadcasting. Instead, they asked other questions that would diminish the ability of TIS stations to communicate information of local concern to travelers. That is really the issue here? FCC asks what is the type of information broadcast over the TIS service might be broadcast without "diluting" the value of the service to travelers.

I don't suggest here that TIS stations are the major source of interference to AM broadcast stations. But it should be pointed out that anecdotal evidence of interference complaints by AM broadcast listeners are not an accurate measure of the interference potential of the stations now, because of AM listeners do not complain of interference, they simply tune away from AM, or just turn the radio off completely. The exact type and number of watt-transmitters in the AM broadcast band with a measurable aggregate effect or ambient noise, especially nighttime, throughout the AM band.

Moreover, however, the effort to make local governments into non-commercial broadcasters is misplaced conceptually. Broadcast radio stations in most markets, and especially AM stations, do local broadcasting because they have no other choice if they want to survive. There is no need to replicate the AM, FM or LPFM services with a local government entity. The FCC is proposing to transmit AMBER alerts and the availability of 511 (a nationwide telepone number for traveler information)."
Is it time to recertify?

by James T. Bernier Jr., CPBE, CBNT
SBE National Certification Committee Chairman

From time to time, we receive feedback from both certified members and certified non-members questioning the recertification process. Some don’t appreciate the requirement, yet others don’t understand why there’s a five-year term to the certification itself, after all, “once you’re certified, no one can take it away from you.”

Those of us old enough to remember the FCC’s first class ticket will also recall that it had a five-year term upon which it was your responsibility to renew it. All that was required for renewal was a one-time, service record.

SBE Certification, like the old FCC licenses and many other professional certifications, is a renewable certification with a five-year term. You will receive a renewal notice six months prior to the end of that five year term. This notice will include the recertification application and instructions for filling it out. For all engineering certifications, you need to renew by professional credits.

You may ask, “Why do I have to fill out an application if I’ve been working in the broadcasting field?” The reason is similar to why you had to take an exam to be certified in the first place. You are showing that you have continued your education and knowledge in our technical world.

The professional credit requirement encourages individuals to do more during their five year term than just hold employment, professional memberships and attend meetings. The activity distribution across the ten different categories is a way to encourage you to engage in activities that expand your knowledge and education with the ever changing industry before us.

The Society’s certification committee has detailed activities within the ten categories that coincide with what they believe demonstrates your continuing education efforts within the industry. The Certification Committee is a group of volunteers who work as broadcasting engineers throughout the United States. Many different individuals have served on the committee over the past 35 years. The categories and activities within those categories are reviewed regularly to make sure that the renewal process remains relevant.

The application that they have identified for recertification by professional credits include: employment, membership, chapter meetings, conferences or seminars, factory or institute schools, continuing education units, publication of an article or a presentation on a relevant subject, SBE educational courses, workshops and a number of other areas. Each certification level has a minimum number of credits that needs to be reached to maintain certification spread over a minimum of four categories.

When you are initially certified, and with each renewal, you receive a “Maintenance of Certification” brochure. This brochure is provided so that you can keep track of items that should be included in your recertification application when it is due. By keeping a track record as the years tick by, it will make the application easier to fill out when the time to renew is upon you.

The founders of SBE’s certification program were purposeful in requiring recertification every five years. The new program needed to provide employers a basis for ensuring that this new process was better than the old FCC renewal process. In doing so, they created a program that was more meaningful to both member and non-member participants.

I want to thank the local certification chairmen, and the National Certification Committee, for dedicating their time to the program of certification without their volunteer efforts, this program would not exist.
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President
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• Walt McGuire
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• Brian Peterson
• John Kuechle
• Brian Haupt

City Coverage
• Don Young
• Don Ford
• Ross Burnette
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• Mike Mooney
• Gary Lanthier
• Mark Johnson
• John Slaughter

PC PARKS SCHOOLS
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• Steve Rice, Idaho Falls, ID – Chapter 36
• Joe Lese, Greeley, CO – Chapter 30

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SBE Education Update

New SBE University Course - Available Online, On-demand
Broadcast Audio Processing

SBE University has a new course on Broadcast Audio Processing geared toward the intermediate to experienced broadcast engineer who is already familiar with the basics of good broadcast engineering. The course concentrates on loudness and the human ear, the basics of broadcast audio processing, the basics of gain control, limiting and clipping, adjusting a wideband processor for voice and multi-hand processing. The SBE is grateful to Stephen Poole, CBRE, AMD, CBNT, for all his work in developing this course. The cost is $80 for SBE Members and $105 for non-members.

Upcoming Webinars
SBE RF Safety Course - February 17

Need to brush up on your knowledge of RF and RF Safety? The SBE RF Safety Course provides an overview of RF radiation issues and practices for broadcasters, including workplace hazards, transmitter sites, SNG and ENG trucks, the biological effects of RF radiation and the distinct differences between RF radiation and ionizing radiation and more. Instructor - Richard Strickland

Networking Technology for Broadcast Engineers
March 3 and March 24

This subject is broken into two webinars. Each webinar can be taken independently but note that SBE Members save $20 when they purchase both. The first webinar covers TCP/IP and UDP fundamentals and IP addressing (IPv4 focused). The second webinar covers the fundamentals of IPv6, switching and routing fundamentals, QoS basics, controlling traffic and security concerns. Instructor - Wayne Pecena

KREX - the Real World of Disaster Recovery
April 28 - FREE for SBE Members! Registration required!

For most engineers, the disaster recovery plan is a file on their hard drive that is a sketchy and rarely updated 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 the Super Bowl was just two weeks away. This session includes helpful checklists and templates related to disaster planning and recovery. Thank you to Harris Corporation for sponsoring this webinar.

MARK YOUR CALENDAR

For more information or to register for the programs brought to you by the SBE, visit our website at www.sbe.org under Education.

February 12 - Sacramento Ennes Workshop 9:00 a.m. - 5:00 p.m. PST
Hosted by: SBE Chapter 43 and SBE-TV
Cost: SBE Members - $25; Non-Members - $35

February 17 - SBE RF Safety Course 2:30-5:15 p.m. EST
Instructor: Richard Strickland, RF Safety Solutions
Cost: SBE Members - $85; Non-Members - $125

March 3 - Networking Technology Webinar 2:00-6:00 p.m. EST
TCP/IP and UDP Fundamentals and IP Addressing (IPv4 focused)
Instructor: Wayne M. Pecena, CBRE, 8-VSB, AMD, UDB, CBNT
Cost: SBE Members - $50; Non-Members - $75

March 10 - South Florida Ennes Workshop 9:00 a.m. - 5:00 p.m. EST
Hosted by: SBE Chapter 53
Cost: SBE Members - $50; Non-Members - $45

March 24 - Networking Technology Webinar 2:00-6:00 p.m. EDT
IPv6 Fundamentals, Switching and Routing, QoS Basics, Controlling Traffic and Security Concerns
Instructor: Wayne M. Pecena, CBRE, 8-VSB, AMD, UDB, CBNT
Cost: SBE Members - $50; Non-Members - $75

Fellow Nominations Deadline March 26

The fellow designation is the highest level of SBE membership and recognition presented by the Society of Broadcast Engineers. Nominations for 2011 must be received no later than March 25 for consideration this year.

Information on how to submit a nomination is available at the SBE website. Click on the "About Us/Awards & Recognition" tab on the red menu bar and click on "SBE Fellow." Submit your nominations to Fellowship Committee Chair: Troy Pennington, GSBE CBNT, 6156 Hampton Hall Way, Hermitage, TN 37076 or to Troy.pennington@cumulus.com.

2011 SBE Leadership Development Course
August 2-4 - Atlanta, Georgia

This three-day course, led by leadership consultant and college professor Rodney Vanderweer, challenges you to refine your leadership skills as you better understand and improve how you interact with others. One attendee of the 2010 Course said of his experience, "The insight into my own management style and the motivational techniques was excellent." Another student said this is "a class every manager should attend!"

2011 SBE Certification Exam Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Location</th>
<th>Application Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 14, 2011</td>
<td>Local Charters</td>
<td>Closed</td>
</tr>
<tr>
<td>April 12, 2011</td>
<td>Local Charters</td>
<td>March 25, 2011</td>
</tr>
<tr>
<td>June 2-13, 2011</td>
<td>Local Charters</td>
<td>April 15, 2011</td>
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<tr>
<td>August 5-15, 2011</td>
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MARK YOUR CALENDAR

For more information or to register for the programs brought to you by the SBE, visit our website at www.sbe.org under Education.

February 12 - Sacramento Ennes Workshop 9:00 a.m. - 5:00 p.m. PST
Hosted by: SBE Chapter 43 and SBE-TV
Cost: SBE Members - $25; Non-Members - $35

February 17 - SBE RF Safety Course 2:30-5:15 p.m. EST
Instructor: Richard Strickland, RF Safety Solutions
Cost: SBE Members - $85; Non-Members - $125

March 3 - Networking Technology Webinar 2:00-6:00 p.m. EST
TCP/IP and UDP Fundamentals and IP Addressing (IPv4 focused)
Instructor: Wayne M. Pecena, CBRE, 8-VSB, AMD, UDB, CBNT
Cost: SBE Members - $50; Non-Members - $75

March 10 - South Florida Ennes Workshop 9:00 a.m. - 5:00 p.m. EST
Hosted by: SBE Chapter 53
Cost: SBE Members - $50; Non-Members - $45

March 24 - Networking Technology Webinar 2:00-6:00 p.m. EDT
IPv6 Fundamentals, Switching and Routing, QoS Basics, Controlling Traffic and Security Concerns
Instructor: Wayne M. Pecena, CBRE, 8-VSB, AMD, UDB, CBNT
Cost: SBE Members - $50; Non-Members - $75

Fellow Nominations Deadline March 26

The fellow designation is the highest level of SBE membership and recognition presented by the Society of Broadcast Engineers. Nominations for 2011 must be received no later than March 25 for consideration this year.

Information on how to submit a nomination is available at the SBE website. Click on the "About Us/Awards & Recognition" tab on the red menu bar and click on "SBE Fellow." Submit your nominations to Fellowship Committee Chair: Troy Pennington, GSBE CBNT, 6156 Hampton Hall Way, Hermitage, TN 37076 or to Troy.pennington@cumulus.com.

2011 SBE Leadership Development Course
August 2-4 - Atlanta, Georgia

This three-day course, led by leadership consultant and college professor Rodney Vanderweer, challenges you to refine your leadership skills as you better understand and improve how you interact with others. One attendee of the 2010 Course said of his experience, "The insight into my own management style and the motivational techniques was excellent." Another student said this is "a class every manager should attend!"

2011 SBE Certification Exam Schedule

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EDUCATION UPDATE

SBE Education Update
New SBE University Course - Available Online, On-demand
Broadcast Audio Processing
SBE University has a new course on Broadcast Audio Processing geared toward the intermediate to experienced broadcast engineer who is already familiar with the basics of good broadcast engineering. The course concentrates on loudness and the human ear, the basics of broadcast audio processing, the basics of gain control, limiting and clipping, adjusting a wideband processor for voice and multi-hand processing. The SBE is grateful to Stephen Poole, CBRE, AMB, CBNT, for all his work in developing this course. The cost is $80 for SBE Members and $105 for non-members.

Upcoming Webinars
SBE RF Safety Course - February 17
Need to brush up on your knowledge of RF and RF Safety? The SBE RF Safety Course provides an overview of RF radiation issues and practices for broadcasters, including workplace hazards, transmitter sites, SNG and ENG trucks, the biological effects of RF radiation and the distinct differences between RF radiation and ionizing radiation and more. Instructor - Richard Strickland

Networking Technology for Broadcast Engineers
March 3 and March 24
This subject is broken into two webinars. Each webinar can be taken independently but note that SBE Members save $20 when they purchase both. The first webinar covers TCP/IP and UDP fundamentals and IP addressing (IPv4 focused). The second webinar focusses on the fundamentals of IPv6, switching and routing fundamentals, QoS basics, controlling traffic and security concerns. Instructor - Wayne Pecena

KREX – the Real World of Disaster Recovery
April 28 - FREE for SBE Members - registration required
For most engineers, the disaster recovery plan is a file on their hard drive that is a sketchy and rarely updated 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 the Super Bowl was just two weeks away. This session includes helpful checklists and templates related to disaster planning and recovery. Thank you to Harris Corporation for sponsoring this webinar.

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April 9-14 - NAB Show - Las Vegas, NV

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Moseley Digital STLs
AM/FM/TV

(805) 968-9621
www.moseleysb.com
Tuesday, April 12
SBE Frequency Coordinators Meeting. 10:00 am – 12:00 pm
Conference Rooms 7 & 8

SBE Spring Membership Meeting. 5:00 pm – 6:00 pm
LVCC Room TBA

Registration Discounts for SBE Members
Members of SBE whose employers are not members of the NAB, can register for the full conference (Conference Flex Pass) using the special “Partner Rate”, which provides a $100 discount off the non-NAB member rate. SBE members should use the Pass Code: BE25, on the on-line NAB Show registration form to get the discount. To register, visit the NAB website, www.nabs.com/2011. Register before April 8 to avoid paying higher registration rates.

The Conference Flex Pass is $495 for NAB members, $595 for SBE members using the Partner Rate and $695 for non-NAB members. The Flex Pass includes admission to the Broadcast Engineering Conference (which includes the Ennes Workshop on Saturday, April 9), Broadcast Management Conference, Content Conference, DCS 2011, Media Business Conference, Military & Government Summit, Telecom Access Network’s Conference and Telepresence Conference. It also includes access to Super Sessions, Opening Keynote and State of the Industry Address, Info Sessions, one Luncheon (Radio, Television or Technology), Contour Theater, Exhibits and PITS.

We hope you’ll join many of your fellow SBE members April 9-14 in Las Vegas for the 2011 NAB Show and NAB Broadcast Engineering Conference.

WATERS from page 5

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View of the SBE's website National Calendar feature

Like the old website, the new site offers some members-only benefits, including the member-search and chapter search features. Using your member number as your log-in and your website password, you can search for another member or get a list of all the members in a specific chapter.

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We hope you’ll like the changes we’ve made. The address remains the same; www.sbe.org.
2011 NAB SHOW from page 1

is just up the escalator from the South Hall main entrance and just outside the entry to the exhibits on the second floor. This is the same location as in recent years. See the SBE website, www.sbe.org, for a floor plan indicating the booth location. The BCC technical sessions will be located nearby, in the South Hall second floor meeting rooms.

Be sure to plan to visit the SBE booth while at the convention. We will have all of the SBE published handbooks, technical books from major publishers and the SBE CertPrep.

There will also be several of our popular SBE logo items for sale. Membership renewals and new memberships may also be transacted at the booth. SBE staff and national Board members will be at the booth to answer your questions about membership, certification, educational programs and regulatory issues.

Booth Hours

Sunday .................................................. 2:00 pm – 4:00 pm
Monday – Wednesday .................................. 9:00 am – 6:00 pm
Thursday .................................................. 9:00 am – 2:00 pm

SBE Spring Membership Meeting

Highlighting the week for SBE will be the annual spring Membership Meeting, held on Tuesday, April 12 from 5:00 pm to 6:00 pm in the South Hall at the Las Vegas Convention Center (room to be announced). We will be recognizing a number of our local chapter certification chairs during the meeting. Prizes will be given away to those who attend.

Saturday, April 9
Ennes Workshop .......................................... 8:00 am – 5:00 pm (Conference registration required) LVCC South Hall 2nd Floor

SBE Certification Committee Meeting .. 6:30 – 11:00 pm Conference Room 7

Sunday, April 10
SBE Board of Directors Meeting ................. 8:30 am – 12:00 pm Conference Rooms 7 & 8

SBE Education Committee Meeting .......... 2:00 pm – 4:00 pm Conference Room 7

Frequency Coordination Committee Meeting ........ 4:00 pm – 5:30 pm Conference Room 8

Monday, April 11
SBE Certification Exams .............................. 9:00 am – 12:00 pm Conference Rooms 9 & 10

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SBE Executive Director

SBE President, Vinny Lopez, in his Signal column, which appears in this issue, introduced our organizational theme for the year, Raising the Bar. I’d like to make a point to tell you about one of the ways we have worked to do just that.

On January 19, we unveiled a complete overhaul of the SBE website. We’ve made changes that will provide quick access for members to the information you most frequently seek. Our web site statistics have told us that the JobsOnline, Certification and Education pages are typically the most viewed areas of the website. We’ve made those, and several other key areas, easier to access on the home page. Time specific events or activities can cause other areas of the website to experience a great number of visits over limited time spans, such as membership renewal in February and March and the government relations pages when an important issue has taken center stage, such as the recent EAS implementation deadline. Those are also easier to access.

Of course, the SBE website is designed for audiences in addition to our membership. Prospective members, industry manufacturers, students, the media and elected and appointed government officials all have reason to visit the SBE website and we feel the changes made throughout the site will help all of these groups get the information they need in a quick and effective manner.

The changes to the website have not just been about site organization or a new (and attractive) graphic design. Every page on the website has been updated or completely re-written with the aim of providing the most up-to-date information available.

The opening of the new site also marks the introduction of a new feature. We are now providing the ability for each chapter to post their meeting dates and information on their own calendar pages, which they update themselves. Each chapter will be able to authorize a chapter member to enter, delete and modify information in their chapter’s calendar pages. You can include a brief synopsis of upcoming meeting programs as well. This will be especially helpful to prospective members, students and manufacturers who may be unfamiliar with the chapter but come across the national SBE website, looking for a local connection. Of course, the SBE site also includes a complete list of chapters, their chairman and contact information.

For the new chapter calendar feature to be effective, we’ll need every chapter to participate by updating their information. The calendar program is simple to use and self-contained. You won’t need to download or buy any software. For those who want a little help getting started, we’ll be providing a short webinar tutorial in the coming weeks. Watch for an announcement about it soon. The chapter calendar feature is not intended to take the place of anything chapters currently are doing on their own websites or newsletter, but rather supplement those efforts.

There is also a new SBE National Calendar feature, listing all of the important national SBE events, certification deadlines, education programs and more. All of these national SBE dates will also automatically appear on each of the individual chapter calendars, providing a convenient way for the viewer to see the dates of the chapter they have chosen to view, and the national dates, without having to leave the chapter calendar.

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FEbruary 2011

The SIGNAL
Recognize the best in the industry with the SBE National Awards

Someday, when I can be a bit more comfortable with my new job, I'll take the time to write an article about the SBE National Awards, which are presented each year to recognize the best in the industry. The awards are given to individuals and organizations that have made significant contributions to the field of broadcasting.

The criteria for the awards are quite specific. They include the following:

1. **Broadcast Engineer of the Year** - Recognizes the individual who has made the greatest contribution to broadcasting in the previous year.
2. **Educator of the Year** - Recognizes the individual who has made the greatest contribution to education in broadcasting.
3. **Technology Award** - Recognizes the individual who has made the greatest contribution to the development of new technologies.
4. **Best Technical Article** - Recognizes the best technical article published in a given year.
5. **Best Chapter** - Recognizes the chapter that has demonstrated the greatest overall performance.
6. **Best Chapter Website** - Recognizes the chapter website that has demonstrated the greatest overall performance.
7. **Most Innovative Chapter** - Recognizes the chapter that has demonstrated the greatest innovative efforts.
8. **Most Effective Chapter** - Recognizes the chapter that has demonstrated the greatest effectiveness.

These awards are highly sought after and are a great honor for those who receive them. They are a testament to the hard work and dedication of those who work in the field of broadcasting.

This year, the SBE National Awards will be presented at the annual SBE National Convention, which will be held in Salt Lake City, Utah. The convention will feature a variety of workshops, seminars, and social events, all designed to bring together those who are passionate about broadcasting.

The SBE is a great organization that provides a great deal of support and resources to those who work in the field of broadcasting. I urge everyone who is interested in broadcasting to get involved and to take advantage of the many opportunities that the SBE has to offer.
Recognize the best in the industry with the SBE National Awards

Some SBE Members go above and beyond the call of duty to do their jobs and serve SBE and the broadcast industry. Some local SBE chapters do an absolutely excellent job of serving their members. But oftentimes these efforts go unrecognized. Don't let that happen this year. Nominate a deserving individual or SBE chapter for the National SBE Awards.

There are five chapter and six individual award categories:

- **Broadcast Engineer of the Year** recognizes the SBE member who has made a great contribution to the broadcasting industry and to furthering the goals and objectives of the Society.
- **Educator of the Year** recognizes the SBE member who is dedicated to the education of the broadcast engineer through personal writings, teachings, programs and employment and who furthers the goals and objectives of the Society.
- **Technology Award** recognizes the SBE individual or Supporting Member who has provided the industry with the best new or innovative technical item or idea to further the science of broadcast engineering and to assist the broadcast engineer to be more productive in the craft. Only ideas that have been shared with others in the industry are eligible.
- **Best Technical Article, Book or Program by an SBE Member** recognizes the author of the best technical article, book, paper or program in its contribution towards the increase of scientific, operational, artistic or technical knowledge in the broadcast engineering industry.
- **Best Article, Paper or Program by an SBE Student Member** recognizes the SBE Student Member who has shown excellence in the presentation of a technical operational or scientific paper published in an SBE local, national, or industry-related publication; or program presented at a local chapter meeting, national/regional convention or broadcast engineering-related class.
- **Best Regional Convention or Conference** recognizes the effort of the local chapter that sponsored, organized and held a regional technical conference and/or convention that best furthered the goals and objectives of the Society.
- **Best Chapter Newsletter** recognizes two local chapters that produced the best locally published newsletter in its class, providing up-to-date and relevant information about the chapter in a graphically pleasing and editorially sound manner. Both print and electronic newsletters are eligible.

**Most Interactive Chapter** recognizes the local chapter that most actively attempted inter-association with organizations in industries related to the Broadcast Engineering profession.

**Best Chapter Frequency Coordination Effort** recognizes two local chapters that expended the greatest and most effective effort toward frequency coordination in its market and service area.

**Best Chapter Website** recognizes the local chapter with a website providing up-to-date information about the chapter, including officers and meetings, making effective and creative use of graphics; providing links to the SBE National website and effectively representing the chapter and SBE.

**Most Certified Chapter*, Highest Member Attendance* and Greatest Growth in New Members* are three awards determined with statistical information based on December 31, 2010 figures on file at the SBE National Office. Chapters established in 2011 are not eligible for the Greatest Growth in New Members award.

*Denotes categories with two class awards determined by size of chapter so that chapters with vastly different membership sizes are not competing with each other.

To nominate a deserving individual or chapter, go to the SBE website and download and submit the nomination form to the SBE National Office. Mail to: Society of Broadcast Engineers, Attn: Awards Committee, 9102 North Meridian St., Suite 150, Indianapolis, IN 46260; fax to (317) 846-9120 or email to Megan Clappe at mclappe@sbe.org.

Award winners will be notified in July and invited to attend the 2011 SBE National Meeting, which will be held in conjunction with the Ohio Association of Broadcasters Engineering Conference, September 27-28 in Columbus, Ohio. The winners will be recognized at the SBE National Awards Dinner as part of the National Meeting.

The deadline for all nominations is May 31, 2011 recognizing achievements that occurred from June 1, 2010 through May 31, 2011. For additional information, please contact Megan Clappe at mclappe@sbe.org or (317) 846-9000 or contact the Awards Committee Chairman, Tim Anderson at tim.anderson@harris.com or (855) 445-7135.

**In the Circle**

**Patrick C. Shearer** Chief Engineer, KRCW-TV / Tribune Broadcasting, Beaverton, OR

Joined SBE in 2001, Chapter 124 - North Oregon

**Getting Started:** From the ages of four to 11 years old, I spent time hanging out with my uncle who was a Ham. I was always fascinated by broadcasting and began my career in this field when I got out of the military in 1980.

**Job Satisfaction:** What I like most about my job are the endless varieties of problems to solve.

**Focal Point:** With SBE, I value the opportunity to keep current on industry trends and to network with local engineers.

**You may not know ...** I lived in Alaska through three brutal winters, and that is where my daughter was born.

**When I'm not working ...** I am riding either of my two Harleys with my wife. Photography is also one of my favorite hobbies.

**Chapter Spotlight**

**39 - Tampa**

www.sbe39.com

**SBE Members on the Move**

**Otto Schellin** was named Director of Engineering at WPJM-TV in Pittsburgh, PA. Schellin was formerly the Information Systems Manager.

**Accredited SBE Frequency Coordinators**

The Society of Broadcast Engineers began the Accreditation program to provide volunteer SBE coordinators the opportunity to be recognized as part of a standards-based, nationally recognized program of local voluntary broadcast-auxiliary frequency coordinators. The program also makes it possible for SBE to demonstrate to the broadcasting industry the widespread acceptance of a voluntary set of standards guiding local coordination.

**Answer:** (A) The pilot signal is located 310 KHz above the lower edge of an 8-VSB channel.

**Vertical Technology Services**

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24 Hour Emergency Service www.verticaltech.com
Tom Bank - President
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Owen Garland - General Superintendent
owen@verticaltech.com
20490 Scholar Dr. • Suite 214 • Hagerston, MD 21742
3G SDI > HDMI

simply amazing...

Converting 3G/HD/SD - SDI signals to HDMI with 16 channel audio de-embedding, 2 analog outputs and an AES output is impressive. Factor in the availability of the SDI fiber I/O option, and the CDH 1811 yellobrik is outstanding...

Now, add the unique on-screen overlay mode with Metadata display, Timecode burn-in, and 16 channels of dynamic on-screen audio metering, and you have something simply amazing...

Turn any HDMI display into a fully featured professional SDI monitoring tool using the CDH 1811 yellobrik from LYNX Technik.

The possibilities are endless...

Simple to use, easy to operate..

All yellobriks have easy to access controls and everything printed right on the module - no manuals needed.

Each yellobrik includes:
- 12v Power Supply
- Mounting Brackets
- Plastic Transport Case
- RCA to ¼ Jack Plug adapters
- HDMI cable

Selectable on-screen overlay:
- SDI input format and bit depth
- 16 channel audio level meters
- DVITC, VITC and LTC Timecode burn-in
- AFD presence and code burn-in
- Closed caption presence indication
- WSS presence and code burn-in
- VI presence and code burn-in

See all the yellobriks at
www.yellobrik.com
info@lynx-technik.com