The Ennes Educational Foundation Trust has awarded six scholarships for 2023. The recipients were chosen from applications received by July 1, 2023, from the previous 12 months.

The Harold E. Ennes Scholarship, Robert D. Greenberg Scholarship, John H. Battison Founder’s Scholarship and Gino Ricciardelli Scholarship are awarded to individuals interested in continuing or beginning their education in broadcast engineering and technology. The Youth Scholarship is specifically for a graduating high school senior interested in broadcast engineering as a career. Each scholarship awarded this year is for $2,500.

Ted Hand Elected President of the SBE

The results of the 2023 Society of Broadcast Engineers election are in. Ted D. Hand, CPBE, 8-VSB, AMD, ATSC3, DRB, was elected to his first one-year term as president, which commenced on Sept. 28, 2023. Ted is a member of SBE Chapter 45 Charlotte (North Carolina), and an SBE Fellow Member.

On his election, Ted said, “I look forward to working with the officers, board and SBE membership to further the goals of the Society, including the SBE education and mentoring efforts, which are important to me. I also want to keep the SBE on the forefront of RF spectrum protection.” Ted has been an SBE member since 1981. He previously served his second one-year term as SBE vice president. He served as SBE secretary from 2007 to 2011 and in 2015, and SBE treasurer from 2019 to 2021. He served four different terms on the SBE Board of Directors, beginning in 2002.

Elected to vice president is Kevin Trueblood, CBRE, CBNT, of Chapter 90 Southwest FL. Kevin previously served as SBE treasurer. Kevin has also served as SBE secretary and served one year on the Board of Directors. Jason Ornellas, CBRE (Chapter 43 Sacramento), was elected treasurer, a position he also held in 2021. He served on the Board of Directors from 2017 to 2021. Geary S. Morrill, CPBE, AMD, CBNE (Chapter 91 Central Michigan), was elected secretary. Geary has served on the SBE Board of Directors since 2019.

Serving two-year terms on the board of directors, which also began Sept. 28 are:
- Terry Douds, CPBE; Chapter 52 Central Ohio; Lancaster, OH
- Brad Humphries, CBT; Chapter 45 Charlotte; Charlotte, NC
- Zhulieta Ibisheva, CBTE; Chapter 50 Hawaii; Honolulu, HI
- Charles “Ched” Keiler, CPBE, 8-VSB, ATSC3, CBNE; Chapter 53 South Florida; Deerfield Beach, FL
- David Ratener, CPBE, CBNT; Chapter 16 Seattle; Kent, WA
- Jeff Welton, CBRE; Chester, NS

Ibisheva, Keiler and Ratener were incumbents and were re-elected.

Ennes Educational Foundation Trust Awards Six Scholarships

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This year there are two Harold E. Ennes Scholarship recipients. The first recipient is Ian Lewis from Boonville, IN, a 2023 graduate of Boonville High School. He started his career in broadcasting with student radio station WPSR at the Southern Indiana Career and Technical Center. That led to a job with the University of Evansville on the sports broadcasting team. He will apply his scholarship to his studies at Western Kentucky University, where he plans to study film, with an anticipated graduation in 2027.

The second Harold E. Ennes Scholarship recipient is Michael Ventrice, a junior at Hofstra University. At Hofstra, he is pursuing a double major in audio/radio production and history. He has worked as a student audio/visual technician for the Department of Event Management, and has held various positions at the school’s multiple Marconi Award-winning radio station 88.7FM WRHU, including assistant tech director, board operator, and entertainment correspondent. He was born and raised in Mt. Pleasant, NY, and graduated from Valhalla High School. He plans to complete his studies in May 2025 and pursue a career as a board engineer or show producer.

Receiving the Robert D. Greenberg Scholarship is Michael Ventrice, a junior at Hofstra University. At Hofstra, he is pursuing a double major in audio/radio production and history. He has worked as a student audio/visual technician for the Department of Event Management, and has held various positions at the school’s multiple Marconi Award-winning radio station 88.7FM WRHU, including assistant tech director, board operator, and entertainment correspondent. He was born and raised in Mt. Pleasant, NY, and graduated from Valhalla High School. He plans to complete his studies in May 2025 and pursue a career as a board engineer or show producer.
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The national board of directors of the SBE is responsible for the development of policy and determines the programs and services the society provides to its more than 4,500 members. The elected began their terms on Sept. 28, 2023, during the SBE Membership Meeting. They joined the other six directors who have another year remaining in their terms:

- David Antoine, CBRE, CBNT; Chapter 15 New York City; Bronx, NY
- Greg Dahl, CPBE; Chapter 96 Rockford; Rockford, IL
- Mark Heller, CPBE; Chapter 80 Fox Valley; Two Rivers, WI
- Tom McGinley, CPBE, AMD, CBNT; Chapter 16 Seattle; Missoula, MT
- Shane Toven, CPBE, DRB, CBNE; Chapter 43 Sacramento; Antelope, CA
- Fred Willard, CPBE, 8-VSB, ATSC3, CBNT; Chapter 37 District of Columbia; Washington, DC
- Andrea Cummis, CBT, CTO (Chapter 15 New York City), having served two terms as president, is now the immediate past president.

The newly elected will be sworn in during the SBE Membership Meeting during the SBE National Meeting, held in conjunction with the Midwest Broadcast and Multimedia Technology Conference in Columbus, OH. The conference was a joint production of the state broadcast associations of Ohio, Indiana, Kentucky and Michigan.
New Guy, Same Commitment

Welcome to my first article in The Signal. I would like to thank all SBE members who voted in this year’s election. It is an honor to be elected the 33rd president of the Society.

It is very humbling for me to become your president. Forty-two years ago, I walked into a small steakhouse in Chesapeake, VA, to attend my first SBE meeting. I was a quiet kid who sat in the back and didn’t say much. As I watched the interaction between the members in the next few meetings, I realized they were mostly like me, just older and wiser. I learned from this group, the top engineers in the Hampton Roads Virginia area: John Heimerl, Bill Swartz, Paul Hecht, and Greg Gabriel, and from a college colleague my age, Joe Davis. Mentoring younger and less experienced engineers is a hallmark of my age, Joe Davis. I will also like to congratulate all the winners of the chapter awards. They were listed in the August issue of The Signal, and will be highlighted next issue in the National Meeting wrap-up.

The Year Ahead

In the coming year, I will prioritize growing and improving the Society’s mentoring and education programs. The SBE provides excellent webinars and on-site training sessions. They are top of the line in our industry, and we plan to improve even more. Take time to browse the education section of the Society’s website (sbe.org/education). There are links to SBE University, Webinars by SBE, SBE Ennes Workshops, and the SBE Leadership Development Course. Our profession is now more than just audio, video, and RF, and the SBE will expand to keep up with changing technologies.

My grandfather always said, “Try to learn one new thing each day and try to teach one thing each day to another person.” I have tried to live by that my whole broadcast career. I am a true example of this on the learning side, and I hope somewhat on the teaching side. On a grander scale, I believe that is the core of the Society. I have been an SBE member for two-thirds of my life, and an officer or director of SBE for one-third of my life. I am committed and believe strongly in the Society.

During this upcoming year we will follow FCC and NTIA activities regarding spectrum management. SBE Frequency Coordination Manager R.J. Russell keeps up to date on all current events with both agencies. Spectrum use and management is becoming more important each day. Part of our work in broadcast engineering is the use of these frequencies. How they are managed is important to our everyday business and as always, we will continue to monitor EAS rules and technology changes.

In this issue of The Signal, you will find a list of the committee chairs for the current 19 standing committees of the society. I encourage you to seek out these leaders if you have a question or concern in the areas that the committees cover.

In closing, I want to recognize Andrea Cummis, the Society’s first female president. Andrea has the society in a good place right now; I hope to continue building on her tenure. She has worked for many years in the Society’s publishing and educational areas. As she moves into the position of immediate past president, I will look to her for advice and knowledge. Speaking of which, I also want to recognize Wayne Pecena as he moves out of the immediate past president position. Wayne has been a driving force in the Society educational area and his knowledge of IP systems and networks is unmatched. I will also look to him as well as other past presidents for advice.

If you have any questions or concerns about certification, membership, education programs, or any aspect of the SBE, please contact the staff at the National Office. Their email addresses and phone number can be found on the website at sbe.org/contact. The SBE has a great staff of people ready and knowledgeable to help you.

I look forward to serving you in the coming year, working together for the common good. My mailbox will always be open to all members: president@sbe.org.
In Search of... Engineers

For nearly as long as I can remember (past 30 years at least), there's been concern about a lack of candidates for broadcast engineering positions, and the concerns have gotten louder.

Within the Society, we've crafted a program to educate new entrants into the field, but candidates need to be located. Recruitment efforts have been made, but what has been missing is a coordinated effort to draw attention to the opportunity. I spoke with Sam Klemet, CEO of the Michigan Association of Broadcasters to highlight what the organization is doing about it.

Geary: Tell me about the genesis of the MAB's recruitment campaign.

Sam: When I took over, our board felt it would be helpful to undergo a strategic plan. We worked with Paul and Fred Jacobs who presented results at our Summer conference in 2022. The prevailing need for members: “We need new talent, and we need recruiting tools.” We then worked with an agency to develop a concept and honed it for nearly a year. We had perceptions of what was needed. They brought a perspective and ideas we hadn’t thought of, being so close to the industry. We just launched the initiative at our August 2023 conference.

Geary: And you’re engaging member stations within Michigan to promote it?

Sam: There are :60/:30/:15 spots for TV, :30/:15/:10 for radio and dedicated social media spots. Stations can personalize these messages. It's an MAB project, but members have a tool to put their logo(s) on. We also have the website BeThereMichigan.com with dedicated pages for 15 different roles within the industry. The on-air and social media materials drive people to our website to get a better understanding of what these jobs entail. There's a full page talking about what broadcast engineering is about and how various opportunities support each other. It's an in-depth picture of what the industry is about. This is critical, as we're reaching out to a generation who consume media in a very different way and giving them a fuller understanding of what the job entails to help set expectations better. Not only recruiting people, but once they’re on the job, providing a better understanding of what's expected — which helps with retention — which was another piece that came out of the strategic plan. This gets information out about our industry. And we have brochures and posters to take to high schools and colleges across the state, providing physical tangible pieces as well.

Geary: This is the first time that I recall seeing a focused, statewide outreach into educational institutions.

Sam: We reimagined what a career fair and student training can be with our Great Lakes Broadcast and Sports Media Academy at Ford Field, which 600 students attended last year and we expect to be there 'til the end of time because they need to stay on air.” There’s some job security there, and people need to know this is a career that 1) you can have fun and 2) you can have success and create a really good life for yourself. It’s something we’re proud to lead the charge on.

We didn’t identify something no one else knows, we just wanted to take a big swing. Our members are competitors, yet they’re working together to solve an industry-wide problem. Some may benefit sooner than others. But when there’s a problem everyone continues to talk about, sometimes you have to take the shot; Take a “big bowl” approach. I believe that that’s what this is, and it’s really good. Is it perfect? Will it solve every problem? Probably not. It does generate a level of focus so other people can say, “This is what we have — now how can we build on it and learn from this?” This isn’t an end all be all, but it’s a starting point. We can make it even better.

Geary: I agree, Sam, and congrats on taking the first steps. Hopefully, others will follow.

Education Almanac

Webinars by SBE

Oct. 26: Applied RF Basics – Module 1
Nov. 16: Applied RF Basics – Module 2
sbe.org/webinars

SBE Ennes Workshops

Oct. 23: Kansas City
Oct. TBD: New York City
Contact the SBE to arrange an SBE Ennes Workshop in your area.
sbe.org/ennes_workshop

For more information on any SBE education program click the Education tab at sbe.org, or contact Education Director Cathy Oroz at the SBE National Office at 317-846-9000 or corozs@sbe.org.
CERTIFICATION UPDATE
By Megan E. Clappe
SBE Certification Director
mclappe@sbe.org

Tips to Completing an SBE Certification Application

Applying to obtain SBE Certification requires submitting some information about yourself. The certification application forms are available online as fillable PDFs. (They are formatted so you can save them even with Acrobat Reader.) If you would rather print them and complete them by hand, that’s fine as well. Completed forms are sent to the SBE National Office by mail or email.

While the application process isn’t burdensome, we can all appreciate tips to reduce the effort. I recently ran across this list of application tips and thought it was still very relevant and good information if you plan to take an SBE certification exam.

1. There is no need to complete an SBE Membership Application form for technologist or engineering certifications. The appropriate certification application will also serve as your application for membership. Just choose the non-Member or non-Member-Plus option, which includes the SBE Membership fee.
2. When filling out all applications, please provide complete experience data (stating that you are an “engineer” is not sufficient). Show your duties in your current and previous employment. If you’re applying for a certification exam that includes an essay, the reviewer will look to see what your experience is in and will try to assign essays accordingly.
3. If college credit is to be used as part of the experience requirement, an official transcript is required. Transcript fees must be paid by the applicant.
4. If applying as a student, include a copy of your transcript or a statement from a faculty advisor, dean, department chair, etc., to verify your student status.
5. Notify the people you have listed as professional references.
6. If applying for an operator certification, SBE membership is not included in the fee.
7. Purchase of the Certification Handbook for Radio Operators or Television Operator’s Certification Handbook includes an opportunity to take the certified operator exam for that book.
8. If applying for certification as a Broadcast Technologist under the “qualifying experience” provision, you must include a copy of the required license or verification card. (Do not send the original license.)
9. If applying for a specialist certification, you must already hold certification on the Broadcast Engineer, Senior Broadcast Engineer or Professional Broadcast Engineer Certification level.
10. Please show on your application the exam session for which you are applying.
11. Be sure to sign the application.
12. Make a copy of the application for your records.

Visit the SBE website under the Certification Tab for more information regarding the various certifications and the corresponding applications. If you have more questions, please contact me.

Answer from page 3

The answer is A

True. At its simplest, compression brings the loud parts of an audio signal down and, therefore, reduces the difference between the loudest part (highest amplitude) and the quietest part (lowest amplitude) of the signal. The difference between the highest and lowest amplitude is also referred to as the dynamic range.

SBE Certification Exam Dates Set for 2024

SBE Certification examinations are typically administered through local chapters under the supervision of proctors approved by the National Certification Committee. Exam windows are established for individuals to take exams. Once an exam application is submitted, the local certification chair will be notified, and he or she will contact the applicant to arrange the time and place for the exam during the exam window. Where no chapters exist, the National Certification Committee will arrange for suitable testing procedures.

The SBE Certification Committee has established the following exam dates for the coming year. Choose the exam period that is best for you, and submit your application by the deadline.

<table>
<thead>
<tr>
<th>Exam Date</th>
<th>Location</th>
<th>Application Deadline</th>
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<tbody>
<tr>
<td>Nov. 3-13, 2023</td>
<td>Local Chapters</td>
<td>closed</td>
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<tr>
<td>Feb. 2-12, 2024</td>
<td>Local Chapters</td>
<td>Jan. 2, 2024</td>
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<tr>
<td>April 16, 2024</td>
<td>NAB Show</td>
<td>March 1, 2024</td>
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<td>June 7-17, 2024</td>
<td>Local Chapters</td>
<td>April 26, 2024</td>
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<tr>
<td>Aug. 2-12, 2024</td>
<td>Local Chapters</td>
<td>June 14, 2024</td>
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<tr>
<td>Nov. 1-11, 2024</td>
<td>Local Chapters</td>
<td>Sept. 6, 2024</td>
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SBE Certification Achievements

Certified Professional Broadcast Engineer (CPBE)
Paul Jonak, Moreno Valley, CA - Chapter 131
Applicants must have 20 years of professional broadcast engineering or related technologies experience in radio and/or television. The candidate must be currently certified on the Certified Senior Broadcast Engineer level.

Certified Broadcast Television Engineer (CBTE)
Isaac Chavez, Largo, FL - Chapter 39
Certified Broadcast Networking Engineer (CBNE)
Anthony Dennis, Akron, OH - Chapter 70
Certified Broadcast Radio Engineer (CBRE)
Samuel Stamey, Landrum, SC - Chapter 86

Certified Broadcast Technician (CBT)
Todd Creamer, Columbia, SC - Chapter 101
Certified Broadcast Networking Technologist (CBNT)
Kent Downs, Rock Hill, SC - Chapter 45
Certified Broadcast Technologist (CBT)
Tow Creer, Columbia, SC - Chapter 101

Certified Broadcast Television Operator (CTO)
James Morris, Sun Valley, CA - Chapter 47
Certified Broadcast Radio Operator (CRO)
Christopher Hamilton, Wheat Ridge, CO - Chapter 48
Certified Broadcast Engineer (CEB)
David Jackson, Magnolia, TX
Brett Ring, Kissimmee, FL

CERTIFIED LICENSING

Certified Broadcast Technician (CBT)
David Jackson, Magnolia, TX
Brett Ring, Kissimmee, FL

CERTIFIED RADIO OPERATOR (CRO)

Certified Broadcast Technician (CBT)
Tyler Brugman, Streetsboro, OH
Sarah Down, Chico, CA

CERTIFIED TELEVISION OPERATOR (CTO)

Certified Broadcast Television Operator (CTO)
Kara Landow, Denver, CO - Chapter 48
Certified Broadcast Technologist (CBT)
Kara Landow, Denver, CO - Chapter 48

RECERTIFICATION

Applicants completed the recertification process either by re-examination, point verification through the local chapters and national Certification Committee approval and/or met the service requirement.

LIFE CERTIFICATION

Certified Audio Engineer (CEA)
James Bigwood, Nottingham, MD - Chapter 45
Certified Senior Television Engineer (CSTE)
Dennis Eversoll, Lenexa, KS - Chapter 59
Certified Professional Broadcast Engineer (CPBE)
Jared Yashura, Douglassville, PA - Chapter 2

SBE Chapter 80 Fox Valley

In July, SBE Chapter 80 Fox Valley (WI) gathered to recognize Stephen J. Brown, CPBE, CBN, the SBE’s newest Fellow member. The event was held at the Woodward Radio Group facility in Appleton, WI. There was even a cake to mark the occasion. Bill Hubbard, CPBE, SBE Chapter 80 frequency coordinator, also said a few words.
To address the ongoing concern about new technical talent choosing broadcasting as a career, the SBE created the Technical Professional Training Program (TPTP). As technology and the average age and tenure of technical professionals advances (as shown in the annual SBE Compensation Survey), there is concern to adequately fulfill the technical staffing needs in the long term.

Drawing on existing SBE programs, the society has assembled a valuable service to the broadcast industry going forward. The goal: Training new entrants to the field of broadcast technology. There are four main elements that combine to create the new Technical Professional Training Program: Webinars by SBE, the SBE Mentor Program, the SBE Certification Program, and the SBE Broadcast Engineering Handbook.

The extensive Webinars by SBE collection developed and cataloged for on-demand use of SBE members is regularly expanded and updated to reflect the latest developments in the industry. The advent of SBE MemberPlus provides access to the library for a fixed annual fee.

The SBE Mentor Program provides new entrants to the technical broadcast field regular access and guidance from a seasoned professional – a personal touch not unlike days of old when the senior staff would take the new person under a wing to show him or her the ropes.

The SBE Certification Program entry-level certification (Certified Broadcast Technologist) demonstrates a comprehension of regulatory and technical requirements of station operation. The SBE CertPreview for this certification level can be utilized by a mentor to curate the preparation experience of a mentee utilizing the Webinars by SBE library supplemented with the mentor’s knowledge and experience.

The SBE Broadcast Engineering Handbook is a hard-copy reference volume for hands-on use in designing and maintaining technical facilities.

The SBE Technical Professional Training Program is a membership option that combines all these elements in one package. Stations and media outlets can groom young talent to fast track their technical skills with one application and one purchase. The program is designed to be deployable by group broadcasters, independent broadcasters and even state broadcaster associations.

Enroll in the SBE TPTP for $475. This includes:
A one-year SBE membership with SBE MemberPlus
A copy of SBE CBT CertPreview
A copy of the SBE Broadcast Engineering Handbook
Enrollment in the SBE Mentor Program
SBE CBT certification exam application fee

Groom the next generation of broadcast engineers with SBE membership through the SBE Technical Professional Training Program now.

sbe.org/tpt
Chapter Engineer of the Year Award Recipients

SBE members who are honored by their chapters as a chapter engineer of the year are automatically entered into consideration for the Robert W. Flanders SBE Engineer of the Year award. Seven SBE members were selected by their chapters for the local honor in 2023.

Chapter 15 • New York City
Andrew Gladding, CBT (left), presented by Jeff Schick, CBT

Chapter 16 • Seattle
Steven Allen (left), presented by Jon Kasprick, CBRE, DRB, CEA

Chapter 17 • Central Minnesota
Joseph L. Conlon (left), presented by Taylor Barker

Chapter 37 • Washington, DC
Eric Hoehn, CSRE, CBNT (right), presented by Fred Willard, CPBE, 8-VSB, ATSC3, CBNT

Chapter 38 • El Paso
Bruno Cruz (left), presented by Jose Castro

Chapter 1 • Binghamton
David L. Chandler

Not pictured: Chapter 70 Northeast Ohio
James G. Arcaro, CPBE
Broadcaster Certifications Due for BAS Authorizations in 12.7-13.25 GHz Band
Action Required by November 29

The FCC is in the midst of a proceeding examining whether and how to repurpose the 12.7-13.25 GHz Band (the 12.7 GHz band) for new “expanded use.” Many crucial broadcast auxiliary services (BAS) currently use the band, including for links from studios to transmitters (STLs and TSLs), electronic newsgathering (ENG), and intercity relays (ICRs). The proceeding is ongoing, but the Commission has proposed opening the band to other uses, most likely broadband wireless. This would have the possible effect of displacing certain BAS and other incumbent services, or requiring they be repacked into a smaller portion of the band. To better understand and account for BAS and other operations in the band, the FCC has directed the Wireless and Media Bureaus to require most incumbent licensees in the band to file certifications regarding the accuracy and operational status of their operations in the band.

On Aug. 31, the FCC issued a Public Notice (DA 23-794) announcing that those certifications are due on or before November 29, 2023. It will be extremely important for broadcasters to timely and accurately complete and file those certifications; the FCC has indicated that it will use the certifications as the mechanism by which to grant or deny broadcasters’ future ability to receive various benefits in the band, including reimbursement for relocation, interference protection, and/or repacking to a new location within the band.

Licensees Take Action

Broadcasters with authorizations in the 12.7 GHz band will want to carefully examine the Notice in its entirety to ensure a full understanding of how the certification requirements and procedures apply to and affect their own authorizations. The below synthesizes some of the most important generally applicable aspects of the Notice; however, the following summary should not be viewed as a substitute for careful examination of the Notice itself.

• Certifications for BAS licenses must be filed in ULS. Broadcasters will need to file certifications for their affected 12.7 GHz Band authorizations in the Commission’s Universal Licensing System (ULS) as a “non-docketed pleading” associated with all BAS call signs to which the certification applies. The Notice provides more information on pages 2 and 3, including the required content for each certification. Because ULS functionality can at times be limited due to unexpected technical issues, it is strongly recommended that broadcasters not wait to the last minute to prepare and submit these filings.

• Certifications must certify (1) the present accuracy of all information reflected on the license, and (2) that the facilities are operating as authorized. A sample certification format is included at the end of the Notice as Attachment 1.

• Limited exemptions. If you applied for a new or modified license on or after January 1, 2021 – including a modification request in response to the Notice – the specific call sign involved in the application is exempt from the certification requirement. To be clear, this exemption does NOT apply to applications solely for renewal.

• Some modifications permitted; also due by November 29. If you discover incorrect information on your current authorizations in the Band, the Public Notice outlines the procedures you must take to modify your authorization to reflect accurate information. Minor modifications will be permitted so long as a licensee can establish in an exhibit to the application either that (1) the modification would not add to any relocation costs, if applicable in the future, or (2) a waiver of the current filing freeze would be justified. Any other (non-minor) modifications must include a request for waiver of the freeze, and will be evaluated on a case-by-case basis.

It is vitally important that all broadcasters with operations in the 12.7-13.25 GHz band take action to complete the certification process or make necessary changes prior to the November 29 deadline. If your station makes use of any BAS licenses in the band, contact your regulatory counsel soon to ensure you are protected in the event of any further changes in the band.
Why Broadcasters Should Prioritize Apprenticeships Over Internships

In my role as a hiring manager in many different industries, I’ve had the privilege to assess, hire, and mentor young professionals eager to establish their career. For years, an internship was the default mode for bringing new blood into the organization. Recently, I viewed a fantastic presentation about apprenticeships. The presenter, a vice president with a county economic development organization, demonstrated how apprenticeships offered a more robust, equitable, and ultimately beneficial model for both the learner and the organization. Hearing this presentation reminded me of our ongoing challenge with introducing new talent to the broadcast engineering industry. I’m going to recap the content I heard and how it seems to apply to our industry.

When an employer brings in an apprentice, it is implicitly agreeing to a sustained relationship that could range from one to five years. This longevity allows for in-depth onboarding, comprehensive training, and a deeper assimilation of the apprentice into the organization’s culture and workflow. As a result, apprenticeships lead to higher retention rates, ensuring that the skills developed during the training process actually benefit the employer in the long term.

In stark contrast, internships last for a considerably shorter time – typically three to six months. This brief timeframe is often insufficient for interns to fully grasp the complexities of their role or to form lasting bonds with their team. Consequently, just as the intern begins to become truly productive, the internship expires, triggering a new hiring cycle and additional training costs.

Certainly, apprenticeships require a financial investment, including not only wages but often benefits and educational stipends. However, this expenditure should be viewed not as a cost but an investment. Apprentices can contribute to the bottom line by working on real projects, thereby offsetting the costs of their training. Further, a well-trained apprentice is more likely to stay with the employer, reducing turnover and the associated recruitment costs. Also, since apprentices are employees, they are typically covered by the organization’s umbrella liability insurance.

Hidden Costs

While internships might seem less expensive, especially if they are unpaid, they come with hidden costs. For one, the cycle of hiring and training interns frequently can become expensive. Furthermore, the lack of in-depth training often means that interns can’t contribute as meaningfully to complicated projects, limiting their immediate value.

Apprenticeships allow us to train employees in highly specialized skills that are tailored to our needs. For instance, we can invest in apprentices who work solely on the intricacies of IP-based broadcasting or RF engineering. The comprehensive nature of the training means that apprentices are not just learning the ropes; they are becoming experts in their chosen specialty.

Interns typically rotate through different departments to get a bird’s eye view of the organization. While this is educational, it means they never spend enough time in any one area to acquire specialized skills.

In a field as complex and rapidly evolving as broadcast engineering, that lack of specialization can be a disadvantage. An extended period of apprenticeship allows ample time for networking. Over the years, you’ll find that your network has been enriched by apprentices who connect with academic institutions, industry experts, and potential future hires. This networking works both ways; you can offer your apprentices connections that could serve them throughout their careers. The shortened timeframe of internships impedes the development of these kinds of deep professional relationships. While interns certainly can and do make connections, the shorter duration and often more superficial engagement with the work make these connections less likely to yield long-term benefits for you or the intern.

From an employer’s standpoint, apprenticeships offer a well-rounded, mutually beneficial solution for talent acquisition and development in the broadcast engineering sector. They allow for significant investment in skill specialization, provide a timeline conducive to meaningful professional growth, and offer a financial model that benefits the organization in the long run.

This is not to completely write off the value of internships. They have their place as a form of brief, generalized exposure to a field. However, as we look to the future of broadcast engineering – an industry inundated with technological innovations and ever-increasing complexities – the apprenticeship model stands out as the most sustainable and mutually beneficial path for training the next generation of broadcast technology professionals.

The time has come for employers to consider shifting their focus toward the long-term benefits of apprenticeships. It’s not merely a recruitment strategy; it’s an investment in the future of the industry. By cultivating skilled, committed professionals through apprenticeships, we are laying the foundation for innovation, excellence, and long-term success in broadcast engineering.
Coordinating a NextGenTV Consumer and Retail Demo Initiative

The NextGen Video Information Systems Alliance (NVISA) is an international industry consortium, founded in 2020, committed to accelerating the development and practical implementation of innovative approaches to advanced information services in NextGen broadcast and OTT systems. Presently, NVISA provides a forum for discussion and information exchange. Membership is open to most entities and individuals interested in the advancement and adoption of NextGen broadcasting. After extensive consideration, NVISA believes that there is a need for the industry to show the world the superior video, audio, informational and interactive content NextGen broadcasting is designed to deliver.

What is the Proposal?
NVISA is attempting to convene an executive-level roundtable (or task force) to discuss, examine and execute strategic initiatives to drive consumer and retailer demand for NextGen broadcast. The first proposal is the launch of a national, high-quality, broadcast demo channel. More than aarker channel looping content, we would expect that this would have continuous programming that is constantly improved over time. Likewise, ancillary services, such as interactive program guides, emergency alerting and informing, and business models including dynamic ad insertion, data distribution, and real-time betting, would be cooperatively added as they mature. This initiative is unique, in that it moves beyond brand-specific marketing to a cross-industry and cross-platform initiative for the purpose of deepening the understanding and usage of ATSC 3.0 capabilities at both consumer electronics retail locations, and consumers themselves.

We are reaching out to key stakeholders across the industry — broadcasters, manufacturers, content providers and more — to pool resources to launch a true NextGen broadcast service available nationally to those who will elect to utilize it.

Why This Approach?
The most effective path we have is this grass roots request that you promote this upward within your organization. Further, we ask that you share this proposed initiative with your peers — within and outside your organization.

The NextGen broadcast community is extraordinarily large and diverse. We constantly touch new entities and persons working on some part of the NextGen broadcast technology, as well as station groups and individual stations, small and large, seeking the next right move for transitioning to NextGen broadcasting. We ask that you help spread this message.

The roll out of NextGen broadcast at a station-level is very much on course, with much of the population within the coverage area of an ATSC 3.0, NextGen transmitter. A growing number of viewers have acquired NextGen TVs, and we do expect that through the efforts of Pearl, ATSC and others, NextGen devices will increasingly appear on retail store shelves.

For the most part, we are in the simulcast era. There is a close historical comparable voluntary transition. Like NextGen TV, FM radio offered a significantly superior high-fidelity service that bested the existing AM radio in every way. As first-generation FM receivers came on the market, early FM stations simulcasted the content of their successful AM stations. Demand for FM finally took off when FM offered unique, high-quality content.

The FM transition began in 1945. 33 years later, in 1978, FM overtook AM. NextGen broadcast must be adopted much faster. To do this, we must move from simulcast to showcase. Simulcasting HD is the obvious launch strategy, but it is not an adoption strategy.

Who is NVISA?
NVISA is a focused organization with a great deal of cross-industry expertise, with members overlapping every key industry organization and every relevant technology area. NVISA members recognize the complications of adoption and are jointly striving to offer paths to advance NextGen acceptance. Most importantly, NVISA desires to work collaboratively and cooperatively with all willing key stakeholders. We wish to spark the discussion.

To get involved, contact the group via email at nvisa.innovates@gmail.com, and indicate your interest in participating in the roundtable. A launch meeting will be set up with an agenda with discussion items.

While at first glance, the proposal is surely interesting, this is about execution. Further, time is of the essence. We do have several approaches to weigh, governance and decision making to determine, and we’ll need to know if there is enough support to put together what is essentially a temporary TV Channel.

The objective of this meeting is to determine viability. Will the broadcast industry begin to distribute true NextGen broadcast content? If so, we expect in this meeting to better define the project, do rough order of magnitude budgeting, and actively pursue filling the gaps.

In more than a year of informal discussions, we have heard any number of questions, entertained any number of objections and dismissed any number of fears. We have learned from them all and honed answers to the point where we don’t see any showstoppers, but we do understand the challenges, which are not trivial.

We ask that you keep in mind that every part of this is as voluntary as the transition itself. This only works if there is enough support. Broadcasting this national demo channel may make no sense in some markets, may make sense for part of the day in others, and might make perfect sense all of the time in others. The question we have to ask ourselves is, “is this the next right move?”

This is not a chicken or egg situation. As an industry, we have almost all of the pieces needed to do what we have collectively been dreaming of and promising. There might be better and faster ways to incentivize adoption, and if there is, we will undoubtedly support it. For now, let’s take a serious look at this next step.

Who are NVISA Members?
nvisa.org/members-1
SUSTAINING MEMBERS

Support the companies who support the SBE and the industry

Members With 25 or More Years of Membership
New Sustaining Members
Become a sustaining member. Apply online or call 317-846-9000.
Subject Matter Experts Keep the SBE Mentor Program Strong

The SBE Mentor Program has added the support of 16 subject matter experts (SME). Initiated this year, the SME program invites mentors and mentees (and other SBE members who would like to be involved) to share their specific area of expertise in this limited commitment role to the SBE Mentor Program.

Thank you to our current SMEs: Gary Cavell, Chuck Condron, James Corbin, II, Andrea Cummis, Tony Dimsdale, Dustin Hapli, Tom Hurley, Pierre Jaspar, Chuck Kelly, Karl Lahm, Geary Morrill, Salvatore Paglia, Mark Persons, Joe Snelson, Chris Tarr, and Shane Toven.

“We want to keep growing our SME list. I invite SBE members to recruit other SMEs or become involved themselves,” said SBE Mentoring Committee Chair Tony Dimsdale. “Please consider participating in this limited commitment role as a resource to the program.”

With the continuing growth of the SBE Mentor program – currently 63 mentees and 40 mentors – mentors in the regular capacity are needed as well. A regular mentor takes on a mentor pairing to meet once per month on average.

If you are interested in any role with the SBE Mentor Program, go to sbe.org/mentor for more information, or contact Education Director Cathy Orosz at corosz@sbe.org. Support the future of broadcast engineering.

Member Spotlight: Josh Lynch

Josh and about playing guitar.

Who was your mentor or who in the industry do you admire?

There are lots of people I admire in the industry, but the biggest influence on me and my career was by far Bill Hoctor, the chief engineer at WMDT-TV when I worked there. He essentially became my first mentor. He saw my knack for working on technical issues straight away and encouraged me to keep at it and to let that passion grow. His advice and guidance totally shifted the trajectory of my career for the better.

What got you started in broadcast engineering?

It started when I was a commercial editor at WMDT-TV. I was 18, and I was fascinated by the complex systems and how they work. I couldn’t help but ask questions! My curiosity took me from there to become a news operations manager, broadcast engineer, and now my current role as the chief engineer for 14 TV and radio stations.

What do you like most about your job?

The role we play enabling great storytelling through media. Coming from the creative side keeps me very passionate in making sure that our end users have what they need to do what they do best: create. We are the engine of technology that helps them in that goal. It makes me incredibly proud, especially when the information being broadcast is vital to the health or safety of the viewing public.

What’s something people don’t know about you?

I’m occasionally a gigging musician! I grew up in a musical family engrained in the bluegrass and folk genres. That fostered the love I have for sharing my voice and musicianship locally. The tips aren’t bad, either!

What’s your favorite gadget?

XBox Series X. I’m colorblind, so I could never get a pilot’s license. I play Microsoft Flight Simulator a lot and I love it, even though I’m horrendous at it!

SBE Committee Chairs Nominated

At the SBE National Meeting in Columbus in September, the Board of Directors met to conduct the business of the society. On the agenda was the proposed SBE committee chair assignments for the coming year, presented by (then) SBE President-elect Ted Hand. Given the timing of the publication of this issue of The Signal and the meeting being held, the committee chair list as proposed at the meeting is presented here. It is expected the board will vote and approve the assignments. If there are any changes after the meeting, they will be noted in the next issue of The Signal.

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WELCOME TO THE SBE

Michael T. Allen - Columbia, SC
Hazel Andrade Ayala - Arlington, VA
Andreas M. Antoniou - Bend, OR
Joel Beltman - Grand Rapids, MI
Cole Bowley - Tulsa, OK
Tim Bischoff - Lexington, KY
Danny R. Boyer - Eldorado, TX
Derek G. Brown - Colorado Springs, CO
Tim Buckenham - Atlanta, GA
Shaurnda E. Burrell - Ellicott City, MD
Malena A. Valdez - San Antonio, TX
Robert Trevino, Jr. - San Antonio, TX
Dylan Reyes - Virginia Beach, VA
Holden Newton - West Haven, CT
Angel M. Lugo Martinez - Boise, ID
Antoine B. Day - Riverton, WY
Gary R. Reynolds - Valencia, CA
Timothy Crichtfield - Woodbridge, VA
Antoine B. Day - Riverton, WY

NEW STUDENT MEMBERS

Angel M. Lugo Martinez - Boise, ID
Holden Newton - West Haven, CT
Dylan Reyes - Virginia Beach, VA
Shaurnda E. Burrell - Ellicott City, MD
Adina K. Gowe - Montgomery, AL
Timothy Crichtfield - Woodbridge, VA
Antoine B. Day - Riverton, WY

NEW ASSOCIATE MEMBERS

Gary R. Reynolds - Valencia, CA
Jeshawn Freeman - Knoxville, TN
Thomas F. Gallagher - Fort Belvoir, VA
John M. Galley - St. Petersburg, FL
Humberto Jr. Garcia - West Bountiful, UT
Andrew J. Garcia - Las Vegas, NV
Charlie Gawley - Balcatta, Australia
Meron G. Gebrehiwot - Stone Ridge, VA
Sanjay Gupta - Nagar, India
Jenna Hale - Carterville, IL
Joe Hampton - Astoria, NY
Jassen Hasken - Honolulu, HI
Mark Hawley - Atlanta, GA
Samal W. Hazim - Enterprise, AL

NEW MEMBERS

Tracy Cowden - Dayton, OH
Nathan P. Emery - Huntsville, AL
Rob Enders - Wingham, ON
David E. Ewing - El Segundo, CA
Ontario James - Mobile, AL
Jesse Laurerthe - Sunny Isles Beach, FL
Cody J. King - Portland, OR
Timothy Kyobe - Kampala, Uganda
Anthony L. Leyba - Canyon Country, CA
Marcel L. Livesay - Shreveport, LA
James R. Mabrey - Columbia, SC
Imari E. Hill - Cleveland, OH
Vincent J. Howell - Wilmer, AL
Jeff Kamper - Traverse City, MI
William A. Krause - Dayton, OH
Sam Matheny - Washington, DC
Patrick Maxwell - Westerville, OH
Tom McNew - Copperas Cove, TX
Cole Meead - Troy, NY
Damilare O. Oluwawa - Itasko-Ijaiye, Nigeria
Terrence K. Ozaki - Honolulu, HI
Curtis L. Patrick - Pel City, WI
Ethan W. Pflazgraff - Waterloo, IA
Andrew Rizkalla - Palm City, FL

RETURNING MEMBERS

Mark W. Mansfield - Aurora, CO
Larry C. Marini - Puyallup, WA
Jose L. Moreno - Tucson, AZ
Thomas M. Petti - Jackson, MS
Bradley J. Piant - Chicago, IL
Robert R. Provost - Keeveville, NY
Jesse Ruggles - Valparaiso, IN
Dilip K. Saha - Lawrenceville, GA
Eli L. Sanders - Canton, GA
Igor Sukhermin - Victoria, BC
Lloyd A. Welton III - Newport News, VA

ENNES, from p. 1

arship is Faith Pierce, from Hattiesburg, MS. She now
resides in Baton Rouge, LA, and works as a morning
show producer for iHeartMedia. In 2022, she graduated
from the University of Southern Mississippi as a member
of The Recording Academy/Grannys and served as a
volunteer at The Mississippi Arts + Entertainment Ex-

The John H. Battson SBE Founder’s

Gillie

Matthew Gillie received the Youth Scholarship. He was a broadcast
engineer and producer at his high school, where he produced many
videos for the district and some local businesses. With his participation,
the school live-streamed its basketball games during his
senior year during the pandemic as a way
for fans to be able to still watch the games and
as a way for the school to make some of the
money back from lost ticket sales and conces-
sions. Following the success of the basketball
streams, other school events, such as the under-
class awards ceremony and high school
graduation, were live-streamed, and football
has been added. Matthew attends Ball State
University as a part of the Sports Link program,
where he will major in media with a concentration in digital
sports production. After college, he hopes to continue to
work in broadcast engineering and explore opportunities
outside of sports programming.

The Harold Ennes Scholarship Fund Trust
was initiated by Indianapolis Chapter 25 in
1980 in memory of Harold E. Ennes, author
of many textbooks for broadcast and broad-
cast-related communications training and a
member of the Indianapolis chapter. Ennes,
member of the SBE national Certification
Committee, made many contributions to the
early development of the Certification Pro-
gram. To encourage greater growth, the Schol-
arship Trust was transferred by Chapter 25 to
the SBE national organization to administer in
1981. The name of the Trust was changed in
1995 to the “Harold Ennes Educational Foun-
dation Trust” to fully embrace its expanded role.
**Members On The Move**

➤ **Scott Eugene**, CEA, CEV, is a broadcast engineer with Twin Cities PBS, St. Paul, MN.

Sean Anker, CSTE, is chief technology officer at WFYI Public Media, Indianapolis.

➤ **Charles “Bud” Williamson** is chief technology officer of Seven Mountains Media, Middletown, NY.

➤ **Brian Ryel**, CBTE, is chief broadcast engineer and instructor of communications at Langston University, Langston, OK.

Have a new job? Received a promotion? Send your news to Chriss Scherer at cscherer@sbe.org.

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**MARK YOUR CALENDAR**

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