

What does your certification say about you?

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What does SBE certification tell me about a person? First, it tells me that they recognize the value of certification and the value of the SBE as a certifying and standards-setting organization that is, in essence, the authority on what level of expertise constitutes a “broadcast engineer.”

It also tells me that the person has exhibited a certain level of expertise pertinent to the certifications that he or she holds. As a manager, I know that I can hire that person and expect him or her to perform to that level. In our company, we require SBE certification of all our chief engineers and encourage it for all other engineering staffers. The higher the certification level of an employee-candidate, the more qualified I assume he or she is for the position.

Specialist certifications tell me a good bit more about the person. A person holding a specialist certification has demonstrated specialized knowledge in a certain area – networking (CBNT), digital television (8VSB), digital radio (DRB) or AM directional (AMD). If I am looking for an engineer in one of our AM-heavy markets, the candidate with the AMD has a leg up on all the candidates without. Likewise, in markets where we operate digital stations (which is just about all of them), the candidate with the DRB specialist certification will move up the list ahead of those without. And in today’s IT-intensive broadcast environment, the CBNT-holding candidate is way ahead of the game.

So certification is a primary screening and qualifying tool that my compa-

ny uses in the hiring process, and rightly so. But what about existing employees? What does certification tell me about the person who may have been working for us for years?

That person’s certification level and history tells me a lot about his or her drive, work ethic and enthusiasm for the job. Take for example the otherwise very qualified and very experienced chief engineer who had been grandfathered into his employment sans certification for many years. When he went out and got his CSRE and then followed that up with CBNT and AMD specialist certifications, that said something about his leadership. By obtaining those certifications when he really didn’t need them to keep his job, he led by example and several of his engineering staffers followed him to their own certifications.

I certainly consider those things during annual employee reviews. An employee who has gone out of his or her way to demonstrate to me and the company that they are actively improving their professional pedigree and thus their value to the company gets an extra mark in the

“assets” column during the review.

As I deal with engineers at other companies, those certification marks after their names tell me something about them as well. Their certification tells me I am not dealing with a hobbyist that likes to play with broadcast equipment but rather a certified broadcast engineer, someone who not only has the knowledge and skills to be a real broadcast engineer but who has also taken the time and gone to the trouble of getting the credentials to go with that knowledge and those skills.

Finally, whether I am dealing with a job candidate, an engineer within our company or someone on the outside, those certification marks tell me that their level of certification notwithstanding, I’m dealing with a professional. Certified broadcast engineers are broadcast engineers who take their occupations seriously. That’s the kind of people I like to work with.



SBE Certification 2008-09 Exam Schedule

Dates	Location	Application Deadline
February 6-16, 2009	Local Chapters	December 31, 2008
April 21, 2009	NAB	April 1, 2009
June 5-15, 2009	Local Chapters	April 17, 2009
August 7-17, 2009	Local Chapters	June 5, 2009
November 6-16, 2009	Local Chapters	September 18, 2009