



Economy requires standing out to employers

by **Douglas W. Garlinger, CPBE®, 8-VSB, CBNT®**

SBE Certification Committee Member

Nearly two years ago, I wrote a *Signal* article about the value of SBE Certification and I concluded by saying "Remember; the only real job security is your ability to get your next job. Certification helps!"

When I wrote that article I did not expect to find it necessary to rely upon my own advice. I had been continuously employed with great companies throughout my entire 38-year career as a Broadcast Engineer, then on March 28th, I was not. The very promising Mobile TV venture I worked for shut down its nationwide network of 575 digital transmitters and left me unemployed.

I was not alone. At NAB, I walked around the exhibit floor listening to stories of layoffs, downsizing, reorganization, bankruptcy and ownership changes. At a time when fewer stations were sending engineers to attend NAB, it seemed there were plenty of unemployed engineers in attendance "networking" and making it known they were available.

For the welfare of those who depend on you and your own survival, you must prepare yourself to stand out to future employers.

There is no doubt that SBE Certification is one way to do that. Many broadcast engineer job postings include words along the lines of "SBE Certification preferred." You have spent years honing your engineering skills and yet if you are not SBE Certified, how do you demonstrate that to a prospective employer?

The Society of Broadcast Engineers' Program of Certification was created 36 years ago as a way to recognize and raise the professional status of Broadcast Engineers by providing a standard of professional competence. I personally believe in Certification. I have had the privilege of serving on the SBE National Certification Committee for 20 years.

Certification could easily make the decisive difference in a management lay-off decision or in a new hire decision. For me, Certification is real and it is valuable. I have started a new job at the local ABC affiliate, WRTV6, in Indianapolis.

I recently had a long conversation with Megan Clappe, SBE's certification director. She tells me that she gets calls all the time from engineers who have suddenly developed an interest in learning about all of the various certification levels that are available. So Megan and I have put together a brief overview of each level.

Entry-Level Certifications:

Certified Television Operator (CTO) and Certified Radio Operator (CRO) – These two certifications are targeted to the entry-level, non-technical pool of applicants filling board operator and master control positions in today's radio and television marketplace and include the opportunity to be tested and certified. The exam consists of 50 multiple choice questions. It is closed book and you are allotted one hour. Passing score is 90%.

Certified Broadcast Technologist (CBT) – This exam includes AM/FM or TV questions. Content of these questions will consist of electronic fundamentals, FCC rules pertaining to operating tolerances and safety. The exam is 50 multiple choice questions. It is open book and you are allotted three hours to take the exam. Passing score is 70%.

Certified Broadcast Technologist (CBT) - If you hold a valid FCC Amateur Extra Class license or a valid General Radiotelephone license and have two continuous years or three out of the last five years work experience in

broadcast engineering or a related technology you can apply for the CBT certification without taking the exam. Please contact the national office for more information.

Certified Broadcast Networking Technologist (CBNT) – This certification demonstrates a basic familiarity with networking hardware as utilized in business and audio/video applications in broadcast facilities. The exam consists of questions on network topologies and layouts, common network protocols, wiring standards and practices, maintenance, troubleshooting and connectivity issues and challenges unique to broadcast-based networks. The exam is 50 multiple choice questions. It is open book and you are allotted three hours to take the exam. Passing score is 70%.

5-Year Certifications:

Certified Audio Engineer (CEA), Certified Video Engineer (CEV), Certified Broadcast Radio Engineer (CBRE) and Certified Broadcast Television Engineer (CBTE) – These certifications are based on the years of experience you have in the field of broadcast engineering or related technology. You may substitute the years of experience to supplement the 5 year requirement (see acceptable substitutions below). This exam consists of questions regarding safety, problems, operation practices and theory. The exam is 50 multiple choice questions. It is open book and you are allotted three hours to take the exam. Passing score is 70%.

10-Year Certifications:

Certified Senior Radio Engineer (CSRE) and Certified Senior Television Engineer (CSTE) – These two certifications are based on years of experience you have in the field of broadcast engineering or related technology. You may substitute the years of experience to supplement the 10 year requirement (see acceptable substitutions below). The exam is 50 multiple choice questions. It is open book. There is an essay portion associated with the senior exams. You will be given a choice of three essays. The essay is closed book. You are allotted three hours to take the exam. Passing score is a combined score of 84%.

For the 5-year or 10-year certifications you may substitute the years of experience by holding a state registered Professional Engineer's license (4 years), a Bachelor Degree (4 years), an Associate Degree (2 years) or years of related accredited education can be substituted, year for year (up to 4 years).

20-Year Certification:

Certified Professional Broadcast Engineer (CPBE) – This certification requires 20 years of professional broadcast engineering or related technologies experience in radio and/or television. Educational credits will not be counted towards the 20 years. There isn't an exam associated with this certification, but the applicant must be certified on the Senior (10-year) level in order to apply for the CPBE.

To apply you must fill out the application and include three letters of reference. Two must be from a Certified Professional Broadcast Engineer, Certified Senior Broadcast Engineer or state Registered Professional Engineer and at least one other letter of reference must be from a person who has supervised your work. However, if he/she is certified at one of the above-mentioned levels, that reference will be counted as two letters. In addition, you must submit a resume and a statement showing why you believe your professional experience, educational background and training qualifies

See **CERTIFICATIONS** on page **12**

the **SIGNAL**

ELECTION from page 1

certification (CBT or higher) by July 11, 2011 and all through Board service if elected.

All four officer positions will be on the ballot as will six of the 12 director seats. Officer terms are for one year and director terms are for two years. Election ballots will be mailed from the National Office to voting members in good standing by July 25 and are to be returned by USPS, express delivery or personal hand delivery so they are received by the National Office by 4:30 p.m. EDT on August 25. Votes will be tabulated on the evening of August 25. Those elected will take office during the SBE National Meeting on September 28 in Columbus, Ohio. The National Meeting is being held in conjunction with the annual Ohio Broadcast Engineering Conference, which is presented by the Ohio Association of Broadcasters in cooperation with the Ohio chapters of the SBE.

The list of candidates as submitted by the Nominations Committee includes:

President



Ralph Hogan, CPBE, DRB, CBNT

Director of Engineering
KJZZ-FM/KBAQ-FM
Tempe, Ariz.
Chapter 117



Vice President

Jeff Smith, CSRE, CBNT

Supervisor of Studio
Systems
Clear Channel Radio
New York, N.Y.
Chapter 15



Secretary

James Leifer, CPBE,
Director of Engineering
and IT
Clear Channel
Communications
Boynton Beach, Fla.
Chapter 53

Treasurer



**Jerry Massey, CPBE,
8-VSB, AMD, DRB, CBNT**
Corporate Regional
Engineer and DoE
Entercom
Communications
Greenville, S.C.
Chapter 86

Director Candidates



**Raymond Benedict,
CPBE**

CBS
Washington, D.C.
Chapter 37



Paul J. Burnham, CPBE

e2v Inc.
Poughkeepsie, N.Y.
Chapter 58



John Demshock

WFTE
Altamonte Springs, Fla.
Chapter 42



Mark Heller, CSRE, CTO

President, GM & Chief
Engineer
WTRW Inc./WGBW Radio
Two Rivers, Wis.
Chapter 80



David Priestler, CPBE

Director, Technical
Operations
Ithaca College
Ithaca, N.Y.
Chapter 140



**Joseph Snelson, CPBE,
8-VSB**

Vice President of
Engineering
Meredith Corporation
Las Vegas, Nev.
Chapter 128



Gary Stigall, CPBE

TV Magic
San Diego, Calif.
Chapter 36



**Conrad Trautmann,
CPBE**

Vice President of
Technology
Dial Global
New York, N.Y.
Chapter 15

CERTIFICATIONS from page 6

you for certification.

Your application will then go for review to your SBE Local Chapter Certification Chairman and then to the National Certification Committee.

Specialist Certifications:

Certified 8-VSB Specialist (8-VSB), Certified AM Directional Specialist (AMD) and Certified Digital Radio Broadcast Specialist (DRB) – These certifications were created by the National Certification Committee to establish a benchmark of individual strengths. In order to apply for the Specialist exams you must first be certified on the 5-year, 10-year or 20-year level. The exam is 50 multiple choice questions. It is open book. You will be given one essay. The essay is closed book. You are allotted three hours to take the exam. Passing score is a combined score of 84%. Upon passing, your Specialist certification will be linked to the expiration of your host certification.

All SBE certifications are valid for a period of five years. At which time you will need to recertify by professional credits. These credits will be valid from the 5-year period of your certification. Credits can be obtained by continuing your education, working in the broadcasting field, attending seminars, SBE meetings, active membership in SBE or other national technical broadcasting societies.

To apply for any of these certifications, please fill out an application from SBE's website at www.sbe.org or you may call the National office to request an application at (317) 846-9000. Exams are given year-round at your local chapter during exam sessions.

If you have any questions, please contact Megan Clappe at mclappe@sbe.org.