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

The 2011 Membership Drive begins on March 1st and concludes on May 31st. Raising the bar is this year’s membership drive theme.

With the numerous educational opportunities, networking, professional certifications, networking, and more, Raising the Bar signifies the higher level you can take your career to by joining as an active and engaged 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 you up with the rapidly changing industry. Help engineers know they raise their professional bar. Introduce them to the Society and its many career enhancement opportunities and personal benefits.

Candidates sought for SBE national board of directors

The SBE exists because of the volunteer efforts of members like you at the local and national level. The SBE 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 Member, Senior or Life members of the SBE, or be 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. These 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 chairperson 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, CBRE, 8-VSB, AMD, Chief Engineer with WOSU-TV/WACKY-TV in Charlotte, N.C. Ted is also a current member of the Board, serving as chief financial 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@comcast.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 Members will be 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 Columbia, Ohio, in conjunction with the Ohio Association of Broadcasters annual OAB 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.
Win in the 2011 Membership Drive

The 2011 Membership Drive begins on March 1 and concludes on May 31st. Raising the Bar is this year's membership drive theme.

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Members will have more opportunities for networking and learning. To help members keep up with the rapidly changing industry.

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

Maybe there is someone on your staff who is somewhat new to broadcast engineering. Perhaps you know a student who has just graduated or by introducing them to the SBE certification program, SBE's educational programs and SBE JobOnline. Make your local chapter stronger 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 new 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 - 28, which includes airfare for one to Columbus from within the continental US and two nights stay at the Crowne Plaza Downtown Hotel.

Other prizes include:
- (2) Kasei AON 65 lite TV antennas
- (1) Steven J. Meier, courtesy of Middle Atlantic Products
- (2) Logo Polo Shirts, courtesy of Middle Atlantic Products
- (2) Logo Polo Shirts from Broadcast Electronics
- Many More Prizes to Come! You also receive five dollars off your 2012 membership renewal for each new member you recruit (up to $5), which means someone is a winner! Raising the Bar and the new member recruit even more members than last year and help the Society, Raise the Bar for you.

The SIGNAL

February 2011

Society of Broadcast Engineers
BOARD OF DIRECTORS

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3501 14th Street, NW, Suite 300
Washington, DC 20009
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Fax: (202) 433-0075
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2011 SBE National Board of Directors
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**Time to renew your SBE membership**

To renew your SBE membership, consider the benefits of belonging to a professional organization dedicated to the advancement of broadcast engineering and the field of broadcast engineering by renewing your membership. Members of the SBE will receive their annual membership renewal form in the mail during the first week of February. 

- **Member, Senior, Student, Associate and Fellowship members** will receive their annual membership renewal form in the mail during the first week of February.
- **New members** are due by April 1.
- **Retired members** are due by May 1.

**How to renew:***

1. **Online:** Go to the SBE website, www.sbe.org, and log in to renew your membership online.
2. **Pay by Check:** Complete the membership renewal form and mail or fax it with payment to the SBE National Office, 600 14th Street NW, Suite 500, Washington, DC 20005.

**Contact:**
- **Email:** membership@sbe.org
- **Phone:** (202) 457-1897

**Members-only Benefits:***
- Access to SBE online forums and resources.
- Discounts on SBE publications and events.
- Opportunities for leadership positions and volunteer work.

**SBE Membership Levels:***
- **Member:** $75 per year for individuals; $150 per year for families.
- **Senior Member:** $45 per year for individuals; $90 per year for families.
- **Student Member:** $25 per year for full-time students.
- **Associate Member:** $90 per year for individuals; $180 per year for families.
- **Fellow:** $45 per year for individuals; $90 per year for families.

**SBE National Office:**
600 14th Street NW, Suite 500, Washington, DC 20005
(202) 457-1897
membership@sbe.org
www.sbe.org

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**Diluting the waters**

By Chris Smalley, CBT
SBE General Counsel

Information Systems, Inc. asked that the Commission re-think its role in the "Local Government Radio Service; expand the permissible use of SIS 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 licensee cooperates,' and to eliminate the limitation on SIS stations to areas near highways, public transportation terminals, so that they can be located anywhere. Local governments commented on the proposals, and suggested in essence, that the SIS station be permitted to broadcast commercial information 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 ASIATO 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 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 emergency alerts, or some other permissible content; and whether to expand TIS while retaining the travel-survey requirement.

FCC is not interested (probably because this ruling was instead by the Public Safety and Homeland Security Bureau) in what the impact of this wholesale change to be radio broadcasters. Instead, they ask whether the changes would diminish the ability of TIS stations to communicate information of local concern to travelers. Is that really the issue here? FCC asks to what extent the type of information broadcast over the TIS service might be broadcasted without "diluting" the value of the service to travelers. I don't suggest here that TIS stations are now a major source of information to the AM broadcast service. But it should be patently obvious that anecdotal tales of interference complaints by broadcast listeners are not an accurate measure of the interference potential. Numerous complaints of course AM listeners do not complain of interference, they simply tune away to FM or just turn off the radio entirely. It should also be patently obvious that a radical increase in the number of ten-watt transmitters in the AM broadcast band has a measurable aggregate effect on ambient noise, especially nighttime, 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 major markets, and especially AM stations, do local broadcasting because they have no other choice if they want to serve. There is no need to replicate the AM, FM or LPFM services with a local government broadcasting service. Broadcasters broadcast AMBLER alerts, weather information, road closures, and other breaking emergency news. It is not necessary or beneficial to dilute the broadcast service, and especially nighttime, throughout the AM band.

There is no need to increase the number of full-time low-power AM transmitters in the AM Broadcast Service.
Time to renew your SBE membership

In an effort to ensure your continued membership in the only professional organization dedicated solely to the advancement of the broadcast engineer and the field of broadcast engineering 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 1st. You can review by filling out the form and mailing it to the SBE 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 1,000 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 $29. 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) 846-5000 or sjones@sbe.org.

Diluting the waters

by Chris Imley, CET SBE General Counsel

It’s certainly no secret that the broadcast industry was hit hard by the 2008 recession. It has not recovered significantly since then. It is still very hard times for even the best commercial broadcasters, especially radio station owners. It is still bad enough that I was asked to present as part of a workshop at NAB this Spring a session for broadcast engineers about working for an employer in reorganization. Bad as I am doing it, because unfortunately, it is a timely subject.

Against this backdrop, it was surprising to me to read the FCC’s Notice of Proposed Rule Making, proposing to vastly expand the uses (and the numbers) of Travelers’ Information Stations (TIS) released at the end of last year. As a guy who represents a lot of AM broadcast stations, there is a lot that strikes me as just plain wrong about this proposal, and about TIS in general.

TIS is and always has been a low-power AM broadcast service. There is no doubt about it. That is a point-to-point solution with the specific purpose of delivering information to everyone on AM broadcast receiver within range of the devices about certain local conditions. The transmitters operate day and night in the AM broadcast band with power levels of 10 watts into vertical antennas, or 50 watts into leaky cables. The field strength of TIS stations cannot exceed 2 mV/m (or one tenth of a volt per meter) from the transmitting antenna system. They are limited to transmit antennas considerably outside of 0.5 mV/m contour of co-channel or first adjacent channel AM stations, but other than those restrictions, technical regulations of TIS is hazy in the one rule section that deals with them. They are a secondary service in the 535-1705 kHz band, and priority of 3:0:5.

The rule section that deals with them (Section 90.242) is in Part 90, not Part 73 or Part 74. Why? These stations are regulated not by the Audio Division at FCC, but by the Public Safety and Homeland Security Bureau. This low power broadcast service is administered by the folks who regulate regular radio broadcast service, broadcasters, broadcast. The licensees who operate TIS broadcast stations are Public Safety Service. It has been this way since 1977 when this service was first formed. As of now, TIS stations may only transmit “noncommercial voice information pertaining to traffic and road conditions, traffic hazards, Advisories, direction of lodging, rest stops and service stations, and descriptions of local points of interest.” TIS transmitter sites are restricted to “the immediate vicinity of . . . radio stations operating on or near the AM broadcast band. “The FCC proposes, in response to three petitions filed by (of course) be associations representing the interests of TIS stations, and the American Association of State Highway and Transportation Officials (AASHTO) to vastly expand the scope of TIS stations. Fixing it with a rule that TIS stations be permitted to transmit AMERB alerts and the availability of 511 (a nationwide telephone number for travel information).
Is it time to recertify?

by James T. Bernier Jr., CBPE, 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 requirements for recertification. Others don’t understand why they are five years from 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 clear 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 have 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 requirements encourages individuals to do more during their five year term than just hold employment, professional memberships and6 interested others. 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 broadcast 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 number of minimum credits that need to be reached for recertification 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 assuring 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.

John C. Breckenridge Jr.
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The signal
February 2011

New SBE Certification Achievements

LIFE CERTIFICATION

Gerald Ziegler, CBPE, CBNT and Certified Broadcast Engineer® who has attained Life Certification continuous for over 25 years and are current members of SBE may receive Life Certification. For certification, a certified who have retired from regular full time employment may be granted Life Certification as long as they are willing to ensure to maintain their certification. If the report is approved, the person will receive the Life Engineer’s level of certification for life.

CERTIFIED PROFESSIONAL BROADCAST ENGINNER® (CBPE®)

Barney Brisk, Ellwood City, PA - Chapter 16
Samuel Gaylor, Raleigh, NC - Chapter 49
Michael P. Kuhl, Boston, MA - Chapter 10
Ralph Gould, Stockbridge, GA - Chapter 38
Jeffery B. Summer, Onancock, VA - Chapter 63
Zachary Brown, Montgomery, AL - Chapter 11
Robert Conley, Harrisville, PA - Chapter 22
Jeffery Shefler, San Juan, NM - Chapter 57
Robert Allred, Murrieta, CA - Chapter 57
Mark J. Weller, Roanoke, VA - Chapter 86
Dana Treadwell, San Diego, CA - Chapter 36

AM DIRECTIONAL SPECIALIST® (AMS®)

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Wayne Gearhart, Laurel, MS - Chapter 35
Leonard Jacobson, Las Vegas, NV - Chapter 54

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James Steele, Portland, OR - Chapter 124
Jason W. Dishman, Virginia Beach, VA - Chapter 89

CERTIFIED TELEVISION OPERATOR® (CTO®)

Carol Bowers, Panama City Beach, FL - Chapter 36
Joyrion P. Broussard, Lafayette, LA - Chapter 39
Brian Brouse, Brooksville, FL - Chapter 1
A. Chris Tedeschi, Naples, FL - Chapter 122

CERTIFIED TRANSMISSION TECHNICIAN® (CTT®)

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Terry diameter, Oconomowoc, WI - Chapter 37
Paul Donati, Salt Lake City, UT - Chapter 32
Mark Johnson, Kansas City, MO - Chapter 35
Mark Peterson, Boise, ID - Chapter 83

CERTIFIED BROADCAST RADIO OPERATOR® (CBRO®)

Tori Spigel, Springdale, AR - Chapter 85

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Rating the pay of professional engineering or related technology employees in the trade and/or telecommunication industry.

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Mike Ireland, Austin, TX - Chapter 56

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Peace Kitai, Berkeley, CA - Chapter 28

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Dana M. Blum
Nancy Lawrence
Wayne Gearhart
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William Chisholm
Carol Bowers
Samantha Whitmore
Brian Brouse
A. Chris Tedeschi

PARIS PARK SCHOOL DISTRICT

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Robert Zalewski, Asheville, NC - Chapter 21

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Continues from page 6

The signal
February 2011
Is it time to recertify?
by James T. Bernier Jr., CBPE, CBNT
SBE National Certification Committee Chairman

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The professional credit requirements encourages individuals to do more during their five year term than just hold employment, professional memberships, and attend meetings.

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New SBE Certification Achievements

CABLE SYSTEMS
John C. Breckenridge Jr., President
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You may ask, “Why do I have to fill out an application if I have 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 requirements encourages individuals to do more during their five year term than just hold employment, professional memberships, and attend meetings. The activity distribution across 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 broadcast 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 number of minimum credits that needs to be reached for recertification 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 makes 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 assuring 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 voluntary efforts, this program would not exist.
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, CBEB, AMCB, 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, SNR 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 focuses on the fundamentals of IPv6, switching and routing fundamentals, QoS basics, controlling traffic and security concerns. Instructor - Wayne Pecena

KRIX – 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 sketcho 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 and under Education.

February 12 - Sacramento Ennes Workshop - 9:00 a.m.-5:00 p.m. PST
Hosted by: SBE Chapter 43 and EXBE 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 - 2:00-4:00 p.m. EST
TCP/IP and UDP Fundamentals and IP Addressing (IPv4 focused)
Instructor: Wayne M. Pecena, CBEB, B-VSN, AMD, UB, CBNT
Cost: SBE Members - $55, 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 - $35, Non-Members - $45

March 24 - Networking Technology Webinar - 2:00-4:00 p.m. EDT
IPv6 Fundamentals, Switching and Routing, QoS Basics, Controlling Traffic and Security Concerns
Instructor: Wayne M. Pecena, CBEB, B-VSN, AMD, UB, CBNT
Cost: SBE Members - $55, Non-Members - $75

April 9-14 - NAB Show - Las Vegas, NV
www.nabshow.com

April 28 - KRIX - the Real World of Disaster Recovery Webinar - 2:00-3:00 p.m. EST
Instructor: Skip Strickson, Harris Professional Services
Cost: SBE Members - FREE, Non-Members - $30

Thank you to Harris Corporation for making it possible to offer SBE Members this webinar at no cost.

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.

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Instructor: Richard Strickland, RF Safety Solutions

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March 3 - Networking Technology Webinar - 2:00-6:00 p.m. EST

TCP/IP and UDP Fundamentals and IP Addressing (IPv4 focused)

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Cost: SBE Members - $55; Non-Members - $75

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Instructor: Skip Trickeron, Harris Professional Services

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A View of the Broadcast Audio Processing Course – Chapter 6

SBE University consists of online courses of interest to broadcast engineers. These courses can be accessed again and again at a time that is convenient for you. Other courses on SBE University include 8-VSB, Computer Networking, Voice Telco Networks, Studio Interface Systems and more.

2011 SBE Leadership Development Course

August 2-4 - Atlanta, Georgia

This three-day course, led by leadership consultant and college professor Rodney Vandeever, 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!"

What's your Certification Quotient?

answer on page 13

Question: Which signal is located 310 kHz above the lower edge of the 8-VSB Channel?

A. Pilot Signal  
B. Data Segment Signal  
C. Q Signal  
D. I Signal

2011 SBE Certification Exam Schedule

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Harris
Raising the Bar with the new SBE website

by John L. Paray, CAE
SBE Executive Director

BE 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 take a moment to tell you about some 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 quicker access for members to information you most frequently seek. Our web site statistics have told us that the Jobs Online, 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 visitors over limited time spans, such as membership renewal in February and March and the national 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 rewritten 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 opportunity for every 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 not be familiar 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 chairmen and contact information.

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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 BEC 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) EVC 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

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 EVC 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 SBE 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 Networks 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), Contest 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

I cannot for the life of me understand why the Public Safety and Homeland Security Bureau is in charge of this rulemaking, or for the matter of that, in charge of TIS stations. It seems to me that the Audio Division of the Media Bureau at FCC ought to be regulating this broadcast service. I recall a case not long ago in which an AM broadcaster that I represented was preparing to commence operations of a new station the licensee had built. Well within the 0.5 mV/m contour of the new station was a TIS station operated by a state transportation authority, which had been on the air for some time. Convinced the local government that it was necessary to take this station off the air on that frequency was not easy and it took an FCC complaint and several months to accomplish. Can you imagine the same effort if the FCC allows TIS stations to transmit emergency information and other local government information?

Raising the Bar with the new SBE website

by John L. Poray, CAE

SBE Executive Director

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We hope you'll like the changes we've made. The address remains the same, www.sbe.org.
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 orSustaining Member who has provided the industry with the best new or innovative technical item or idea to further the science of broadcasting 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 Chapters**, **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.

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, Indianapols, 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.

Chapter Spotlight
39 - Tampa
www.sbe39.com

**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.

Arthur Hoover, Baton Rouge, LA
Mike Moravec, Little Rock, AR

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

**Vertical Technology Services**
Tower Erections • Maintenance • Service 24 Hour Emergency Service www.verticalcits.com
Tom Banks – President
tombank@verticalcits.com
Owen Garland – Gen. Superintendent owen@verticalcits.com
2010 Scholar Dr. • Suite 214 • Hagerstown, MD 21742

**FEBRUARY 2011**
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**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.

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 e-mail 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 (859) 445-7135.
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