



# The Society of Broadcast Engineers

**Fox Valley Wisconsin SBE Chapter 80**  
**PO Box 1519**  
**Appleton, WI 54912-1519**

**June 2013**

The next meeting of SBE chapter 80 will be the WBA Engineering Day at the Osthoff Resort in Elkhart Lake on WEDNESDAY, JUNE 19

## Chairman's Corner

Greetings Everyone,

A special reminder that this month we will meet at the WBA Engineering Day at the Osthoff Resort in Elkhart Lake on WEDNESDAY, JUNE 19 instead of our regular third Tuesday meeting at the Out O' Town Club. There will be a great one-day seminar featuring numerous interesting presentations. Visit [www.wi-broadcasters.org](http://www.wi-broadcasters.org) for the latest event information. We hope to see you there!

To register: <http://www.wi-broadcasters.org/wba/index.php/events/summer-conference/registration-form/>

Our last meeting was held on May 21 at the Camera Corner Connecting Point Technology Expo, which featured many interesting floor exhibits.



A reminder that our Newsletter, Chapter 80 items of interest and a host of other SBE information are posted on our website <http://www.sbe80.org>.

Future Events:

**July:** Summer picnic

**August & September:** TBA

**October:** Broadcasters Clinic

Regards,  
Steve Konopka

## Certification

Exam Dates	Location	Application Deadline
August 9-19, 2013	Local Chapters	June 1, 2013
November 1-11, 2013	Local Chapters	September 13, 2013

## CHAPTER 80 ELECTED AND APPOINTED OFFICERS 2011-2012

Chairman	Steve Konopka	WPNE TV/FM	920-336-3541	<a href="mailto:skonopka@ecb.org">skonopka@ecb.org</a>
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Program Chairman	Bill Hubbard	UW Green Bay	920-465-2510	<a href="mailto:hubbardw@uwgb.edu">hubbardw@uwgb.edu</a>
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**Hello from Mark Heller** CPBE - CTO at WGBW Radio, Denmark, WI.

I wanted you to know, the SBE National Board is still looking for a couple of candidates to serve our Society. Every indication, is that we will have a turnover of four board members, and I want to encourage those members who hold Certification, to consider this honorable volunteer effort.

It requires your attendance at two meetings per year. Las Vegas (NAB Show) in April is one, the other location 'floats'. This year it's in Indianapolis. It's at your expense, so you should know that, going in...

PS. NAB 'comps' the ticket to get into the NAB Show, including one meal, to board members.

I will be on the ballot, however, I have been the lone representative over a five or six state area, for the past four years. SBE has its' roots in the Midwest, and it would be great to have more representation.

Here's the information....from today's Short Circuits, which was sent to Chapter Chairmen... please note the deadline.

*The SBE Nominations Committee has presented a list of candidates for this year's national board of directors' election. The list includes one candidate for each officer position and seven candidates for six available director seats. Candidates may still be nominated by voting members and will appear on the ballot if received by July 9. Nominees must be voting members in good standing (dues paid) and hold an engineering level of SBE certification. Nominees are to be nominated by letter (written or electronic) and sent to the SBE Secretary, Jim Leifer at [jimleifer@hotmail.com](mailto:jimleifer@hotmail.com) or to Jim at 8553*

*Tourmaline Blvd. Boynton Beach, Fla., 33437. The nominee must be endorsed by ten voting members.*

### FCC waives rule to allow PSA

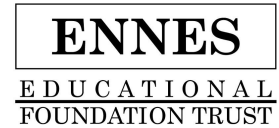
To allow the airing of a public service announcement produced by FEMA, the FCC last week waived its own rule that forbids the use of the EAS attention signal in anything but EAS tests and alerts. News of the PSA and waiver traveled quickly last week after many broadcast engineers realized the PSA included the alert tones. A portion of the waiver states: "Waiver of Section 11.45 of the Commission's rules to allow broadcast of public service announcements produced by the Federal Emergency Management Agency to educate the public on the wireless Emergency Alert System. Waived the application of Sections 11.45 and 10.520 of the Commission's rules with respect to the broadcast of the WEA attention signal contained within PSAs produced as part of FEMA's WEA public education campaign. (Dkt No.07-287). Action by: Chief, Public Safety and Homeland Security Bureau. Adopted: 05/31/2013 by order. (Da no. 13-1301). "

The [complete text of the order](#) is available as released by the FCC

## Scholarships Available for Technical Broadcast Field

The Ennes Educational Foundation Trust, the non-profit and charitable arm of the SBE, provides scholarships to deserving candidates who aspire to a career in the technical aspects of broadcasting. Scholarship awards may be used for tuition, room and board or textbook costs at post-secondary educational institutions, or for other technical training programs approved by the Ennes Trust Scholarship Committee.

Preference is given to applicants who are members of the SBE. However, any individual otherwise eligible is encouraged to apply. Scholarships available in 2013 include:



- Harold E. Ennes Scholarship** - \$1500
- John H. Battison SBE Founder's Scholarship** - \$1500
- Robert D. Greenberg Scholarship** - \$1000
- Youth Scholarship** - \$1500

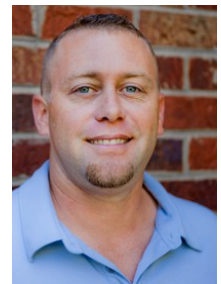
The Youth Scholarship is specifically for graduating high school seniors. The other scholarships are open to others, as well as graduating high school seniors.

[Applications](#) for all of this year's Ennes Scholarships must be submitted by July 1. Announcement of the recipients will be made by August 1, with grants available for the fall semester of 2013. Know someone who could benefit from a scholarship? Feel free to forward this message to him or her.

## Free Webinar on IP Microwave STLs

Broadcasters have needed and asked the FCC for more channels and bandwidth for many years. With the growth of HD audio and video, the need for reliable STLs continues to grow every year. To help broadcast engineers and others interested in this subject, the SBE is presenting IP Microwave STLs on Thursday, June 27 from 2 - 3 pm ET. The webinar is free to SBE members, thanks to sponsorship by SBE Sustaining Member, [DoubleRadius](#).

In August of 2011, the FCC abolished the last link rule opening up Part 101 licensed frequencies to broadcasters, opening up new frequencies that can be used for reliable STL's. These frequencies, like 950 MHz, 7 GHz, and 13 GHz, are licensed frequencies but with the ability to run high speed bidirectional data rates. These frequencies have the ability to provide up to a gigabit of bidirectional throughput to your transmission sites. This webinar will inform you on these new licensed frequencies and the design dos and don'ts. The webinar also looks at a live path profile showing what can be done today.



Jeff Holdenrid is presenting this Webinar by SBE.

Instructing will be Jeff Holdenrid, who, for the past 12 years, has been designing wireless networks for service providers around the globe with a primary focus on point to point and point to multi-point networks. He has recently been working with IP video security and VoIP.

Holdenrid works for DoubleRadius and designs, supplies and installs wireless solutions for the broadcast industry, rural LEC's and public utilities.

The completion of this webinar from [Webinars by SBE](#) qualifies for 1 credit, identified under Category I of the Recertification Schedule for SBE Certifications. Even though this Webinar by SBE is free to members, [pre-registration is required](#). The fee for non-members is \$49.

## Registration Deadline Nears for SBE Leadership Development Course



Taking leadership and management training specifically designed for broadcast engineers and other technical personnel in the media field may be one of the most important steps you can take to advance your career. The SBE has been providing leadership training since 1997. This year's SBE Leadership Development Course will be held August 13-15 at the Hyatt Place Atlanta Airport South in Atlanta, Ga. The registration deadline is July 10.

Designed to take technically-adept people and instill in them sound leadership, supervisory and management skills, the SBE Leadership Development Course is equally beneficial for those who are already in management, and for those without prior management or supervisory experience.

The three-day course challenges you to refine your leadership skills as you better understand and improve how you interact with others. Bring a team and share the experience of this highly interactive event. Come, enjoy, learn and have some fun growing as a leader in the process. The course includes training in the following areas:

- ⑤ Understanding the Dynamics of Leadership
- ⑤ CAPS Study: Discover Your Leadership Behavioral Style
- ⑤ Communications
- ⑤ Effective Motivation Techniques
- ⑤ Building Winning Teams (team process and team advantage)
- ⑤ Responsible Management
- ⑤ Insights into Generational Differences
- ⑤ Leadership is an Attitude
- ⑤ Managing Conflict, Counseling and Discipline



Rodney Vandever

Instructing the course is Rodney Vandever, a professional leadership and management trainer, and a professor of Organizational Leadership and Supervision at Purdue University. He has more than 30 years of industrial and business experience in management positions in human resources, training and development and manufacturing. One student of the course said, "Rodney's passion is evident as is his ability to encourage participation and his gift to communicate the content."

[To register or for more information](#), please visit the SBE website Leadership Development Course page.

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**To give away:** Amco equipment racks. We are remodeling. Available are 4 black 19Wx24Dx78H and 7 beige 19W x24Dx72H. Some have side panels. [ddriessen@jrn.com](mailto:ddriessen@jrn.com)

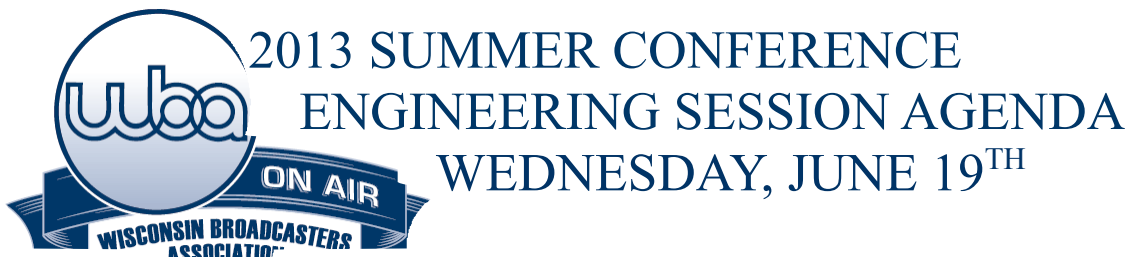
## **WBA-SBE Summer Engineering Workshop Wednesday June 19th**

This year's Workshop will be held in conjunction with the WBA Summer Conference at the Osthoff Resort in Elkhart Lake,

WI. While Managers golf, Engineers will be in session having just as much fun. The day starts at 8:45am and ends at 4:30pm

followed by the Exhibit Reception, Dinner, and the infamous S'mores campfire by the lake, all covered by your low-cost, single-day registration.

The program committee has established the topics for the day and is working on booking speakers. A full agenda will be released soon. This one-day Workshop always includes lively audience discussions of timely subjects, so you'll want to save the date and make plans to attend. Rumor is it will actually be warm in Wisconsin by then. We'll see (sbe24.org)



## At the Osthoff Resort in Elkhart Lake, WI

7:00 AM - 6:30 PM: Registration

8:40 AM: Opening Remarks, Michelle Vetterkind, WBA President & CEO

8:45 AM Session: Computer Network Security

9:30 AM Session: Physical Plant Security

10:15 AM: Break

10:30 AM Session: Emergency Information Dissemination

11:15 AM Session: Single Point of Failure (in Studio)

12:00 PM: Lunch

1:15 PM Session: The Engineers Software Toolbox

2:00 PM Session: Wireless IP Transmission

2:45 PM: Break

3:00 PM Session: Fiber Networks in Wisconsin

3:45 PM Session: IP Theory and Configuration

4:30 PM: Exhibits and Reception Open

Register at

<http://www.wi-broadcasters.org/wba/index.php/events/summer-conference/registration-form/>



# WBA Media Technology Institute

WBA MEDIA TECHNOLOGY INSTITUTE

JUNE 17-20, 2013

THE OSTHOFF RESORT, ELKHART LAKE, WI

*Media Technology Institute (MTI) focus is practical, instructional courses for prospective, beginning, and current broadcast/media engineers. MTI will consist of 3 days of instructional content, 1 day of technical seminars/equipment exhibition as part of the WBA Summer Engineering Conference. Underwriting for MTI is provided by the Wisconsin Broadcasters Association and Midwest Communications.*



**TERRY BAUN**  
WI ECB



**BILL HUBBARD**  
UW-GREEN BAY



**JIM KLAS**  
WI ECB



**RICHARD WOOD**  
RESONANT RESULTS

## MONDAY, JUNE 17

10:00 AM: Welcome with Michelle Vetterkind, WBA President & CEO and Welcome and Discussion of Schedule with Terry Baun Room: [Crystal Lake A](#)

10:15 AM: Introduction to Broadcast/Media Technology with Terry Baun Room: [Crystal Lake A](#)

12:00 PM: Break For Lunch Room: [Crystal Lake B](#)

1:30 PM: So You Want to be an Engineer with Bill Hubbard Room: [Crystal Lake A](#)

3:30 PM: The Engineer as Businessman with Jim Klas Room: [Crystal Lake A](#)

5:00 PM – 7:00 PM: Welcome Reception

## TUESDAY, JUNE 18

9:00 AM: RF Fundamentals with Terry Baun Room: [Crystal Lake A](#)

10:30 AM: Care and Feeding of Antennas, Lines, Towers and Tower Climbers with Richard Wood Room: [Crystal Lake A](#)

12:00 PM: Break For Lunch Room: [Crystal Lake B](#)

1:30 PM: RF Fundamentals (continued) with Terry Baun Room: [Crystal Lake A](#)

4:00 PM: VSWR and Antenna Tuning with Jim Klas Room: [Crystal Lake A](#)

5:00 PM: Dismiss

## WEDNESDAY, JUNE 19

9:00 AM: WBA Summer Engineering Conference Room: [Villa Gottfried](#)

12:00 PM: Engineering Lunch at WBA Summer Conference Room: [Palm Garden DEF](#)

1:30 PM: WBA Summer Engineering Conference Room: [Villa Gottfried](#)

5:00 PM: WBA Exhibits, Reception and Dinner Room: [Palm ABC](#), Dinner: [Lakeview Room/Patio](#)

## THURSDAY, JUNE 20

9:00 AM: IT/Networking Fundamentals with Terry Baun Room: Crystal Lake A

12:00 PM: Break For Lunch Room: Crystal Lake B

1:30 PM: Leave for station tour (carpool)

2:00 PM: Radio Station Tour, Sheboygan with Tim Laes

3:00 PM: Wrap-up, Q & A with Terry Baun

3:30 PM: Dismiss, return to hotel or directly home

**TO REGISTER, PLEASE COMPLETE AND RETURN THE FORM BELOW TO THE WBA OFFICE BY MAY 27, 2013.**

[2013 WBA Media Technology Institute Registration Form](#)

**QUESTIONS? PLEASE CONTACT LINDA BAUN AT [LBAUN@WI-BROADCASTERS.ORG](mailto:LBAUN@WI-BROADCASTERS.ORG) OR 1-800-236-1922.**

### **SBE-WI CAP RWT Sent from Wisconsin Emergency Management**

A CAP Required Weekly Test (RWT) was sent out via the FEMA IPAWS Aggregator on Thursday June 6<sup>th</sup> at 15:39 from the Wisconsin Emergency Management Center (WEM) in Madison. Broadcast stations and cable head-ends around the state should have received this RWT as a log only event similar to the test FEMA runs on Monday's at 11:05.

This test was run in order to check out the WEM's recent upgrade with the MyState USA product that allows for CAP testing and alerting through the FEMA IPAWS system.

Regards,

Fred Sperry, State Emergency Communications Committee/Educational Communications Board  
*I can confirm we received the test with our unit at 06/06/13 15:39:57 from CAP .(dd)*

**State Promotes AMBER Alert WEA Use** As mentioned here on AWARE, changes were made in the past few months in the way abducted-child AMBER Alerts are delivered to cell phones and other mobile devices. The previous Wireless AMBER Alert Program SMS-based alerts were replaced by the new Wireless Emergency Alert (WEA) system. With 700,000 people having been subscribed to the previous program, a huge awareness campaign is needed to advise the public of the switch to WEA. At least one state has taken a very proactive approach on its outreach. The Wisconsin Department of Justice (WDOJ), which maintains that state's Amber Alert website, substituted its previous Wireless AMBER Alert logo with a campaign featuring the new WEA logo. This information is posted prominently right in the middle of the site's homepage. Clicking on the WEA logo links to an article on the AMBER Alert transition to WEA, and an explanation of how to receive these WEA alerts on your mobile device. WDOJ took the additional step to post an MP3 file demonstrating the sound that WEA alerts trigger on mobile devices when a WEA alert is received. Further attention was drawn to the issue through a press release issued by Wisconsin Attorney General J. B. Van Hollen, and there is a link to that press release on the website as well. Local TV stations picked up on the press release, and ran coverage of the new AMBER Alert WEA system in newscasts.

Amber Alert Wisconsin  
"Saving the Life of A Child"

Wisconsin has **NO Amber Alerts** activated at this time.

[What Should You Do in Case of an Amber Alert?](#)

**Welcome...**  
Welcome to the Amber Alert Wisconsin website. This website is designed to provide information about Wisconsin's Amber Alert program, statewide child abduction alert system. The goal is to provide a system that uses immediate broadcasts through radio and television stations to assist law enforcement agencies in their quest to find abducted children and return them safely to their parents.

We are all responsible for ensuring the safety of children in our communities. I am proud of the collaborative efforts of the Wisconsin Department of Justice, the Wisconsin Broadcasters Association, Wisconsin Public Radio, The Educational Communication Board, and law enforcement agencies to develop the Amber Alert system and help keep children safe in their communities.

Sincerely,  
J.B. Van Hollen  
Attorney General

Please [click here](#) to hear the new tone for Amber Alerts on your cell phone. [mp3]

WIRELESS EMERGENCY ALERTS CAPABLE

Click on logo, "Wireless Emergency Alerts Capable" to access information about receiving Amber Alerts on your cell phone .

NEWS RELEASE: [Attorney General J.B. Van Hollen Announces New System for Receiving AMBER Alerts on Mobile Phones](#)

Many AWARE readers are aware that I am involved with the Wisconsin Emergency Alert System (EAS) and the Wisconsin Amber Alert Program. While I had a hand in co-authoring the referenced article, I must say that I am proud and impressed with the multi-pronged approach that WDOJ developed out of my simple idea of just posting an article. I would encourage others to seed a similar idea with their local and state authorities. Wisconsin's example shows that authorities do see value in promoting WEA. The National Center for Missing and Exploited Children (NCMEC) was so impressed that they cited Wisconsin's efforts as an example for other states to follow. This type of coordinated, multi-faceted public awareness campaign is what is needed to not just promote WEA AMBER Alerts, but WEA in general. Emergency managers, as well as law enforcement agencies, can take a page from Wisconsin's book in how to conduct a successful promotion of WEA alerts to the public. Take a look at the website as a starting point for your own public outreach campaign.

(by Gary Timm with SRA International from [www.awareforum.org](http://www.awareforum.org))



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