

**Meeting Notice**

**Thursday, July 10, Entercom Communications**

7000 Squibb; Mission, KS; 913-744-3600

Gather at 11:30 a.m., lunch served at 11:45, meeting at noon

*Planning the Next-generation EAS.* Through a second report and order, the FCC has begun the process of revising the Emergency Alert System. One of the key updates to the system will be the inclusion of the Common Alerting Protocol (CAP). Other additions include access for state governors, IP-based delivery, and enhanced access for people with disabilities and non-English speakers.

Ed Czarnecki, senior vice president of Spectrarep, will provide an overview of the technical and operational possibilities that will accompany the changes in regulations and, and explain how the Spectrarep Alert Manager is being designed to interface with broadcast EAS devices.

A pizza lunch will be provided by the chapter.

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**Last Month's Meeting**

*By Ed Treese*

The June meeting of Chapter 59 of the Society of Broadcast Engineers was held June 12, 2008 at the offices of Penton Media in Overland Park. There were 15 in attendance. Robin Cross, chapter chairman, called the meeting to order at 11:56 a.m.

Ed Treese read the minutes of the May meeting in the absence of Ben Weiss, chapter secretary/treasurer. The motion to approve the minutes was made by Chriss Scherer, seconded by Mike Rogers. Motion passed. Ed also provided the treasurer's report. Robin stated that he had received the chapter rebate check.

Chriss Scherer, certification chairman, noted that certification dates were provided in the just-read meeting minutes, and the next local exams will be given in November. The application deadline is Sept. 19. Chriss as newsletter editor then stated that he finally received the final newsletter sponsor check.

There was no EAS, frequency coordination or programs report as those chairmen were absent.

The motion to adjourn was made by Dave Buell, seconded by John Gray. Motion passed.

Bob Kovas of Sprint provided an update on the 2GHz relocation project, which included information for TV stations in Kansas City and the surrounding area.

Chriss Scherer the presented the program, an overview of the *Broadcast Engineering* and *Radio* magazine Pick Hits of the 2008 NAB Show. *Broadcast Engineering* and *Radio* magazines have presented the Pick Hits at the NAB

convention since 1985, which makes them the original technology recognition. Because the recognized products are chosen by a panel of broadcast engineers, the selected products are a broad and unbiased overview of the latest technology from the convention. This makes the Pick Hits a real taste of the NAB Show.

Sandwiches, chips and soft drinks were provided by the chapter.

**Chairman's Chat**

**Avoiding Fires**

*By Robin Cross*

My operating method is to work to prevent fires at the stations I have worked for. This is difficult to describe without a graphic. Imagine a square grid that is 10 x 10, with 10 being the highest. Label one side *Important* (10). Label the opposite side *Unimportant* (1). Label one side on the other axis *Pressing* (10), and conversely label the opposite side *Not Pressing* (1). (See page 2.)

*Everything* (project, action, equipment, etc.) falls on this grid. A fire is important (10) and pressing (10). Some fires are unpreventable. Most fires are preventable. If you assign every item a place on this grid it is much easier to allot money, time or manpower to items. It would seem that drawing diagrams for your station would tend to fall in the area of not pressing and important. This is the quadrant that will prevent the most fires. Testing a generator is also in this area.

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Certification Exam Dates		
<i>Exam Date</i>	<i>Location</i>	<i>App. Deadline</i>
Aug 8 - 18	Local Chapter	<i>closed</i>
Nov 7 - 17	Local Chapter	Sep 19, 2008
Feb 6 - 16, 2008	Local Chapter	Dec 31, 2008




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I was just e-mailing a fellow chief engineer about the process I set up for maintaining a generator. It was cycled every week for an hour. It was checked by maintenance every month. The maintenance contract required the oil to be changed at a specified number of run hours, which was usually once a year. I also had the main studio and transmitter breakers opened once every year. This tested the transfer switch and the generator, but it also provided a shakedown on equipment that would not stand the transfer. If you lose equipment at transfer, replace it with something else (another brand). When a piece of equipment fails I don't want it to fail during another power failure.

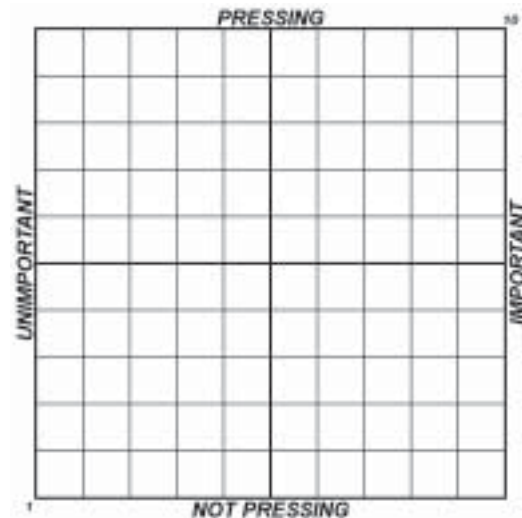


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What else falls into the not pressing and important quadrant? How about installing an ac surge suppressor or line filter at the studio and transmitter? The list can go on. If it falls in this area, it will become a fire at some point.

Preparing your taxes for the IRS is not a fire until April 14. I don't like fires. They require immediate and all-consuming attention. Do you want to be a fireman?



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**Are You Prepared?**

*By Steve Epstein*

We all look forward to getting one of those big projects when we get to build a new edit suite or control room. But, if you got one, are you prepared? Most projects involve new wiring, new equipment, outside teams and inside personnel. Throughout the project, there will be effects to operations and workflow. Once complete, there could be additional situations that require workflow changes and require personnel training. Regardless of planning, the project's overall success depends on how each of these items is handled.

Let's start with the new wiring. A well-planned project can (and should) be done on paper prior to the ordering, arrival and installation of new equipment. Once the paper planning is complete, rack space can be readied (unless the racks are part of the order) and wiring can be installed and labeled. In some cases, connectors can be installed. IP addresses can be provisioned and if needed, firewall settings can be readied. All this, including the paper/computer documentation can be done while you are waiting for the equipment to arrive. You might consider using two sets of wire labels, one for the unconnected ends, and a second set once the cabling is laced in and cut to length.

Once the equipment arrives, numerous items need to be handled. For instance, the serial number must be gathered, manuals as well as disks need to be stored and the facility inventory needs to be updated. What about the packing lists? Does accounting need them for reconciliation? Software and firmware versions need to be checked and possibly updated. The equipment likely needs to be registered with the manufacturer for warranty purposes, so warranty cards may need to be filled out. Someone needs to be assigned to these tasks or they are unlikely to be done in a timely manner.

Do you need to keep the boxes and packing material? If so, where will they be stored and for how long? For small projects this may be too involved, but if you are getting 100 identical receivers or 50 servers, the logistics become very important, especially if the servers are coming in as separate pieces (chassis, CPU, memory, optional cards). The paperwork and parts tracking can reach more than 1,000 items quickly, and you need plans in place or you will be overwhelmed.

If you are receiving a large order and getting rid of much of the packing, it may be possible to recycle the cardboard and paper—this may be easier than having to repeatedly refill to company dumpster. It is also possible that you can buy items in shipping packs. This is especially true of computer parts. Rather than being packaged individually, items come in bulk with minimal packing.

Once everything arrives, if all the planning is in place, installation and checkout should go smoothly. It is likely that some changes will take place during installation, and they need to be captured and documented daily. This was mentioned in last month's column and is a critical issue on most projects. It is also critical that any training materials reflect last minute changes. Once you reach this stage, it is time to start testing workflow scenarios and verify what works and what doesn't. If the manufacturer is

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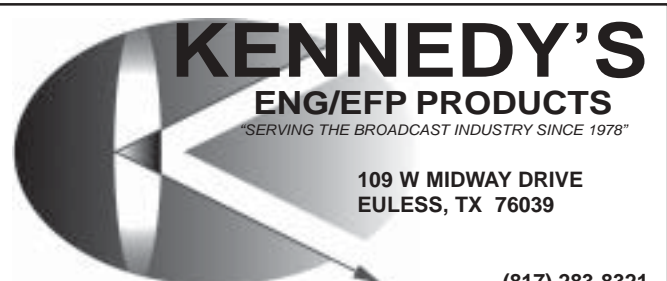
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sending someone in for final checkout, this is good time to check with them on workflow and training issues. Finally, it is time to document not only your success on the project but also the areas you can improve next time. Make sure the success portion finds its way to your supervisors so they have a better idea of what you are capable of doing for the company.

### SBE Seeks EAS Backhaul Spectrum

On June 18, the Society of Broadcast Engineers submitted comments to the FCC relating to the Commission's pending proceeding regarding the reauction and licensing of the 700MHz D Block spectrum and creation of a nationwide, broadband, interoperable public safety network. The interest of the SBE in this proceeding is with respect to the improvement and enhancement of the Emergency Alert System.

The proposal seeks to allocate 100kHz of spectrum in two 50kHz blocks. This would be for use in transmitting CAP messages and other data to emergency agencies and broadcasters.

### FCC Lifts Freeze on DTV Change Applications

On August 3, 2004, the Federal Communications Commission imposed a freeze on requests from full-power and Class A television stations to maximize facilities or change DTV channels. The FCC imposed the freeze to provide a stable database during the channel election process and the initial processing of applications for post-transition digital facilities. In the *Third DTV Periodic Report and Order*, the Commission anticipated being able to lift the freeze in mid-August, 2008, allowing time to process initial construction permit applications. The Commission has received approximately 620 post-transition construction permit applications, and the Video Division has been processing them in an expedited fashion, on average four days from date of receipt. As a result of the Commission's expedited processing efforts, the FCC has completed its review of, and has granted all applications, except for those requiring international coordination or additional information from the applicant. As a result, the FCC has lifted the freeze on the filing of maximization applications 12 weeks earlier than originally anticipated.

Accordingly, the FCC also lifted the freeze on the filing of maximization applications immediately. The FCC is not accepting petitions for allotment of DTV channels for new stations or for changes in community of license.

**Next EAS Required Monthly Test: July 29**  
The RMT is sent on the last Tuesday of the month

Stations that have filed for further reconsideration in the DTV Table of Allotments Proceeding may now file applications for authorization for maximization power, if needed to obtain authorization for the facilities they sought in Docket 87-268.

### SBE National Meeting Heads to Madison, WI

The Society of Broadcast Engineers will hold its 2008 National Meeting in Madison, WI, on Oct. 14-15. The National Meeting will be held in conjunction with the annual Broadcasters Clinic, a three-day event that features broadcast technical presentations for radio and television engineers and a broadcast equipment expo. A discounted registration fee is available until Aug. 29.

Events held during the SBE National Meeting include the fall meeting of the national Board of Directors, the annual SBE Fellows Breakfast, the Annual Membership Meeting and the 2008 SBE National Awards Reception and Dinner. Tickets to the SBE Awards Reception and Dinner are available through the SBE national office.

The event will take place at the Madison Marriott West Hotel, located in Middleton, WI. Register for the expo at [www.wi-broadcasters.org](http://www.wi-broadcasters.org).

### FCC Issues NPRM on Embedded Advertising

The FCC seeks comments on changing the current sponsorship identification rules because of the current and increasing industry reliance on embedded advertising techniques where sponsored brands are included in entertainment programming, such as product integration and product placement. The Commission notes that as these techniques become increasingly prevalent it is important that the sponsorship identification rules protect the public's right to know who is paying to air commercials or other program matter on broadcast television and radio and cable. MB Docket No. 08-90.

### HD Radio: Converting Awareness to Action

The HD Digital Radio Alliance is focusing on converting awareness into buying action. The Alliance has added a mobile marketing initiative and expanded online resources for retailers and auto dealers to the next flight of on-air radio ads.

The mobile marketing aspect of the campaign allows consumers to receive information on HD Radio receivers, retailers and vehicles by sending the text message "upgrade" to 34343. Texters will also have a chance to opt in to win one of 200 HD Radio receivers and receive future updates about HD Radio. ○



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<p><b>Upcoming Chapter Meetings and Events</b></p> <p><b>July 10</b>  <i>Planning Next-generation EAS</i>            Ed Czarnecki, Spectrarep  <i>Studios of Entercom Communications</i></p> <p><b>August 14</b>  <b>September 11</b>  <i>Natioanl Weather Service Tour</i>  <i>Pleasant Hill, MO</i></p> <p><b>September 20</b>  <i>Annual Picnic</i></p>
<p>Do you have a suggestion for a program topic?            Please share it with Kirk Chestnut.</p>

**Wanted: Your News and Information**

The SBE59 newsletter, *The Communicator*, is published every month as a service to the members, sponsors and guests of SBE Chapter 59. We are always looking for information on what is happening at stations and facilities around Kansas City. Have you hired someone new? Have you received a promotion? Have you installed some new equipment? Tell us about it and share it with your engineering colleagues. Send any of your stories or ideas to a chapter officer or e-mail them to *sbe59@yahoo.com*. Articles published in *The Communicator* will qualify for SBE recertification points.

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