

DON'T STOP THINKING ABOUT TOMORROW



2015 Broadcasters Clinic
National Meeting of the SBE
October 13-15, 2015
Madison Marriott West





TUESDAY, OCT. 13

7:45 a.m. Conference Center Superior Room Foyer
REGISTRATION & CONTINENTAL BREAKFAST

9:05 a.m. Superior Room
OPENING REMARKS

9:15 a.m. Superior Room
USING LIVEWIRE+ AES67 TO BUILD COMPLETE FACILITIES OVER IP



**GREG SHAY, CHIEF SCIENCE OFFICER,
THE TELOS ALLIANCE**

AES67 is the new industry standard for interoperable audio over IP. This session is a detailed explanation on how the features of Livewire+ AES67 are used to implement smart broadcast facility functions over IP.

10 a.m. Superior Room
VIRTUAL FUTURE OF BROADCAST AUTOMATION

**PAUL STEWART, C.R.O., R&D
ENGINEER, ENCO SYSTEMS**



This session will discuss the advantages of virtualization and present a short case study of one or more stations/media groups using virtualized servers. The emphasis is on audio routing and how a virtual environment can help to protect a station in a time of equipment failure.

10:45 a.m.
BREAK

11 a.m. Superior Room
FM RECEIVERS IN SMARTPHONES

**SKIP PIZZI, NATIONAL ASSOCIATION OF
BROADCASTERS**



While virtually all smartphones have an FM receiver chip on board today, only some of them have FM reception fully enabled. This session discusses the current penetration of smartphones in the U.S., with NAB Labs' analysis of their FM reception "readiness".

11:45 a.m.-1 p.m. Geneva/Mendota Rooms
LUNCH

1 p.m. Superior Room
**INTERFERENCE TO FULL-POWER STATIONS FROM LPFM
JEREMY RUCK, JEREMY RUCK &
ASSOCIATES**



This session will look at the potential of received interference to FM full-power facilities by LPFM facilities. Also discussed is what recourse a full-power FM facility may have to mitigate the interference.

1 p.m. Milwaukee/La Crosse Rooms
WBA BOARD MEETING

1:45 p.m. Superior Room
**THREE CRITICAL STEPS TOWARD AM REVITALIZATION
TOM KING, KINTRONIC LABS**



This session investigates three critical steps which should be implemented toward the goal of AM Revitalization. Also examined is the status of discussions with key House and Senate members relating to their support of these measures.

2 p.m. **Madison Board Room**
NATIONAL SBE CERTIFICATION COMMITTEE MEETING

2:30 p.m.
BREAK

2:45 p.m. **Superior Room**
PPM AND VOLTAIRE



CORNELIUS GOULD, THE TELOS ALLIANCE

With watermark-based ratings there is the potential of program content and the listening device's acoustic environment adversely affecting the reception of the embedded coding. This session will explore the robustness of the technology.

3:30 p.m. **Superior Room**
LOOKING FOR A PATTERN IN ANTENNA DESIGN



SEAN EDWARDS, SHIVELY LABS

Antenna design has become more efficient with the use of simulation software instead of trial and error on the range. This session will explore the state of the art in antenna design.

4:15 p.m.-7 p.m. **Wisconsin/Michigan Rooms**
EXHIBITS OPEN - EXHIBITORS RECEPTION

5 p.m.-6 p.m. **Green Bay Room**
SBE BOARD OF DIRECTORS DINNER

6 p.m.-10 p.m. **Greenway Room**
SBE BOARD OF DIRECTORS MEETING

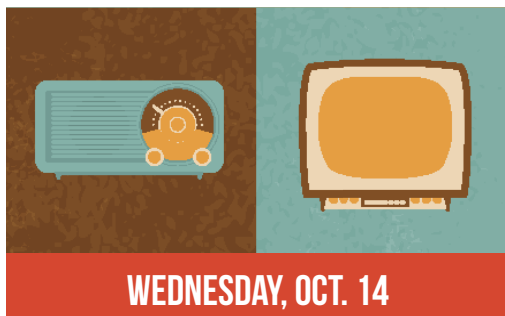
7 p.m. **Superior Room**
NUTS & BOLTS SESSION: DRONES, DRONES, DRONES



BILL PRITCHETT, EDUCATION DIRECTOR, ACADEMY OF MODEL AERONAUTICS

Drones are poised to become an important tool of content creation in our industry.

There's a lot to know before piloting one. This session will demonstrate Drone capability and what you need to know before you take off.



7 a.m. **Conference Center Superior Room Foyer**
REGISTRATION & CONTINENTAL BREAKFAST

8 a.m. **Salon A**
FELLOWS BREAKFAST (BY INVITATION ONLY)

8:30 a.m. **Superior Room**
LTE INTERFERENCE TO/FROM BROADCAST



JEFF WELTON, REGIONAL SALES MANAGER, NAUTEL

As the 4G rollout continues, there are more and more incidences of interference to LTE facilities by FM transmitters. This session will explore practical solutions to mitigate LTE interference should a complaint arise against your station.

9:15 a.m. **Superior Room**
LESSONS LEARNED FROM PREPARATIONS FOR THE IPAWS NATIONAL TEST



AL KENYON, DEPARTMENT OF HOMELAND SECURITY - FEMA

EAS via IPAWS continues to be tested in select regions across the US in preparation for the next National Test. This session will explore the

test results as well as the good, bad and ugly of station IPAWS implementation.

10 a.m. Wisconsin/Michigan Rooms
EXCLUSIVE EXHIBIT TIME

11 a.m. Wisconsin/Michigan Rooms
LUNCH ON EXHIBIT FLOOR

12:30 p.m. Middleton Room
NATIONAL SBE EDUCATION COMMITTEE MEETING

1:30 p.m. Superior Room
A REGULATORY UPDATE



CHRIS IMLAY, SBE GENERAL COUNSEL

The SBE is watching 2Ghz DOD sharing, dwindling wireless mic spectrum, the incentive auction, obstacles to AM revitalization, and much more. This session will explore up to the minute regulatory movements.

2:15 p.m. Superior Room
HOW TV SPLIT FROM RADIO... AND HOW THEY WILL NOW CONVERGE



FRED BAUMGARTNER, TV PRODUCT MANAGER, NAUTEL

If broadcast engineering was separated into TV and radio in the past, the current generation of engineer is divided between over-the-air and content technologists. With the advent of IP transport, the two may become one. This session looks at how our careers are morphing.

3 p.m. Superior Room
IPv6, IT'S NOT GOING AWAY



WAYNE M. PECENA CPBE CBNE, TEXAS A&M UNIVERSITY - KAMU

The Internet is continually driven to expansion. Much of the expansion is occurring in IPv6 due to the shortage of

IPv4 address space. This session details IPv6 and discusses when and how to implement.

4 p.m.-5 p.m. Salon E
SBE ANNUAL MEMBERSHIP MEETING

5 p.m. Atrium
SBE NATIONAL AWARDS RECEPTION

6 p.m. Salon D
SBE NATIONAL AWARDS DINNER
KEYNOTE SPEAKER: JOE MONIE, CHIEF ENGINEER, FCC ENFORCEMENT BUREAU

Register for the SBE National Dinner:
www.ssl18.pair.com/sbe/cgi-bin/sbe_event_reg.pl?goto=form&ec=183

National SBE Meeting Info: sbe.org//sections/2015nationalmeeting.php



7:45 a.m. Conference Center Superior Room Foyer
REGISTRATION AND CONTINENTAL BREAKFAST

8:30 a.m. Superior Room
SPECTRUM EFFICIENCY FOR BEHIND THE SCENES DEVICES



JAMES STOFFO, CHIEF TECHNOLOGY OFFICER, RADIO ACTIVE DESIGNS

Spectrum demands of wireless appliances for large scale broadcast events (like the Su-

per Bowl) are staggering. This session looks at technologies and methods to improve spectral congestion around these events.

9:15 a.m. **Superior Room**
IP-BASED DISTRIBUTED BROADCAST PRODUCTION



**JAMES STELLPFLUG, VICE PRESIDENT
PRODUCT MARKETING, EVS**

This paper will explore a new fully scalable, distributed live production platform. It brings the benefits of the latest IT technology to outside broadcast and studio-based broadcast companies and networks.

10 a.m.
BREAK

10:15 a.m. **Superior Room**
**ULTRA-HIGH DEFINITION, MOBILE VIDEO, IMMERSIVE
AUDIO, AND MUCH MORE—A STATUS REPORT ON
ATSC 3.0**



**JERRY WHITAKER, VP FOR STANDARDS
DEVELOPMENT, ATSC**

ATSC 3.0 is the next step in the evolution of television broadcasting. Experts from around the world are working to develop next-generation services under the “ATSC 3.0” banner. This session will detail their standards developing progress.

11 a.m. **Superior Room**
TV SPECTRUM AUCTION AND ATSC 3.0 FIELD TESTS



JAY ADRICK, GATESAIR

As the procedural rules are being finalized, the pending TV Spectrum Auction draws near. This session will review the latest on the auction and post auction channel repack. Also covered will be ATSC 3.0 transmission field tests in Cleveland, OH.

12 p.m.
LUNCH

Mendota Room

1 p.m. **Superior Room**
UNMANNED AERIAL VEHICLES: MYTHS & REALITIES



**KATE BARBER, GREAT LAKES
REGIONAL COUNSEL, FAA**

Drones will soon be integral to how our stations generate and collect content. Piloting them will require expertise of the technology and of the governing rules. This session will investigate the development of legal boundaries for Drone use in our business.

1:45 p.m. **Superior Room**
HIGH POWER TUNABLE FILTERS



**DAN FALLON, SENIOR RF ENGINEER,
DIELECTRIC**

Fully band tunable filters are the common approach for lower power DTV transmission sites. Now they are available for higher powers. This session will look at their benefits and the mechanics of retuning.

2:30 p.m. **Superior Room**
**THE PROMISE OF THE NEXT GENERATION BROADCAST
STANDARD, AND MORE!**



**LOUIS LIBIN, SENIOR DIRECTOR NEW
TECHNOLOGY, SINCLAIR BROADCAST
GROUP**

This session will develop OFDM theory, SFN use, and ATSC 3.0 toward a robust mobile television signal for vehicular and in-home reception. It will also introduce the ONE Media Next Generation Broadcast Platform to enhance and extend station business models.



COMMITTEE CHAIR
LEONARD CHARLES
TELEVISION WISCONSIN



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TOM SMITH



MATT SPERLING
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SPECIAL THANKS



MICHELLE VETTERKIND
WBA PRESIDENT & CEO



LINDA BAUN
WBA VICE PRESIDENT & EMAIL QUEEN



MANDY ENDICOTT, WBA
ADMINISTRATIVE ASSISTANT

HOTEL INFORMATION

The 2015 Broadcasters Clinic sessions are being held in the Superior Room at the Madison Marriott West Hotel, which is located at 1313 John Q. Hammons Drive in Middleton. The hotel deadline is September 21, 2015, and the discounted rate is \$116.00. Call 888-745-2032 and mention WI Broadcasters group code WARWARA to receive the discounted rate or register online at: wi-broadcasters.org.

REGISTRATION INFORMATION

Registration fee covers: program materials, continental breakfasts and luncheons as indicated, refreshment breaks and an evening reception with hot hors d'oeuvres (cash bar) and Beer and Brats at the Nuts and Bolts session.

Vegetarian meals can be requested by calling the WBA office at 1-800-236-1922, by September 21, 2015. The WBA will need to guarantee meal counts with the hotel, therefore the WBA will NOT refund any cancellations made after September 18, 2015. The WBA will also invoice for all "no-shows."

CONTACT

For further conference or exhibit information contact: Linda Baun
800-236-1922
lbaun@wi-broadcasters.org

Join us!

October 11-13, 2016

*for the 60th anniversary of the
Broadcasters Clinic*

EXHIBITORS

The Broadcasters Clinic Committee and the Wisconsin Broadcasters Association extend their gratitude to the Broadcast Clinic exhibitors and prize donors.

ACCELERATED MEDIA TECHNOLOGIES

AJA VIDEO SYSTEMS

ALPHA VIDEO

AXIA AUDIO

BELDEN/GRASS VALLEY

BROADCASTERS GENERAL STORE

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THE TELOS ALLIANCE

TELOS SYSTEMS

TIELINE, THE CODEC COMPANY

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Exhibitor list is current as of July 22, 2015. The most up-to-date list is in the attendee packet.

2015 BROADCASTERS CLINIC | SPONSORS

ATTENDEE GIFT



**Broadcasters
General Store**

TUESDAY LUNCH



NUTS & BOLTS CO-SPONSOR



NUTS & BOLTS CO-SPONSOR



WEDNESDAY EXHIBITOR COFFEE BREAK



WEDNESDAY BREAKFAST



WEDNESDAY BREAKS



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EQUIPMENT



MONITORS & SCREEN



PROJECTOR



BROADCASTERS CLINIC UNDERWRITER



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