



Albuquerque, NM Venue Report #14  
Wednesday, June 11, 2008



It is always a pleasure to present our Taste of NAB Road Show in Albuquerque. The cooperation of all the local folks is hard to beat. We were greeted by Jim Gale, Director of Engineering, KNME-TV (PBS), KNME-DT, KNMD-DT, University of New Mexico (Please see his letter to us in the comments section below. It is #30). The one line that sets this e-mail out and you all should know about is: ***"The Taste of NAB" has influenced my purchasing decisions for the upcoming (FY 2008-2009) Fiscal Year.***

Jim provided us with several folks from both his staff and from interns working at the station to help us get all the gear in and setup. He also provided the venue for us to hold the presentation. Total support like his is hard to find.

Thanks also go to Sean Anker, Director of Engineering & Production at KOB-TV for stepping in to help out SBE Chapter 34 by conducting the meeting in the absence of Chapter Chair Michael Snyder. Sean is a past chapter chair.

We had twenty-five in attendance (22 on the sign in sheet and business cards, but the head count was more than 25). Most all in attendance are folks we've seen in years past plus a few there for the first time.

The group was very interactive with questions and comments on all the technology we brought with us, but in particular about Audemat HD Radio Monitor, JK Audio Bluetooth, Henry Engineering SixMix, Trilithic EAS, Linear Transmitters and Leader Instruments' scopes. Leader was the only company who had representation (Tommy Goodson). Many stayed after the presentation to discuss further the technologies we had with us. I fielded the questions on just about everything and Goodson took care of the several who were interested in the Leader equipment. I don't believe anyone departed without taking CDs from all of our sponsors and

I've notified some of you that we need more – we're running out. Interest throughout the presentation was quite high.

Several specifically asked us to remember to book Albuquerque next year when setting up my 2009 schedule.

I'm still trying to edit the presentation as it is still a bit long, without compromising the key points of the technology. If you have any of your reps joining me, please ask them to allow for some time to go over the material and help me really beef it up and get rid of the marketing fluff.

In closing, I'd like to specifically thank Tommy Goodson of Leader Instruments who showed up early and remained behind to both help us set up and pack up; Shawn and I truly appreciate this kind of help.

*The following comments were received since our last report from folks who attended our presentations. These e-mails are unedited except as noted. The "To" line has been deleted when it is our address as well as sender's physical address and phone numbers. Anything in italics has been added for clarification.*



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**#30**

Subject: THANK YOU!

From: Jim Gale [jgale@knme.org](mailto:jgale@knme.org)

Date: Thu, 12 Jun 2008 11:21:40 -0600

Larry,

You'll want to print out the signed .pdf version and save it in your Scrap Book.

Thanks!

Jim

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Albuquerque  
June 12th, 2008  
Larry Bloomfield  
"The Taste of NAB ~2008"

Dear Larry:

Thanks one more time for making the University of New Mexico, KNME-TV (PBS), a stop on your whirlwind TV Technology tour. "The Taste of NAB" gets better every year.

I really don't know of anyone else in the industry who could do it. You have an encyclopedic knowledge of our industry - past and present. You are also one of us - and have "been there and done that" in so many facets of the business. You are also a great presenter and educator.

On top of all that, you are an activist for bringing about positive improvements in our industry that will keep it healthy as well as attract new talent and help reverse a trend (lack of new blood) that could be catastrophic in a few years.

Far too many GMs and corporate types see us as a necessary evil; when we are exactly the opposite. Whenever I am treated as a technician (auto mechanic) by a GM -- most recently this happened to me with a GM from Phoenix, I remind them that I am in my position by choice, enjoy what I do, and have far more credentials than the average GM (32 years experience and 4 academic degrees - plus a wealth of knowledge gained as an electronic technician, circuit design engineer, software design engineer, television systems design engineer, project manager, R&D Engineering Manager, and director of engineering).

I have personally authorized Purchase Requisitions totaling more than \$30 million for capital equipment in my career, and most recently have served on the development teams that raised \$78 million in capital renewal dollars for Public Television in Nebraska and in New Mexico.

This is no brag, just fact. I state it here, only that it might aid you in your evangelistic work that will help change our industry. Television engineers are really hard working and humble people. More than anything, we just want the resources we need to do the job, a little respect, and a Thank You once in awhile.

Since many in our market did not have the opportunity to attend NAB, they are grateful to you and really enjoyed the road show. I am already getting positive feedback from a number of attendees. "The Taste of NAB" has influenced my purchasing decisions for the upcoming (FY 2008-2009) Fiscal Year.

We pray for your safe arrival at the remaining 72 locations. Best of Luck!

Yours truly,

James M. Gale  
Director of Engineering  
KNME-TV (PBS)  
KNME-DT, KNMD-DT  
University of New Mexico

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**#29**

Subject: Re: Thanks  
From: Barry Mishkind [bmishkind@cox.net](mailto:bmishkind@cox.net)  
Date: Wed, 11 Jun 2008 23:29:55 -0700

Good to see you, Larry

It is a "project" for sure.

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**#28**

Subject: Thanks  
From: Wolfe, Bob [bwolfe@mrnradio.com](mailto:bwolfe@mrnradio.com)  
Date: Wed, 11 Jun 2008 18:53:13 -0400

Larry,

Enjoyed the meeting and getting out of the office for awhile. I was a little disappointed in the lack of "radio" gear. Being an old radio guy I feel that TV is just radio with a lot of band width wasted on video. ;-)

It would probably be a lot of work for you (or Shawn) to do two meetings one for radio and one for TV. You could have all the gear in one room just make two Power Point presentations. If you did one in the morning and one in the afternoon it would also force you to shorten it a bit. Remember the mind can only absorb what the butt can endure.

Robert Wolfe  
Engineer  
Motor Racing Network

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**#27**

Subject: Thanks  
From: Sell, Ken [KenSell@ionmedia.com](mailto:KenSell@ionmedia.com)

Date: Tue, 10 Jun 2008 18:36:24 -0400

Larry,

It was good to have you back again this year. As before, it was a very good show, and some new things from last year. Being one that normally does not get the opportunity to go to NAB, it was good to see some of the equipment. You had an excellent program and presentation. I look forward to seeing you back next year. Again thanks and best wishes for the rest of your tour.

Ken Sell

Chief Engineer, CPBE, CET

KPPX-TV51-DT

An Affiliate of ION Media Networks

Phoenix, Arizona 85016

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**#26**

Subject: RE: Thank

From: Joe Pietrzyk

Date: Tue, 10 Jun 2008 11:42:42 -0700

Great seeing you Larry and fine show. Look forward to next year!

Joe Pietrzyk

Phoenix, Arizona

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**#25**

Subject: Thanks

From: COUNTRYHOUSE@aol.com

Date: Tue, 10 Jun 2008 01:49:23 EDT

of course we want you back next year!

thanks for putting the show on!

ed sharpe at the museum and KKAT IPTV

2007

Rocky Mountain Religion Emmy(R) Award Winner for Breaking News/  
Continuing Coverage

2007 AVA Award

Trophy photo

Winner logo

Videographer Award

Statue

Bronze Omni  
Media Achievement Awards  
Media Achievement Awards  
CouryGraph  
Productions

Thanks, Ed Sharpe, Archivist for SMECC  
See the Museum's Web Site at [www.smecc.org](http://www.smecc.org)  
We are always looking for items to add to the museum's display  
and ref. library - please advise if you have anything we can  
use.

Coury House / SMECC  
Glendale Az 85301 USA

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*END*