



Corpus Christi, TX Venue Report #17  
Tuesday, June, 17 2008

We got there early and after checking at the front desk, we were shown to the studio where we've done the Road Show for the past few years. It has plenty of room, but the lighting wasn't the greatest. We were assisted in getting our gear into the facility and set up by several of the KZTV technical people. Early on, Tino Burrilala, an engineer from KRIS-TV 6, the NBC affiliate, was went over to KZTV (the CBS affiliate) by his chief engineer, Steve West, SBE Chapter 29's Chair to give us a hand. Tino remained to assist with packing up as well. This kind of help is very much appreciated.

The turnout was very disappointing. This is the lowest of all the venues to date. I have no idea why. The CBS (host to us), NBC and ABC affiliates were all represented. I was told that some were on vacation and others had technical issues. One never knows.

Those that were present were quite interested in all the technology we brought with us. In particular there was much discussion, many questions and interest in and about the JVC camera we had with us, the telecast fiber equipment, the Audemat ATSC and HD Radio equipment and the Nverzion automation. One Chief Engineer in particular was very interested in these technologies as an upgrade and replacement to what he currently has. He was referred to the local rep for more action on these matters.

I'd like to thank Joel Skogen of Commercial Video Systems, Inc. for covering the cost of our lunch. Joel is also a rep for most all of the technologies we had with us and was very interactive with those expressing interest after the meeting was over. Thanks also

goes to Russell Vaughan, Chief Engineer of KZTV for all his support and help in making this event happen.

Nverzion was the only company who had representation (John M. Harvey, CPBE). John was helpful in fielding question on the automation equipment. Many others did stay after the presentation to check out the technologies we had with us. I don't believe anyone departed without taking some CDs from most all our sponsors.

***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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**#38**

Subject: Thanks

From: Munoz, John [JohnMunoz@clearchannel.com](mailto:JohnMunoz@clearchannel.com)

Date: Tue, 17 Jun 2008 11:57:33 -0500

Thank you so much for brining the Taste of the NAB to the RGV. It's so neat to get to learn about new technologies and ways to make our jobs easier. Getting to network with other fellow engineers and vendors is something I look forward to. I've been looking forward to this presentations all month. Can't wait to see what you're bringing next year.

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**#37**

Subject: Thanks

From: Joe Richardson [JoeR@KRGV.COM](mailto:JoeR@KRGV.COM)

Date: Tue, 17 Jun 2008 10:01:08 -0500

Larry, Joel, everyone, enjoyed the NAB roadshow. Again, thanks.

Regards,

Joe Richardson

Asst Chief Engineer

(956) 968-5555 x5615

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**#36**

Subject: Road Show

From: Jerry Jeske [JRJeske@RioGrande.edu](mailto:JRJeske@RioGrande.edu)

Date: Wed, 18 Jun 2008 09:42:33 -0500

[www.tech-notes.tv/2008/16-Rio\\_Grande\\_Valley.htm](http://www.tech-notes.tv/2008/16-Rio_Grande_Valley.htm)

Larry,

Thanks for bringing a taste of the NAB to the Rio Grande Valley. Most of the people present didn't get to go, so it was their only chance to see the latest gear.

Even though I spent three days on the floor at NAB, I didn't see some of the things you brought to us.

We're sorry that power problems kept you from demonstrating some of the equipment, but your descriptions and the Power Point still let us appreciate the capabilities of the automation system.

We all look forward to seeing you again next year. (Be sure to bring more of those great door prizes.)

Jerry Jeske  
Chairman  
SBE Chapter 136

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### #35

Subject: A note of appreciation  
From: Torbett, Sean [SeanTorbett@ionmedia.com](mailto:SeanTorbett@ionmedia.com)  
Date: Mon, 16 Jun 2008 21:11:25 -0400

I wanted to take a moment and let you know that although I attend every NAB in Vegas this was the first Taste of NAB roadshow that I have been able to see and I was able to catch it when it was making a stop at the College of San Mateo. I was pleasantly surprised by the variety of products being demoed.

The systems displayed were a nice sampling of items addressing the various needs of many broadcasters. Although I realize that this venue is an opportunity for the smaller companies to grab an audience that may have missed them during the show and to bring their products to engineers that probably were not allowed to go to the Vegas show, I enjoyed learning more about them and I'm sure they made an impression on other engineers as well.

Several manufacturers were new to me and it was a good opportunity to learn more about them - especially with the smaller crowd and a chance to talk with the company reps. One product that stands out for me was the Audemat-Aztec site monitoring and control platform. I had never heard of them before, however they appear to have a very capable and robust solution for remote sites that would compete well with the Burk/Lynx and Moseley systems.

Good luck with your Taste of NAB program. I hope to catch more of them in the future and I will be encouraging my Chief Engineers to visit when it swings by their market.

Thanks.

Sean Torbett  
RDE - West Coast Region

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## #34

Check out the Blackmagic website and what it has to say about the Taste of NAB road show at: [www.blackmagic-design.com/events/](http://www.blackmagic-design.com/events/)

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## What's happening on the internet about the Taste of NAB Road Show

Every week, toward the end of the week, we post a message similar to the one below announcing where we'll be on several of the on-line forums - in particular the Society of Broadcast Engineers technical forum.

Hi all:

As we begin our sixth week on the Taste of NAB Road Show, we've had outstanding turnouts with over 475 in attendance.

This week we're scheduled in:

1. The Rio Grande Valley (Weslaco & McAllen area) on Monday, June 16th ([www.tech-notes.tv/2008/16-Rio\\_Grande\\_Valley.htm](http://www.tech-notes.tv/2008/16-Rio_Grande_Valley.htm) hosted by SBE Chapter 36,
2. Corpus Christi, TX on Tuesday, June 17th ([www.tech-notes.tv/2008/17-Corpus\\_Christi.htm](http://www.tech-notes.tv/2008/17-Corpus_Christi.htm) hosted by SBE Chapter 29,
3. Houston, TX on Thursday, June 19th ([www.tech-notes.tv/2008/18-Houston.htm](http://www.tech-notes.tv/2008/18-Houston.htm) hosted by SBE Chapter 105, and
4. Bryant, TX on Friday, June 20th ([www.tech-notes.tv/2008/19-Bryan.htm](http://www.tech-notes.tv/2008/19-Bryan.htm) hosted by SBE Chapter 99.

The links will provide you with time, location and a map. You'll see some of the latest technology our industry has to offer, get fed and possibly leave having won one of the door prizes. For our other presentations, please visit: [www.tech-notes.tv/2008/2008-Itinerary.htm](http://www.tech-notes.tv/2008/2008-Itinerary.htm)

This is an educational event: NOT a sales presentation. Admission is FREE to all and you don't have to be a member of SBE or anything else to attend. Please plan on no less than two hours for the presentation with additional time for food and door prizes. Just think: if you'd gone to NAB, you'd have lost at least a day going and one returning, not to mention the time you'd spend while there. Hope to see many of you at one or more of these meetings.

With this particular post, I want to share with you the exchanges that were posted. The first was this:

[kjpx47@cableone.net](mailto:kjpx47@cableone.net) wrote: When Tulsa, KC, STL, or Little Rock?

Gary Kenny KJPX 47 Joplin, Mo.

I responded

:

Thanks for the inquiry, Gary. The Taste of NAB Road Show is scheduled in Tulsa on Monday, October 13th and to St. Louis, MO on Thursday, September 25th. I never heard back from the SBE chapter in Kansas City, so I guess I'll not be doing a presentation there this year. I will, however be in Wichita on Wednesday, October 15th (my 70th birthday)

Although I've not been told the exact location of where these meetings will take place in these locations, the dates have been confirmed by the respective SBE Chapters. As soon as I know where, all that information will be posted on the Tech-Notes website. [www.tech-notes.tv/2008/2008-Itinerary.htm](http://www.tech-notes.tv/2008/2008-Itinerary.htm).

As for Little Rock, I'd like to do a presentation there, but here is no SBE chapter or other technically based organization through which I can work in the state of Arkansas that I know of.

I then received this:

Bob Reite [br@telcen.com](mailto:br@telcen.com) 6/16/2008 20:31

Any idea of an east coast schedule? Somewhere in Eastern Pennsylvania would be nice. I remember Chapter 2 having the NAB road show a couple of years ago.

Before I could respond, Gary Blievernicht [Garyb@wkar.org](mailto:Garyb@wkar.org) responded:

The full schedule is at:

<http://www.tech-notes.tv/2008/2008-Itinerary.htm>

July 30th Harrisburg PA  
July 31st Lehigh Valley  
August 4th, Philadelphia  
August 12th Scranton  
August 22 Erie

Bob above then responded:

Thanks. Good to know that it's coming to our town. I'll get the date on the SBE2 web site tonight!

In reference to Arkansas, Steve Young [SDYoung@Hearst.com](mailto:SDYoung@Hearst.com) wrote:

You might try

<http://www.arkbroadcasters.org/index.htm>

and see if they will do something????

Steve Young  
Asst. Chief Engineer

KHBS-KHOG TV  
Tel: 479-783-4040  
Cell: 479-652-0501

Sure is nice to have this help and interest.  
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*END*