



Central/Mid-Michigan (Lansing area)
Venue Report #49
Wednesday, September, 3 2008

This was only our second time presenting to SBE Chapter 91 and the folks in the Central/Mid-Michigan area. Our presentation took place in the studios of WKAR in East Lansing. WKAR is a part of the Michigan State University Broadcasting Services. There was no question that this was on a university campus and I believe nearly all of the students were present to welcome us – or so it seemed as we tried to navigate our way through to the studios for the presentation. It seem as they all ran from one intersection to the other just to be there when we got there. ☺

Lansing/Jackson, MI is the 112th largest television market. According to the SBE records, this chapter has 35 members listed. I was told that the eighteen we had in attendance is better than average for their meeting attendance. This group was an interesting mix of local radio and television broadcasters. We were graced to have representation present from the Michigan Association of Broadcasters in that both their Director of Technology and their Website/IT Manager - Technology Assistant were both present.

As the presentation progressed, we were pleased when the folks at WKAR bragged about their Nverzion automation system. Others mentioned that they had Leader scopes in use and that some of the edit bays were equipped with Blackmagic Design equipment. Many hands went up when asked if anyone had ESE clocks or network time protocol master clock systems and there is never a place where we don't find Henry Engineering equipment in use of one kind or another. One station boasted their use of an Axcera transmitter which they said was performing quite well. No sponsors reps were present at this presentation.

I truly appreciate all the effort that Gary Blievernicht, Director of Engineering and SBE Chapter 91 Chair put into making our presentation a success. I also appreciate the help that we got from the other folks at WKAR for the help they gave us in setting up. I was unable to find the name of the receptionist who put together the fine display of food we all enjoyed. I was more than happy to write the check for it. It's always difficult when putting together a list of folks to thank without unintentionally leaving some off. I

apologize for anyone I didn't mention here, but I do know there were a few folks who stayed after to help us stowing the gear we brought with us.

If you are interested in who won what door prizes and pictures of the event, you can see them posted on our website at: www.tech-notes.tv/2008/51-Central_MI.htm.

Since this report was written at the end of the week, I will post all of the comments received in my report on Grand Rapids, MI.

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