



Venue Report #50  
Thursday  
September 4, 2008

Our South Bend, IN presentation (our third for this SBE Chapter) was held almost in the shadow of the home of the “Fighting Irish,” Notre Dame University. For those who don’t know, South Bend is in the northern most part of Indiana, right near the southern border of Michigan. Although our presentation was booked as being in South Bend – Elkhart, IN, it was actually hosted by the good folks at TPC Technologies in Niles, MI, just north across the border.

South Bend – Elkhart, IN is rated as the 88th largest television market in the US and the local SBE chapter, Chapter 30 has 37 members in it. We had a total attendance count between the business cards collected for the door prize drawing and the SBE sign in sheet of 20. This was better than last year, but not as good as our first time we were here.

I appreciate the efforts of SBE Chapter 30’s chairman, Tim Chapman for helping to make our presentation possible and for arranging for the location. I also appreciate and thank the good folks at TPC Technologies, in particular owner Ken Kuespert and his wife for hosting us at their facility.

It was good to see Don Pettifor, Service Administrator for Crown Broadcast IREC, one of our door prize providers present for this event. This is the first time anyone from Crown has attended any of our presentations. Don brought with him two polo shirts with Crown logos on them as additional door prizes for this venue. Crown is supplying a 30 watt FM transmitter/exciter as an end of the Taste of NAB Road Show door prize. Other than Don, we had no sponsors or door prize providers representatives present at this venue.

This group was very warm and friendly, many having been to our previous presentations. We did have some first timers in the group, one of which is a new SBE member from a new AT&T cable service to the South Bend – Elkhart area.

There was discussion about the fiber part of the Telecast Fiber presentation when one person asked how does fiber hold up in snow. Another asked how the MX fiber

connector held up in snow and possible flooding. Since I never have had any CDs from Telecast or any of their local reps business cards, I referred them to the Telecast website.

The AT&T person said that they have a Trilithic EAS system in use and it is very functional for them. It also was of interest to the television folks present because of its ability to provide EAS insertion into any number of their program streams independently.

In addition to this, there was a lively discussion of the new 1080P60 video format and the associated 3 Gbt bandwidth. Others were also interested in the transition to all digital broadcasting this next February. Several have both high power that must make the transition as well as low power that don't have to and probably won't for some time to come. This issues, of course, was one of converter boxes for legacy TV sets and the business of "pass-through."

Many stay after the presentation to check out the gear we had with us and most left impressed with what we brought, inviting us back next year. I also truly appreciate the efforts of those who staying around after we were done to help us put things back in the van and to get us on our way. Shawn and I can't thank them enough. This was particularly important to us as we didn't finish packing until midnight and then drove on to our next venue that night.

As I've said in nearly these entire narrative venue reports, it's always difficult when putting together a list of folks to thank without unintentionally leaving some off: if I have, I'm sorry and I owe you.

If you are interested in who won what door prizes and pictures of this event, you can see them on our website at: [www.tech-notes.tv/2008/52-South Bend,%20IN.htm](http://www.tech-notes.tv/2008/52-South Bend,%20IN.htm)

The e-mail comments received to date will be shared at the end of my next narrative report.

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