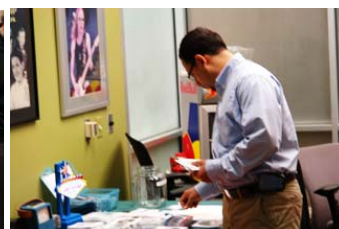


Society of Broadcast Engineers **Chapter 26 - Chicago**

Venue Report #63
Monday, September, 29 2008



This was only our third time presenting to SBE Chapter 26 and the folks in the Chicago area. Our presentation took place in a conference room at the Emmis Radio studios of WKQX-FM & WLUP-FM, which are located on the second floor in Chicago's Merchandise Mart. The Merchandise Mart is a very huge building that covers an entire block and I believe is over thirty stories high. It caters to just about everything in the home decoration industry. It would take pages to describe what I saw just walking from the van to the studios.

Chicago is the nation's third largest television market, preceded only by New York, the first and Los Angeles, the second. The population of the area is estimated to be around 9,295,469 and the television stations serve some 3,469,110 households. There are eleven network station, three independents, three public broadcast stations and two cable companies. This market serves some 2,966,880 cable households. The Radio Metro Market is ranked as number 3, serving a population of 7,784,400 from some 37 radio stations.

The room we were given to present in is a conference/meeting room with tables' right down the middle of it. I was told that these tables could not be removed or moved very far from where they were located. There is a smaller room that is separated by a divider that was opened. The bottom line: there just was not enough room for us to set up in our normal fashion. Despite the fact this, I believe the power point presentation gave those in attendance a solid idea of what was present this year at NAB while sharing some of the very unique things they may have missed even if they had attended.

We had a total of twenty-two present and I was told by some that the turnout was low. I agree. The chapter has one hundred thirty four on their roster. If you subtract the sponsor's representatives from twenty-two, this is a very poor turnout. None-the-less, anytime I can get that many people to sit and listen to me for that long, I'm still stoked. As for those who did attend, I really appreciate the expressions of gratitude I received

as they departed. No matter the size of the attendance, I give the same quality of presentation at each venue.

I appreciate the support I got from SBE chapter 26 chairman, Mark S. Albert of Roscor. Mark has tried several different venues for our presentation, trying to increase the attendance numbers. In past years we held the event at Roscor in Mt. Pleasant which is in the suburbs of Chicago. So far, location doesn't seem to make much difference. While I'm mentioning appreciations, I'd like to thank Patrick Berger, Director of Engineering for Emmis for both arranging for the food for me and for letting us hold our event in his facilities. It was my pleasure to share the cost with the SBE chapter. I gave them a budget of \$250 and they agreed that anything over that they'd cover. I didn't see anyone go away hungry.

I am very please and happy when my sponsors and/or their representatives show up to help with the presentation. To that end, I'd like to thank James Daniels, District Sales Manager for JVC Professional Products Co., Tom Beite, Broadcast Specialist for Avocent, Chuck Amenta, Group Sales Manager for Linear Transmitters, Linda Klinger, Business Manager for JK Audio, Joe Klinger, President of JK Audio and Scott Murphy, President of Nverzion, all for being there. I've not seen so many of the "high priced help" at one of my presentations is a long time; I truly appreciate their presence and support. It was, however disappointing that I was not able to have all the gear laid out as I normally do and for the low attendance. As I said before, it never makes any difference the size of the attendance; I still give the same quality of presentation at each venue.

There was some discussion about the Leader scopes and their associated technology. Once station represented said that they have an Omneon Spectrum video server in service and are very pleased with it. They also mentioned that they use it to store audio files. When it came to bragging, one station said they have the TC Electronic audio technology in use and are very pleased with its performance. They use it not only to keep audio levels constant without affecting the dynamic range of the content, but they also use it to synthesis 5.1 surround sound, and to use their words: "with amazingly great success."

A question came up about Compix media's ability to store clips, which I was able to answer. Another question came up about switching between different monitors when using the Avocent Keyboard, Video, Mouse system. I was also able to answer that question. Another question came up about who manufactured fiber optic cables, especially the tactical fiber cable. I referred them to both Telecast Fiber and to Clark Wire and Cable. Clark is a provider of one of our door prizes.

If you are interested in who won what door prizes of this event, they are posted on our website. You can see them at: www.tech-notes.tv/2008/66-Chicago.htm.

The following comments were received since four reports ago 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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#151

Subject: Thanks

From: Justin Eslinger jeslinger@gmail.com

Date: Wed, 1 Oct 2008 01:30:27 -0500

Larry,

Hey! This is Justin Eslinger from the Nashville Taste of NAB presentation. I just wanted to thank you again for the door prize and also for your time in teaching us about all the new technology that's just around the corner. It was my first show and I'll be sure not to miss anymore. I took my girl to a movie later that week for sitting through it, he he but she had fun all the same. See you next time!

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#150

Subject: Taste of NAB

From: Tom Jones jonestb3@mindspring.com

Date: Tue, 30 Sep 2008 14:12:06 -0500

Larry,

I just wanted to express my appreciation for hard work you do in bringing the "NAB Road Show" to those of us who couldn't make it to Las Vegas.

Your equipment demonstrations and narratives were most beneficial to me and others.

This was the third time I was able to attend the Montgomery, Alabama presentation, and I do believe it was the best yet.

I hope that your sponsors will realize the fine work you do in bringing their products to us so that we can gain a comprehensive idea as to what their products offer.

Thanks again!

Tom

Tom B. Jones, III CPBE CBNT

Montgomery, Alabama

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#149

Subject: Thanks
From: len@scopefocus.com
Date: Tue, 30 Sep 2008 10:07:32 -0400

Thanks to you, too, Larry.

Len Watson

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#148

Subject: Meeting Follow-up
From: Veite, Tom Tom.Veite@avocent.com
Date: Tue, 30 Sep 2008 12:12:03 -0500

Larry,

I was very impressed with your Taste of NAB road tour event yesterday. I learned a great deal! I look forward to seeing you in Wichita!

My territory covers all of your events from St. Louis through Seattle. I would greatly appreciate it if you could send me a copy of the registration list for each event. I also plan on attending the Wichita, Salt Lake City, and Seattle events, at a minimum.

(Note: The last paragraph was deleted as it had nothing to do with the Taste of NAB Road Show).

Tom Veite

Broadcast Specialist
Avocent Corporation

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#147

Subject: Your great show in St. Louis -Chapter 55 SBE
From: Tom Lyons tml Lyons@swbell.net
Date: Tue, 30 Sep 2008 07:17:16 -0700 (PDT)

Dear Larry:

Thanks again for the fine presentation and equipment demonstrations.

We managed to get 3 or 4 TV guys here this time. But we were all amazed, and thoroughly informed and entertained.

Once equipment was in place and power was distributed to the equipment. Your young and truly able assistant got everything working within an hour. There were so darn many female BNC connectors and cords with BNC ends looking at us, I wouldn't begin to know where to start connecting stuff.

You guys are truly amazing.

Thanks again and travel safely.

Sincerely,

Tom Lyons-Chapter 55 Secretary

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#146

Subject: Road Show

From: Jack Leverich jleverich@sbgnet.com

Date: Mon, 29 Sep 2008 09:31:47 -0500

Hi Larry, I don't know about the radio folks but the video related equipment was very interesting...I never seem to have the time for NAB expos, so your road show filled the gap. I looked at the list of winners and my name is posted, however it is under the wrong prize. It really doesn't make a big difference but it might to the other winner. I had won the Avid Pinnacle software, which I have some experience with since we use Avid here at the station. Thanks and 73, KC9KY, Jack

Jack Leverich Mis/Eng

KDNL-TV Channel 30 (ABC)

Sinclair Broadcast Group

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#145

Subject: Thanks

From: Mike Ragan mragan@bellsouth.net (Nashville)

Date: Sun, 28 Sep 2008 11:06:23 -0500

thank you for your efforts to keep us informed , and thank you for the SMPTE gift.

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#144

Subject: Saint Louis "Taste of NAB" presentation

From: John Aughey john_w@aughey.com
Date: Sun, 28 Sep 2008 08:24:54 -0500

Larry,

Many thanks to you and Shawn for your presentation of the "Taste of NAB" last Thursday as the special program for our monthly SBE chapter meeting. I very much enjoyed it, as I did when you were here for us in 2006.

Even though my main interest and work area is in radio rather than television and video, I nonetheless enjoyed and received value from your presentations of products primarily geared for the folks in the television area. This was particularly so with the federal mandate to convert to digital television being only five months away. It is truly a whole new world out there.

Two of the vendor presentations most relevant and interesting to me were those on products from Henry Engineering and ESE. Of particular interest was Henry Engineering's new "SixMix".

As I and others may have mentioned to you, most of the active members in our SBE chapter work in the radio area rather than television. With that being the case, a stronger focus on products in the radio arena would be beneficial to us. That is probably true for SBE chapters in general, which tend more to radio than television. And there a lot of us out there. I don't know if the majority of your overall audience nationwide is in television, as the presentation would hint, but an increase in products geared to radio would be more relevant to us. If you could share our needs with potential participating vendors, I'm sure that would help.

Your physical display of the demonstrated products and your presentations on their function and features were excellent! It amazes me that you and Shawn are able to put on a traveling road show as you do with such a high degree of professionalism.

Thanks again for joining us this past week. It was a pleasure seeing you again, and I look forward to future visits!

Sincerely,
John Aughey
SBE member, CBT, CRO

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END