



Venue Report #65  
Thursday, October 2, 2008

This year's Milwaukee Taste of NAB presentation took place in the ACME Corp. Production Resources facility. This was my third time presenting to the broadcast, production industries in the Milwaukee area and the second time at the ACME facility. My first time on Wednesday, September 28, 2005 was in the ACME facilities. We had 30 in attendance that year. The last time, on Wednesday, August 23, 2006 was in the studios of WTMJ, where we had 26 in attendance. Milwaukee is the nation's Thirty-Fifth largest television market, delivering signals to approximately 905,350 households. SBE Chapter 28 has sixty members listed on their roster. I don't know how many are listed in the Milwaukee roster of the Media Communications Association International (MCAI). The consensus is that we had more than the thirty-four we can document this year.



My presentation was wrapped in an interesting situation, to say the least. When I was invited back this year by the good folks of Milwaukee's SBE Chapter 28, I was later asked if the folks of the local Media Communications Association International (MCAI) group could join us. Without missing a beat, the answer was a resounding – YES! I was first introduced to the MCAI in Chicago several years ago. For those who are not familiar with them, they are a global community that provides opportunities for networking, forums for education and resources for information to media communications professionals (taken directly from their website). With that in mind, it seemed like it would be a logical mix.

As my assistant, Shawn Wixted, assisted by Tom May, SBE Chapter 28 Vice-Chair and Todd Boettcher, SBE Chapter 28 Chair, and I were in the midst of setting up for our presentation, the entourage from the local MCAI group arrived with food, refreshments and other goodies. This was the first I knew they were sponsoring that part of the evening's event. Needless to say, I was most appreciative and immediately got into the thank you part of the power point presentation in an effort to ensure they received credit for their generosity. Little did I know, however that the MCAI folks charge non-members a fee to attend their meetings. It is against SBE bylaws to do this – thus the fun began.

Only moments after the MCIA folks arrived, several of us got the impression from them that this was their event and we were there for their pleasure. An interesting discussion ensued and that matter was set right. This was only one of a number of issues of misunderstanding that took place ranging from such things as what tables would be used for what purpose all the way to such earth-shattering issues such as the sign in sheets. As you can tell, none of these things were life threatening, but they did make for microseconds of discomfort.

Because of such issues, it was difficult to get an accurate total count of who was and who wasn't there. The best I can do is a reconciliation of business cards for the door prize drawing and a copy of the SBE sign in sheet, which, I'm sure, didn't have everyone's name on it. The consensus is that we had more than the thirty-four we can document.

It was most interesting that the MCAI folks had a banner showing all their sponsors, on which they had the ACME folks put a spotlight. Sometime during the presentation, the banner and most of the MCAI folks evaporated into thin air. One would certainly think that these producers, directors and others from the various parts of the media industry would have wanted to remain around to find out about the latest, cutting edge technology they might wish to incorporate and use. Perhaps they don't need to know those kinds of things and wish to continue catering to their clients with their vast experience, but limited cutting edge knowledge. Those few of this organization who did remain through to the end told me that it was well worth their time and couldn't understand why the others departed as they did. I'm please to say that most all of the SBE folks remained for the entire presentation.

The Taste of NAB Road Show is an educational event. I made every effort in this particular presentation to ensure that I did not speak over the heads of the non-technical folks while trying to keep the interests of the engineers present. Everyone had the opportunity to ask questions and I attempted to answer those I received. I taught junior college for many years and it was my policy to not let any student leave unless they understood the concept, technique or whatever it was I was sharing with them. I believed that was and still is my primary responsibility. I can't do that when students rudely leave without my knowledge or even a good bye. I do not conduct a formal class so that would have been possible.

I truly appreciate all the effort that both Tom May and Todd Boettcher put in to help make our presentation such a great success. Despite the confusion on the food situation, I truly appreciate the really nice spread the MCAI folks brought with them for all of us. It was quite good and I'm glad we had enough for everyone. Well done and thanks. I noticed no one went away hungry. 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. As most who know me, know that I'm very passionate about what I do, I really appreciated all you folks did for Shawn and I.

It was good to see J. D. Daniels, Jr. of JVC present to assist with our presentation. Too bad he arrive after the presentation began and departed early. He was unable to answer some of the questions that came up about the HD250 camera that we had with us. I was able to field those questions myself.

One of the stations represented by SBE engineers bragged about their Omneon Spectrum video server saying it was not only very reliable, but they had had no trouble with it since it had been installed. They were also quite aware of its ability to be expanded as the needs of their facility demands.

There were ooos and aaaas about the Telecast Fiber Rattler. I did have questions about Avocent and a device called a "black box" and its compatibility with Avocent's technology. Since I know nothing about any such device, I was unable to answer any questions on it. I did tell the gentleman who asked that I would try to find an answer for him and get back to him.

It's too bad that those who departed early were not included in the door prize drawings that evening. As state at the beginning of each presentation, winners of the door prizes at each venue must be present for the drawing. If the number present, when the drawing takes place at the end for the technology prevention, is smaller than the number of door prizes, then we put the cards back into the jar and begin all over again. Everyone I have a business card from will be included in the final drawing for the more expensive prizes after the Taste of NAB Road Show has been completed at the end of this month. 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/2008/68-Milwaukee.htm](http://www.tech-notes.tv/2008/68-Milwaukee.htm).

I will share the e-mails received since report #at the end of report #66 – Fox Valley.

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