



Venue Report #67 Monday, October 6, 2008

This was only our second time presenting to SBE Chapter 112 and the folks of Western



Wisconsin area. Our presentation took place in a very interesting building with a lot of history behind it, but how is the home of many different businesses, including the studios of Community Television for the Eau Claire area. The building was once the Uniroyal tire manufacturing plant. The studios of Community Television are nestled in a very small part of this huge building complex on the fourth floor of one of the many.

A proper description of this building complex would take pages. All I can say is: Thank God for a very large freight elevator.

Western Wisconsin (La Crosse – Eau Claire) is the nation's 127th largest television market and serves some 215,610 households. I was told that the turnout of twenty-one we had on the sign in sheet was more than what is typical for SBE Chapter 112. With twenty-one on the official SBE roster, I'd say that's darn good and I truly appreciate it. This is five more than we had the first time the Road Show came to you folks on Monday, October 3, 2005.

I'm grateful that many told me the enjoyed what I did the first time I was there is why they returned for this year's event. I truly appreciate them having me back and on behalf of Shawn Wixted, my assistant and I, we appreciate their most gracious hospitality.

I'd like to thank Ron Viste, Chapter 112 Program Chair and Paul Orth, Chapter 112 Chairman for all the work they did in putting the event together. A big vote of gratitude goes to Dick Purves, Operations Manager for Community TV for providing the location and also for playing pizza chef once again. I was more than happy to cover the cost of the refreshments and it appeared that everyone got their full. One more thanks goes to Dick Purves who stayed after everyone else was long gone to help Shawn and I get things packed up so we could make the trek to the Twin Cities that night.

I'd also like to thank Kintner, CPBE/CBNT, SBE board member for stopping by to say hi to us all. Keith has been a dedicated SBE member for many years having served on the board a number of times.

As I recall, we did have two gentlemen who arrived as we were in last throws of setting up, but didn't stay very long, who said they were the local reps for Digi-Data. Since they didn't sign in on the sign in sheet or put cards in the jar, I don't know who they were.

The group was very interactive. One bragged about his station having a Leader Instruments LV5800 and was very pleased with it and the prospects of the new options now available.

Another present was very complementary about his station's Omneon Spectrum video server, saying that he doesn't recall ever having a problem with it and was glad his station had it as it would probably never have to be replace, just parts of it up graded as their needs demanded. He cited its modular construction as the reason.

There was much interest in the Blackmagic 72x144 routing switcher and the capture devices. Most expressed amazement in the compact size of this router and the density of the technology. Several wanted to know when the Blackmagic capture devices would be available. I told them I'd get back to them on that.

Plura monitors only joined us two months ago in North Haven, CT with a 17 inch monitor and more recently with a 37 inch monitor. The interest in these American manufactured monitors has been nothing but intense. That interest was reaffirmed here in Eau Claire as well by most all of the television engineer present.

There was quite a bit of interest in the Telecast Rattlers as well. I was able to answer all the question that came up and I believe at least one of the several stations represented will have them in their next budget.

One of the television stations spoke up about how please they were with their IO HD from AJA. They said they used it not only for editing, but also as an anything in – anything out converter box. They were also interested in the firmware up grades that are now available.

If you are interested in who won what door prizes and pictures of the event, I'll have them posted on the website soon: www.tech-notes.tv/2008/70-Western_WI.htm.

Since I received so many comments since the last posting, the following are only part of the comments that I've received from folks who attended our presentations. The remainder will be posted in the next report. 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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#157

Subject: Thanks

From: Hoenecke, Mark R - ECB [Mark.Hoenecke \(at\) ecb.org](mailto:Mark.Hoenecke (at) ecb.org)

Date: Mon, 6 Oct 2008 10:18:33 -0500

Larry,

Thanks for the note. No doubt the dwindling attendance was a big disappointment. I was not sure about when the presentation was planned to begin, but now realize why it got going late. We were on our way to Milwaukee for our daughter's choir concert that evening, and had planned to leave Oshkosh at 3 or 3:30 when it was supposed to end. As it was, we did make it in plenty of time to grab a quick bite and get to the concert.

Your theatre organ music is well-done and you should consider having it play prior to the formal start of the program. Kind of like background music while folks are coming in to look around and sit down.

Safe travels as you work your way back home.

Mark Hoenecke

WHRM/WLBL

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#156

Subject: Thanks

From: Steve Brown [sbrown \(at\) wcinet.com](mailto:sbrown (at) wcinet.com)

Date: Mon, 06 Oct 2008 08:25:55 -0600

CC: Keith Kintner [kintner \(at\) uwosh.edu](mailto:kintner (at) uwosh.edu)

Hi Larry

Sorry to hear what happened. I guess I was even part of the problem this year, as I had something come up at the last minute that prevented my staying for your full presentation. I believe that the selection of a Friday might have been part of the problem (I know it was in my case), and the beginning of the month is always terribly busy too, but I certainly understand your frustration with the turnout.

Please know that Chapter 80 does appreciate your efforts. We have had low turnouts on several other occasions which is very frustrating to us too. Then other times we end up with our normal attendance of 20-40 engineers. We struggle with programming the meetings because there seems to be no real rhyme or reason to predicting turnout. We ended up with our standard meeting time being Tuesday noon in mid month as being the most likely to give us strong turnout. And even then we get a meeting once in a while with poor turnout.

So my apologies to you if you felt under appreciated. The Road Show provides a valuable service to those intelligent enough to take part.

Steve Brown

Secretary Treasurer

SBE Chapter 80 Fox Valley WI

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#155

Subject: Thanks

From: Tony DeMarco [tdemarco \(at\) hvs-inc.com](mailto:tdemarco(at)hvs-inc.com)

Date: Mon, 6 Oct 2008 09:09:47 -0500

Hi Larry,

Thank you for lunch and the presentation on Friday. I found it to be very informative and wish that we could have stayed for the remainder of the presentation. I look forward to the next time you will be in our area for the Road Show.

Thanks again,

Tony DeMarco
Outside Sales Representative
Heartland Video Systems, Inc.
1311 Pilgrim Rd.
Plymouth, WI. 53073

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#154

Subject: Thanks

From: Steve Griesbach [Steve.Griesbach \(at\) cumulus.com](mailto:Steve.Griesbach(at)cumulus.com)>

Date: 10/6/2008 10:38 AM

Larry,

Just wanted to drop you a note to say thanks again for making the trek to Wisconsin and bring to us a taste of the NAB show.

As always in the past couple of years that I attended your show, your presentations were very well done. It is always nice to have some equipment there from your sponsors, to "get our hands on" and actually get to see the equipment. It always makes it an easier purchase when one can see what they are getting.

Again thanks for your time this year. Hope to catch you out at the big show in Vegas in the spring.

Take care. And Thanks for the subscription to the Broadcast Buyers Guide.

Steve Griesbach

Chief Engineer / IT Administrator
Cumulus Broadcasting - Appleton / Oshkosh
WWXX-FM / WVBO-FM / WPKR-FM / WNAM-AM / WOSH-AM
Oshkosh, WI 54904 - 6733

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#153

Subject: Thanks

From: Jonathan Kline [klinej54 \(at\) uwosh.edu](mailto:klinej54@uwosh.edu)
Date: Mon, 06 Oct 2008 08:39:44 -0500

Hi Larry,

Sorry you had a less-than-stellar experience this year. I think if you want more students to attend, breaking the presentations up into parts would help. Since most of us had classes at some point during the presentation, we had to walk in and out, interrupting the presentation.

Personally, the stuff I wanted to see most (the AJA system, Leader Instruments, the JVC camera) I think I missed when I was in classes. Since I don't aspire to work in the control room, some of the other gear didn't have the same appeal.

Thanks for coming out to campus.

Jon Kline

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