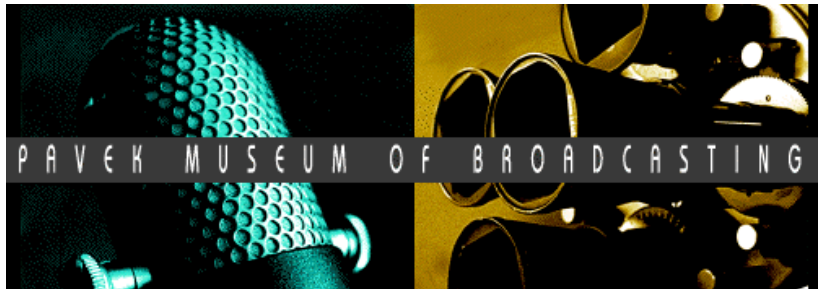




Twin Cities Chapter 17

Venue Report #68
Tuesday, October 7, 2008



This year's Taste of NAB presentation for the Twin Cities (Minneapolis – St. Paul) was at the Pavek Museum of Broadcasting. This has got to be one of the most interesting and historically filled locations I've presented in, in my entire seven years I've been doing the Taste of NAB Road Show. It is truly good to see folks who are preserving the history of our industry. If that doesn't happen, it will all be lost to a fleeting bunch of memories that can't necessarily be trusted.

I truly appreciate SBE Chapter 17 having me back and on behalf of Shawn Wixted, my assistant and I, we appreciated their most gracious hospitality. The Pavek Museum of Broadcasting is a great place to hold SBE meetings. I hope the museum will make their facility available to other SBE and SMPTE functions.

Minneapolis-St. Paul is the nation's fifteenth largest television market, serving some 1,730,530 households. I was truly disappointed to see that our attendance this year had declined to only seventeen. This is very poor when compared with past years (last year - 30 in attendance) and the year before (26 in attendance). The location alone should have been a big draw. For an SBE chapter that has 49 members on the official SBE roster, seventeen isn't exactly a very good representation. Add to this that there is a SMPTE section in the Twin Cities, the members of which could have benefited from exposure to the latest technology in our industry, not to mention the location this year, I can't believe there were so many other pressing issues that prevented more from attending, but I am grateful to those who did show up.



Because it was raining and the particular room we were assigned wasn't conducive to our normal type of presentation, it wasn't possible of us to bring in all the gear we had with us, but we were able to address all the technologies in the power presentation and the audience got everything but the "touchy-feely" of the actual gear itself. I've had some folks who've attended the full presentation where we had all the gear out on tables etc and they say of this only slightly abbreviated version that, under the circumstances, the abbreviated version is quite satisfactory.

Despite all that, Shawn and I appreciate the help we got from Jon Blomstrand, CSRE, SBE Chapter 17 Chairman and Bill Dahlstrom of Cumulus – Rochester in putting this event together. This was my fourth time coming to the Twin Cities. I hope that those who did show up gained from what I brought. I want to thank Jon Blomstrand for helping me by picking up the refreshments for us and seeing to it that everyone had something to munch on and to drink. I let those present, when it is appropriate, that my sponsor's fees help me to pay for the refreshments etc. at most all of the venues.

It seems that the smaller the group, the more questions and comments I get. One of the stations represented has an older Leader Oscilloscope in use and have no plans to retire it. They are looking to acquire one of the newer "all purpose" waveform monitors, as they called it. (Too bad a rep wasn't present to take the order ☺ In fact, there were no reps present of any kind).

User reports: Larry Oberg (he said to mention his name in my venue report) was very proud of the Omneon Spectrum server he has worked with in the past. I didn't understand this as he is a radio guy, but perhaps it was in a different life ☺ . One of the other people bragged about their Avocent KVM system saying it was of great benefit to their facility. The mentioned it is an IDP 6. The local Clear Channel radio guy couldn't stop lauding the functions, features and benefits of his Audemat Golden Eagle HD radio monitor. It almost sounded like a love affair.

Technologies discussed in detail: We were pressed for pricing on the Blackmagic video capture devices. Several said they wanted to get them when they become available. The radio guys were really impressed with the JK Audio blue tooth technology, saying they would be getting several of the "man on the street" devices soon.

As always, there were oooos and aaaaahs when we presented the Plura monitor technology. We were able to have the Plura 17 inch monitor set up and show it with the

JVC HD250 camera. We had interest in the JVC camera as well. There were questions about how many fibers one could get in the tactical fiber cables. After taking a guess, I referred them to both Telecast Fiber and to Clark Wire and Cable for a more exact answer.

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/2008/71-Twin_Cities.htm.

The following are the remaining comments that have been received to date 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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#163

Subject: Thanks

From: Joe Conlon JConlon@townsquare.tv

Date: Thu, 9 Oct 2008 08:58:10 -0500

Thanks to you and Shawn also for putting in the time for us and all the other places across the country. Sorry I had to leave at 4pm, I had to have a 5 camera truck on site at 5pm for a high school volleyball game that started at 7pm.

I liked your comment about the hybrid fiber and our cold Minnesota temperatures. I have seen that kinking in an audio video snake on a truck that has 4 video and 15 audio.

Joe Conlon, CSTE

Engineering Manager

See our new Web Site and Web Streaming www.townsquare.tv

Celebrating 20 Years of Service to the Community

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#162

Subject: Thanks

From: Scott Todd stodd@kkms.com

Date: Thu, 09 Oct 2008 06:51:09 -0500

And a huge THANK YOU to you too! I was also surprised by the low turnout, but happy to get in on what's new in the industry, especially since I've never been to a real NAB convention. I was disappointed I couldn't make it last year and that you weren't able to come to the area the year before.

I do make it to Madison every other year or so. This year I elected not to go in order to save the station some money, so that made your coming that much more important to me. And it isn't as though Madison being next week would have killed attendance, as many of the folks that came to the Pavek are the same ones that often show up there too.

Scott Todd

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#161

Subject: Thanks

From: Mike Real mreal@wtvo.com

Date: Tue, 7 Oct 2008 16:47:54 -0500

Larry,

Thanks for making us "small town guys" feel like part of the NAB. My company has over 50 stations and I believe the corporate engineer is the only one who attends NAB. It was great to see some of the new toys and a bigger bonus to see them working.

I also like the opportunity to rub elbows with the other broadcast engineers in the area I may not work with on a day to day basis.

Thanks again!

Mike Real

Chief Engineer WQRF -TV

Providing Services to WTVO TV / Rockford's My Network TV

www.mystateline.com

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#160

Subject: Thanks

From: radioranger radioranger@comcast.net (Twin Cities)

Date: Wed, 8 Oct 2008 16:22:04 -0500

Thanks for coming again this year, Larry. Hopefully we'll have more active membership next time. I'm following up on your idea of contacting station managers to pitch the training aspect of SBE--- hopefully that will help---nothing else seems to be working!

Steve B.

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159

Subject: Thanks

From: Tony Cutraro tony.cutraro@gmail.com

Date: Tue, 7 Oct 2008 10:19:07 -0500

Hi Larry,

Just a note to thank you for your time and effort in bringing your NAB Road Show not only here to Milwaukee but around the country. I'm sure I speak for many who appreciate the benefits of having the technology we use and will be using displayed and presented in a professional and educational way. It was very informative and useful.

Even though most of us have access to the internet for information and opinions, you can't beat hands-on and a presenter who knows the equipment

and the business, likes what he does, and can talk to techies and users alike. Our industry needs more Larry Bloomfields.

I have to be honest,.... you had a lot of competition that evening. The Milwaukee Brewers were playing in the National League play-offs for the first time in 26 years, the much talked about Vice-Presidential Debate was being broadcast and..... it was going to rain that evening. To top it off for me, I had just come in from out of town and the above two live events seemed awfully inviting.

I don't have to tell you what I decided and I'm glad I did. I'm sure the people attending felt the same.

Thanks again and best wishes in your remaining shows.

Tony Cutraro
SBE-Chapter 28
Milwaukee

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#158

Subject: SBE Ch 55 Attendance
From: Dupuis, Terrence E. tdupuis@umsl.edu
Date: Mon, 6 Oct 2008 14:55:32 -0500

Larry,

Here is a scan of the SBE (CH 55) Attendance as promised, if there was anything else I have forgotten...

Please refresh my memory

Thanks for the time and effort on this show it seemed better paced and balanced than the last one...

Terrence Dupuis
Chief of Broadcast Operations
90.7 KWMU FM

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END

