



Venue Report #69
Friday, October 10, 2008



This was my fourth time presenting to SBE Chapter 74 and the folks in the Midlands/Omaha area. In truth, I was a bit disappointed with the turnout. Prior to the meeting the Chapter Chair was all bubbly about knowing she was going to get 25 to 30 people to show up, but as the day unfolded, that was not to be. When I was here in 2003, we had 24 and when I returned in 2005, we had 28, but last year the attendance dropped to only 18 and this year's sign in sheet sported one less, with 17. I can't help but wonder why. The only contributing factor to the low attendance at our event I can see was there was a DTV symposium in Des Moines, IA the first part of the week that many in the central part of the US attended. It is quite possible that many could not take off earlier in the week for that event and then again for our Friday presentation. None-the-less, I do appreciate those good folks who did show up.

Omaha is the nation's seventy-sixth largest television market in the United States and serves about 411,520 households. SBE Chapter 74 has 36 members on the official SBE roster with members living in a very large and diverse area. The list shows members that live in not only Nebraska, but in South Dakota, Iowa and Colorado.

Our presentation took place at the Westside Church in Omaha. I truly appreciate the pastor and his staff for making their "Big Room" available once again for this year's presentation; this is the third time there. The "Big Room" is a great place to have our kind of meeting.



I truly appreciate all the efforts that SBE Chapter 75 Chairperson, Gina Dierks put in to help make our presentation happen. The pizza and cookies she got were quite good and I'm glad we had enough for everyone. I noticed no one went away hungry. It came as a big surprise to me to find that one of my sponsors, T C Electronic, joined me in covering the expenses for the refreshments. I'm grateful for their participation in covering half the cost with me.

Darrel Sudduth, Engineer at KPTM/KXVO showed up very early to help us set up. I'm only sorry he had to leave to return to work before things were over. Both Shawn, my assistant, and want to also thank Jim Skinner, Broadcast IT Engineer and Joe Meidrum, BIT Engineer, both of KPTM/KXVO for staying around after we were done to help us pack up and see us on our way. Not to left out is Keith Tomiser of JVC who took the time to join us. I can't thank him enough for helping me with the presentation. 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.

There was a great deal of interest in the Trilithic EAS system. I was able to answer several questions on how it would more than meet the needs of the stations asking the questions.

The Cinezone and Cinelite features available only on the Leader Instruments waveform monitors caught the attention of the TV folks in the audience. I was also able to answer the questions posed about that technology.

Of particular interest were the Plura monitors we have with us (both 17" and 37"). We were able to say yes to the 17" monitor being rack mounted and shared that the smaller units could be rack mounted side-by-side. Most all the TV folks were amazed that these monitors were so feature packed and that these features are standard in each. When the question:"Where is it made?" came up, I was very please to show the slide of the American Flag, which is part of the end of the Plura slide presentation.

Many of those present were from the local Pappas station and have the Nverzion automation system in use. Nearly each had something to contribute to the conversation about this technology.

Another TV station was very proud to brag about their Omneon Spectrum server. It's always good to have folks in the audience who can support the things I have to say about my sponsor's technologies. Such was the case with the Omneon servers and when they heard about the MediaDeck, they said they were interested in one for their news department. Too back there was no Omneon rep present to follow up.

There were ooos and aaas over the Blackmagic 72x144 routing switcher. As the presentation on this was in progress, several got up and got the CDs about this and the other parts of the Blackmagic product line for future reference.

All present were very grateful to TC Electronic for their participation in the refreshments, but not being able to show the new "Radar" loudness meter in action was a disappointment to them. There was interest in the BS 1770 loudness leveling device. Many departed with the TC Electronic CD wanting to read in full the CBS white paper about loudness on it.

I was not able to answer the question about the exact composition of the fiber in the tactical fiber optic cabling other than being a type of glass. I did reassure the audience that it is the Kevlar fibers that give tactical fiber its resilience. For those who didn't know, I explained that Kevlar is the registered trademark for a light, strong para-aramid synthetic fiber and because of its high strength-to-weight ratio—famously: "...5 times stronger than steel on an equal weight basis," it is ideally suited to the tactical fiber application. I was also asked how the fiber can be improved to permit longer distances and fewer losses, but was unable to address that question. I did promise that I'd get back to them with an answer.

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/2008/72-Midland.htm.

The following comment was received since the last report from folks who attended our presentations. This e-mail is 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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#164

Subject: Thanks

From: Lowy, Julie [jlowy \(at\) ecasd.k12.wi.us](mailto:jlowy(at)ecasd.k12.wi.us)

Date: Thu, 9 Oct 2008 16:11:15 -0500

Thanks for making us (Bob and I) feel welcome.

I thought it was an interesting show.

And it was nice to meet the big wigs in the TV/radio industry.

I run the computer/network/AV shop here at memorial and understood quite a bit of the show

Learned a few things too. Thanks again,

Julie Lowy

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