



Wichita, KS  
Venue Report #70  
Monday, October 13, 2008



Presenting to the Kansas Association of Broadcasters (KAB) is a very positive experience I will long remember. The success of this event is the amalgamation of several efforts. I was contacted back in July, while still presenting the Taste of NAB Road Show to parts of the deep south, and asked if I could swap the dates I had scheduled for Tulsa, OK and Wichita, KS so that Kansas' SBE Chapter 3 in Wichita could be involved in the KAB annual convention. Seeing no reason why not, and with the cooperation of SBE Chapter 56 in Tulsa, the change was made.

Working with both Robert Nelson, Chief Engineer at Kansas State University, representing SBE Chapter 3 and Kent Cornish, President and Executive Director of the Kansas Association of Broadcasters, we were given a large ball room to set up in and were the focus of the technology being presented at this several day event. In the morning, I had a 45 minute session where I gave a thumbnail view of the technology that I had with me on the Road Show and that was at NAB this year. We had well over forty technical and other interested folk that attended that session while other sessions for sales, management and legal were going on. This was about ten percent of the registered attendees.

In the afternoon, I had the entire time from 1:30 to 5:00 PM to reprise all the various technologies I had on display as folks came in: just like at NAB. I did have two times set aside during this time when I presented a tutorial on fiber optics and the use of the Cinezone and Cinelite features of the Leader technology. Believe me, no one got left out during this time period. I had questions on all aspects of the twenty-two technologies I had with me and each were discussed in depth with those interested. No one got left out, nor



should anyone feel slighted. All-in-all, it was truly a big success as well as an honor and privilege for me to participate in such a prestigious event and to have the help and support of so many.

Between the business cards I collected for the door prizes and the sign-in sheet, we had a total of thirty in attendance, but at one point during the presentation, I took a head count and we had over thirty-eight seated. Anytime I can get that many people to listen to me for that long, I'm stoked ☺. Throughout the day, I was thanked by nearly everyone I came into contact with for the Taste of NAB Road Show participation in this event. I truly appreciate that. The hospitality is unparalleled!

I want to mention, in particular, all the support I got from SBE chapter 3's chairman, John Langer who worked with Robert Nelson to make it all happen and for publicizing the event. As for the food, I appreciate what Dennis Speck of EVS for all he did for us.



I appreciate both Tom Veite of Avocent and Keith Tomiser of JVC for being present to help in the presentation. I've worked with these gentlemen at other presentations this year and their help is invaluable. Tom conducted a couple of side sessions on the Avocent KVM systems while other discussions were going on in other areas of this very large room. Keith was very helpful, as well, in showing off the fine features of the JVC HD250 camera system we have with us. I was very surprised that I didn't have more of my sponsors reps present. It would have helped immensely.

Because of the unusual nature of this particular presentation, my assistant, Shawn Wixted and I had the benefit of being able to set up Sunday, the day before our presentation. Both of us sincerely appreciate Robert Nelson, Don Hogg, Dick Abraham, Martin Heffner, all members of SBE Chapter 3 and Tom Veite of Avocent who all showed up to help us unload and setting up.

By the same token, Shawn and I also appreciate these same gentlemen, who were joined by John Langer, Davie McClintock, Dennis Speck of EVS and Keith Timiser of JVC for helping us pack up and get things back into the van. These folks really helped make my assistant, Shawn Wixted's and my life a lot easier. It's always difficult when putting together a list of folks to thank without unintentionally leaving some off. If I did, I'm truly sorry.



If you are interested in who won what door prizes and pictures of this event, you can see them when I get them posted soon on our website at: <http://www.tech-notes.tv/2008/73-Kansas.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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**#169**

Subject: Thanks

From: Jim Leedham [jleedham@salemomaha.com](mailto:jleedham@salemomaha.com)

Date: Tue, 14 Oct 2008 10:18:13 -0500

Hi Larry,

I'm so sorry I had to leave earlier then I wanted. You know about those must attend Management meetings, for what it is worth, if I had messed the Management meeting I would have not messed anything I didn't already know. But I know you understand what I'm talking about. I did enjoy what I saw of your presentation.

Thank you for driving to Omaha and doing what you do so well.

P.S. I did check out your web page and thank you in advance for the one year trial run of Broadcast Buyers Guide Engineering Department Workflow Software.

Best regards,

Jim Leedham, Chief Engineer  
Salem Communications, Omaha  
Omaha, NE. 68154

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**#168**

Subject: Thanks

From: Crawford, Jerry, II [jcrawford@ku.edu](mailto:jcrawford@ku.edu)

Date: Tue, 14 Oct 2008 09:21:38 -0500

Hello Mr. Bloomfield,

Your presentations were great and I plan on doing some further research and purchasing some of the hardware.

Best regards,

Jerry Crawford II, M.Ed., Ph.D.  
William Allen White School of Journalism and Mass Communications  
The University of Kansas  
Dole Building  
Lawrence, KS 66045-7555

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**#167**

Subject: Taste of NAB, 2008  
From: [rabraham2@cox.net](mailto:rabraham2@cox.net)  
Date: Mon, 13 Oct 2008 20:58:49 -0400

Larry:

The best show ever! Thanks so much for what you and your sponsors do for those of us who don't make it to Vegas.

Dick Abraham  
Chapter 3 Newsletter Editor  
Wichita, KS.

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**#166**

Subject: Thank You for the Taste of NAB Roadshow in Omaha, Ne.  
on 10-10-08  
From: R.V.Zeigler [rzeigler@krvn.com](mailto:rzeigler@krvn.com)  
Date: Sun, 12 Oct 2008 17:26:48 -0500

Larry,

Thanks VERY much for bringing the Taste of NAB Roadshow to Omaha, Ne. on Oct. 10. It allowed me to see some of the new equipment available after I missed the NAB convention in the spring. I used to think that the television equipment was not relevant to those of us in radio broadcasting, but have changed my mind. I saw equipment that would help us out with trade shows, and other events that we attend during the year, including our permanent display in a local museum. I also realize that more and more radio and newspaper websites are offering archived, local video stream coverage of many types of events. So, our news people will probably be carrying video cameras in the very near future, and that will also make video editing necessary as well. It seems that the Internet has become the "Great Equalizer" in the media. We may have radio or TV broadcasting or print as our primary outlet at this time, but as time and technology progress, the Internet will reach a greater percentage of our audience. Those that do not offer full service (video, audio, and in depth text) coverage will be left behind. Those of us in the engineering field had better be prepared for non-traditional methods and practices, or we will be the ones left behind in the dust.

A special thanks to Pinnacle and Audemat for the door prizes I won. I already have plans to use them!  
Please keep up the good work Larry!



Rod Zeigler

R. V. Zeigler, Dir. of Eng.  
Nebraska Rural Radio Assn.  
KRVN-KTIC-KNEB  
Lexington, NE. 68850-0880

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**#165**

Subject: i got oern of your sponsors a natuional distributor  
From: A9xw@cs.com  
Date: Sat, 11 Oct 2008 19:39:54 EDT

I persuaded Joseph Electronics to be a stocking national distributor for the monitors. Based on what I saw at the TON (Taste of NAB) in Chicago. Thought you would like to brag on them about return on investment.

Henry  
AA9XW  
WLPR FM

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*END*

