



Venue Report #73 Thursday, October 23, 2008

This was my sixth time bringing the Taste of NAB Road Show to the fine folks in Bozeman at Montana State University and Montana's SBE Chapter 137. The Taste of NAB Road Show was the very first program this chapter ever had and I'm quite proud of that.

Montana is quite a large state. Half a dozen New England state could easily fit within its borders. Over the years, folks have traveled several hundred miles to attend the Taste of NAB Road Show in the past. This year, two traveled over 140 miles from Billings and one traveled over 80 miles from Butte. In addition to the four members who live in Bozeman, the remaining six members of this chapter live in such places as far away as Three Forks (182 mi), Billings (141 mi), Missoula (226 mi), Butte (84 mi), and Kalispell, MT (319 mi). When I hear that ten to twenty miles is too far to go to an SBE meeting, it turns my stomach, as I recall what these folks do regularly. "Big Sky Country" is a fitting appellation for Montana.

I have received ten e-mails over the past six years, starting with SBE Chapter 137's first chapter chair, Dana Hinckley back in 2003 where he said: "you guys created a very entertaining, informative and successful event for the fledgling Montana SBE Chapter 137. Every attendee that I spoke with left with very complimentary comments about the show. Since we are currently working hard to build the SBE organization in Montana, I really enjoyed hearing your praise of the people and businesses that support the professional development which can be achieved through such groups as SBE. Your presentation nicely stepped us through the manufacturers and equipment that constituted the show. You covered each piece of equipment and manufacturer in a

technically knowledgeable manor as well as keeping the presentation entertaining and without sales hype. Great job!"

Of that very first year in Bozeman and very first meeting of Chapter 137, Bill Burckhard summed it up quite nicely when he said: "Thank you very much for coming to Montana with the Taste of NAB. You brought some connectivity to a place that very often has a disconnected feel. You have helped us to get our SBE chapter started and helped to create the camaraderie that engineers here need in a place where there are large physical distances between us."

You, my sponsors, do make a very big difference in these folks' lives. I have no doubt that when the time comes to include new technologies for their respective operations, you will get prime consideration. Other comments from the folks in Montana can be seen in 2003- #29 & #33, 2004 – #97, 2005 – #177, #178 & #180, 2006 – #114 & #111 and 2007 – #128 & #150. There are ten members listed on the official SBE roster.

I'd like to thank Eric Hyyppa, Director & General Manager of KUSM-TV - Montana PBS and SBE Chapter 137 chairman, for once again providing the location and all the work he did in putting this event together, not to mention all the folks at KUSM-TV - Montana PBS, and in particular, Paul Heitt-Rennie, Director of Broadcast Operations for all the help he did. When it comes to thanks, I appreciate all those who either showed up early and or who remained behind afterward to help us either in setting up and packing up. That kind of assistance is truly appreciated. Whenever you do a thank you list, there is always the chance that some are unintentionally left out. To those that may fall into this category, I'm truthfully sorry and extend to them my thanks as well and deepest apologies.

This was a particularly different presentation in that many who stopped by were either faculty and/or students who didn't sign in or leave business cards, but did ask questions. About a dozen were present for the entire presentation and although there weren't many questions during the presentation, during the break and after we were deluged with questions and interest was expressly focused on those things that would be found in an edit bay: Such things as the AJA IO-HD and comparing with AJA's Kona, which was reported as being the editing equipment at KUSM. A great deal of interest was expressed in the Plura monitors – especially its functions, features and benefits that are all standard. Having just purchased a competitor's graphics device, there was chagrin expressed when we spoke of the advantages of having a ComPix Media device.

There were also questions about the Omneon MediaDeck being used as a network delay device, but the network feed was in ASI and they wanted to know if the MediaDeck would ingest and output ASI. I was able to get that answer for him. One fellow who was once with Clear Channel loved to see the Audemat GoldenEagle HD unit and put it through its paces. Several had the opportunity to check out the JVC HD250 camera we have with us. It was praised for nearly all its features.

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/2008/77-Montana.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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#181

Subject: Taste of NAB Road Show - Rockford
From: Chuck Ingle chuckingle@maverick-media.ws
Date: Fri, 24 Oct 2008 12:00:28 -0500

Hi Larry,

On behalf of the Engineering Department at Maverick Media, and Society of Broadcast Engineers - Forest City Chapter #96, please accept our gratitude for adding us to your 2008 tour schedule. We were treated to a well rounded array of exhibits, which equally spanned and peaked the interests of Radio and Television engineers alike. In addition, please extend our thanks to all of your sponsors, for their contributions of personnel, equipment exhibits, and door prizes. You certainly have mastered the enormous organizational, and exhibit layout skills required by a project of this size. Your high-tech, professional presentations always demonstrate a thorough knowledge of the product. I'm sure your sponsors are highly satisfied. Please consider us again, for a future Road Show.

Sincerely,

Chuck

Maverick Media, Rockford
Charles Ingle CPBE, AMD
Chief Engineer

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#180

Subject: Thanks
From: sarnold@sdpi.net
Date: Wed, 22 Oct 2008 11:10:25 -0500

Larry,

Thanks for bringing the road show close by and making a taste of NAB available to those who could not attend. I went to NAB and still learned a great deal of information I missed at NAB. So I am sure it was great for those who could not attend. I was disappointed some left before the meeting was concluded. They missed some good information and some nice door prizes. You could easily make this a day long event but attendance is a problem.

Sam Arnold
Sales & Systems Consultant
Southern Digital Products, Inc.
Huntsville, AL

Thanks,
Sam Arnold

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#179

Subject: Thanks
From: Ron Viste Ron.Viste@weau.com
Date: Sun, 19 Oct 2008 07:51:17 -0500

A big thanks to you and Shawn for bringing Taste of NAB to western Wisconsin and our SBE Chapter 112. A special thank you also to the sponsors of the products you presented. We were especially noting the presentation this time around with the addition of the power point. Seeing the equipment is one thing but detailing it on the screen is much more effective.

Your offer to pick up the tab for the food was also appreciated. Again, thanks on behalf of the chapter and see you next time.

Ron Viste CPBE

WEAU-TV Engineering
Eau Claire, WI 54701

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#178

Subject: Thanks
From: derrick abel derrickabel@yahoo.com
Date: Thu, 16 Oct 2008 22:01:01 -0700 (PDT)

This is my first show to attend. I was the one in the back that was talking while you were talking, But it was about one of your

products, so I think I'm off the hook on going to after school detention. The rattler..can't wait to buy some of them. Very happy with the show, just wish I could have been there at 7p.m. sharp. All in all, really want to see you guys again next year, your show makes it very interesting to hear a product spill. Thanks so much, Derrick Abel Asst. chief engineer Payne 5 communications, and broadcast systems engineer, First team outdoor video displays. www.firstteamvideo.com check out the site it's so cool it's frosty!

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