



Gary was able to crank in different amounts of digital/analog interference to see the results at the July DTV Seminar.

## Last Meeting

## DTV SEMINAR

by R.W. "Sam" Zborowski  
samzborowski@stargate.net

Fifty-six people attended our DTV Transmissions Seminar on July first at WQED. The event was made possible by various sponsoring companies that provided people, money or equipment. The list includes Zenith, Agilent Technologies, Tektronix, Azcar, Axcera, Cavell Mertz and Davis, Harmonic and Rohde & Schwarz. The presenter was Gary Sprignoli of Zenith.

In addition to the tutorial and accompanying illustrations using DTV recording, encoding, transmission and monitoring equipment, attendees each received a bound copy of the course notes and reference articles. A continental breakfast, buffet lunch, and snacks were available during the breaks. Many of the sponsors also brought equipment to demo and related literature to hand out.

The WQED facility was an excellent venue for this seminar and the food was some of the best I can recall at an educational event! Thanks to all who helped to bring this event together! For those of you who missed it, there are other opportunities to attend. Zenith continues to offer this seminar in various cities; see the Zenith web site for future dates/locations.

One of our attendees, Wayne Estabrooks of North Carolina Public TV network, was very impressed with the value this course would offer

Continued in next column



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to his transmission staff. He is now planning a similar event to be held at UNC in November. I had a similar epiphany last fall when I attended in Philadelphia and decided we should try to offer this one in Pittsburgh.

## Next Meeting

**Time:** Thursday, September 18  
12 noon to 1:30 P.M.

### Program:

### **Low Power Boosters for DTV Coverage Enhancement**

*by Sam Zborowski*

**Place:** Gaetano's Restaurant  
1617 Banksville Rd.  
Use the Rt. 19 South (Banksville Rd)  
exit when coming out of town.  
Use the Greentree exit when coming in.

**Lunch Fee:** \$7.00



## Chairman's Corner

# DTV SEMINAR WRAP-UP

R.W. Sam Zborowski  
samzborowski@stargate.net

I am curious about the attendance at our DTV Seminar in July. Our attendees included individuals from a variety of DTV related businesses—TV stations, CATV companies, equipment manufacturers and educational services. With the transition to DTV broadcast underway, no cost for travel and lodging and relatively modest fee to attend (\$45), I thought that the local TV stations would especially take advantage of this educational event. We did have participants from a number of stations both local and in Ohio and West Virginia and substantial participation from WQED and Cornerstone. However, most of the stations in the area sent only one (or none) staff member! I was very surprised by the light turnout by station personnel! Was this a result of scheduling in the same week as the 4th of July holiday? Are the stations in such bad financial condition that the staff has been cut to the point where few can miss a day at work for the longer term benefit to the station? Can the stations just not care about the DTV transition? I will probably see many of you at the monthly meeting or at the Regional Convention (or you could email me) — please share your thoughts on this subject.

Speaking of the Convention, please check our web site and register on line to save time and work for yourself and the convention staff on site. Much of the heavy-lifting type of work that was formerly done by Chapter volunteers at previous Conventions such as moving equipment, running power cables and setting up booth backdrops is now included in the fee paid to our current facility — the EXPO Mart. However, volunteers are needed to help with many tasks associated with the Convention. If you can be available to help either during the setup or the day of the Convention, please call Kim Cannon to see what is needed. Please help out — more volunteers means less time needed from each person. The equipment display time has also been shifted to 11 AM to 7 PM to accommodate those who cannot attend during business hours. As in the past, attendance is free (except for the pain-and-suffering of the commute across town).

Hope to see you there!

Convention Pre-Registration ...	<a href="http://www.broadcast.net/~sbe20/">www.broadcast.net/~sbe20/</a>	Click on "Pre-register Here."
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## Convention Info

### Booth Space Still Available?

Depending on when you see this, we can still make some booth space available for those who want to exhibit at this year's convention. Call Kim Cannon right away to see if there is still space for your company. 412-374-1700 x104.

### Volunteers Needed

We need volunteers for the Convention and the Setup Day, the day before. On Setup Day, we need people to do miscellaneous things like answer questions, go for stuff, and help vendors with problems. On Convention Day, we need people to man the Show Desk (answer questions and help attendees and vendors) and introduce technical sessions. All of the these jobs only require a 1 or 2 hour commitment.

For introducing technical papers call Blake Richert at 412-824-3930. For the other positions call Kim Cannon at 412-374-1700 ext104.

### Demo Tapes Needed

It's show time! Spotlight your best work at the upcoming SBE Convention 2003. We are proud to present an ongoing presentation of talent, creativity and great camera work. This is where you come in. The Pittsburgh SBE Convention will have a theatre on the show floor. It will feature a rolling presentation of the best 2 minute demo reels received. Submissions are limited to 2 minutes. You can include your company logo and/ or company name. Sorry no VHS (all other formats ok).

Submit to:

SBE Convention 2003 Theatre  
4372 Old William Penn Highway  
Monroeville, Pa 15146

Questions...412-374-1700 x 104

Deadline: Must be Received by Sept 18, 2003



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FCC Committee vacant	
Newsletter Editor Gary Stewart	412-824-3930

# Convention Update

The Pittsburgh SBE Convention 2003 is just around the corner, Thursday, October 2, 2003. Tech sessions will start at 9:00 AM. Attend the opening technical session by Sony and join us for a continental breakfast before the exhibit floor opens, (like we did for many years at the Palace Inn). The Exhibits will open from 11:00 AM until 7:00 PM this year! There will be food available in the exhibit area during the last couple of hours.

If you have not received a post card in the mail, we don't have your name on file. Expedite your entrance to the exhibit hall and tech sessions by registering on line now at [www.broadcast.net/~sbe20](http://www.broadcast.net/~sbe20). This process also guarantees your personal invite to next year's Pittsburgh SBE Convention.

## Special Guest Speakers

Besides an impressive list of technical papers, this year's SBE Convention also has some special guest speakers!



**Tom Ohanian**

11:00 am - 11:45 am, Room 2

V.P. Product Development DMOD: Digital Media on Demand

***The evolution of Digital Non-linear Editing Systems and the Transition from Disconnected systems to a Secure Digital Workflow and Distribution solutions.***

Prior to joining DMOD, Tom was employee #8 at Avid Technology and is co-inventor of the Avid Media Composer, Film Composer and Multi-camera Systems. He is also a member of the Motion Picture Editors Guild, SMPTE and serves on the Academy of Motion Picture Arts and Sciences Scientific-Technical Council. He is also an Academy Award and two-time Emmy award recipient.



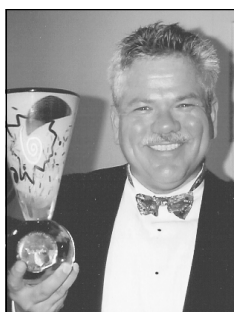
**Alex Lindsay**

1:00 pm- 1:45 pm, Room 2

Visual Effects Artist DV Garage / Pixelcorps

***Anatomy of a Visual Effects Shot***

Alex has been involved in computer graphics for nearly 20 years. He has extensive experience in digital production including print, real-time graphics, multimedia titles, forensic animation, television and film. He spent several years on the production of the Star Wars: Episode 1 (at JAK Films and then at Industrial Light and Magic). Alex has taught at the Academy of Art and San Francisco State- Multimedia Studies Program. He writes for 3D magazine, 3D World, and POST and is a regular guest on Tech TV.



**Rick Sebak**

5:00 pm – 5:45 pm, Room 2

Producer, Writer, Narrator WQED /13

***How I Do What I Do***

Rick Sebak has worked as a TV producer for WQED since the summer of 1987. Most of his local documentaries, including Happy Holidays in Pittsburgh, which premiered this past November, are part of what's called the Pittsburgh History Series. Rick also produces national TV specials about unusual aspects of American culture for PBS, and his most recent one, titled Sandwiches That You Will Like, aired on PBS stations across the country on January 8, 2003. Rick's Pittsburgh History Series has also included many "scrapbook documentaries" including *Kennywood Memories*, *Houses Around Here*, *Stuff That's Gone*, *Things That Aren't There Anymore*, and *Pennsylvania's Diners and Other Roadside Restaurants*. In 2001, PBS audiences enjoyed Rick's national special titled *A Flea Market Documentary*, which highlighted some great markets from New York City to Pasadena. He has received many honors for these programs, including eight regional Emmy Awards and is often referred to as "The Voice of Pittsburgh."

## Convention Major Give Aways

There are several major prizes being donated by sponsors to the convention. Attendees to the Adobe seminar at 6:00 PM will have a chance to win The Adobe Video Collection, which consists of "Adobe Premier Pro," "Adobe After Effects Standard," "Adobe Encore DVD" and "Adobe Audition," valued at \$1199.

Attendees to the Media 100 seminar at 3:00 PM will have a chance to win, "Final Effects Complete," valued at \$795.

Attendees to the 6:00 PM Descrete seminar will have a chance to win "Cleaner XL," a \$599 value.

Attendees to the opening technical session by Sony will have access to a free continental breakfast, for which they provided \$1,000.

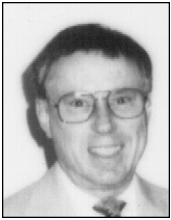
# 2003 Convention Presentation Times and Places

## Room # 1

- 9:00 am - 9:45 am **Sony Professional Disc, the Next Generation of Workflow**  
John Humphrey  
Sony Electronics, Inc.
- 10:00 am - 10:45 am **The Constant Efficiency Amplifier: A Super Efficient MSDOC IOT**  
Steve Blick - Broadcast Sales Manager  
L-3 Electron Devices
- 11:00 am - 11:45 am **A new Paradigm in 8VSB Measurement; the RF Measurement Server**  
Mike Simon - Manager Market Development  
Rohde & Schwarz, Inc.
- 12:00 pm - 12:45 pm **Digital Fiber Transmission and Practices for Professional Audio/ Video**  
John Lopinto - President  
Communications Specialties, Inc.
- 2:00 pm - 2:45 pm **Considerations in Designing a NonLinear News Workflow**  
James Frantzreb - Senior Product Marketing Manager  
Avid Technology, Inc.
- 3:00 pm - 3:45 pm **The Truth about (H)DTV Systems - What Mother Didn't Tell Me...**  
John Luff  
AZCAR
- 4:00 pm - 4:45 pm **New Techniques for Managing Graphics Assets and Workflow in a Distributed Environment**  
James Martinolich - CTO  
Chyron Graphics
- 5:00 pm - 5:45 pm **The Streaming Adventure**  
Brent Ross - North America Manager  
Digital Rapids Corporation
- 6:00 pm - 6:45 pm **Adobe Premiere Pro, After Effects 6.0, Encore DVD, and Audition Demo**  
Rich Pelzar - Creative Professional Sales Manager  
Adobe Systems, Inc.

## Room # 2

- 11:00 am - 11:45 pm **The Evolution of Digital Nonlinear Editing Systems and the Transition from Disconnected systems to a Secure Digital Workflow and Distribution solution.**  
Tom Ohanian - V.P. Product Development  
DMOD; Digital Media on Demand  
Co-Inventor of the Avid Media Composer, Film Composer and Multicamera Systems.
- 12:00 pm - 12:45 pm **24p and Variable P**  
William Edwards - Sales Development Manager  
Panasonic Broadcast Systems
- 1:00 pm - 1:45 pm **Anatomy of a Visual Effects Shot**  
Alex Lindsay - Visual Effects Artist Formerly with Industrial Light and Magic  
DV Garage & Pixel Corps
- 2:00 pm - 2:45 pm **Showing the latest tools in the state of the art Oscar winning 3D software Maya Version 5 including the exclusive vector renderer.**  
Ben D'Amprisi, Jr. - Eastern Regional Sales Manager &  
Daryl Obert - Senior Application Engineer  
Alias
- 3:00 pm - 3:45 pm **To Be Announced**  
Jack Northcott-Eastern Manager  
Media 100, Inc.
- 4:00 pm - 4:45 pm **Behind the Scenes at the San Diego Super Bowl 2002**  
Nick Cap
- 5:00 pm - 5:45 pm **How I do what I do**  
Rick Sebak - Producer, Writer & Narrator of Public Documentaries
- 6:00 pm - 6:45 pm **Utilizing 3D Space to composite 2D video, graphics and text**  
Denis Flynn - Eastern Regional Sales Manager  
Discreet



## Retired Radio Engineers

Dave Tepe  
Retired  
teepd.yahoo.com



Radio began for me with Walter Winchel and Lowell Thomas coming from the living room console while I pushed toy cars around the floor and my parents demanded silence. Later Rosie Rosewell entertained us with Pirate games. The Boy Scouts got me interested in crystal sets and one or two tube radios. I listened to KDKA and Art Pallen played “Rock Around The Clock” at near the same time every day just when I got home from school. I built the first Walkman, a crystal radio inside a band-aid box complete with a single earphone, mono of course. The Nuns at Resurrection School in Brookline didn’t know what to make of it.

WJAS AM & FM, NBC owned and operated, hired me as vacation relief fresh out of the Air Force in 1961. I passed my “First Phone” in Alaska and the timing was right. NBC O & O meant a different culture than the military. A young man (my age) was asking me several times a day if I would like coffee, cigarettes or sandwiches. There was all the office politics you would expect in a large media corporation. The executives had expense accounts, company credit cards, etc. NBC had a no marriage between employees policy and at least one person changed jobs to get married.

Some of the engineers I remember were Chief Homer Linert, Ted Ozapock, Pete Gramba, Walter Vaughn and Floyd Bert who put together several “home built” airplanes at home and at a Field in the Cecil, Bridgeville area. The talent included Bill Brant, Lee Vogel, Jim Fitzgerald, Jim White, Bob McKee, Hilary Bogden, Ira Apple and Merle Polis.

WJAS AM was a two tower directional located in Greentree. The FM simulcast the AM and one of the transmitters had a water cooled final. The water tank was located in the basement along with the power supply for the AM. This power supply was a walk-in surrounded by a chain link fence and locked for safety. I only had to enter once to change a mercury vapor tube at sign on. The glowing blue tubes were an eerie site in the dark basement.

We did a tape delay for the early phone-in talk shows of Ira Apple and Merle Polis by running a tape between 2 Magnacord tape machines and later upgraded to carts by swapping the record and play heads. Since this was NBC, the machines were RCA, cart machines were just coming out in the early 60s. The WJAS studio was moved to the Kosman Building on Stanwix Street and the transmitter to the far side of Squirrel Hill after the purchase by Heftel. The station went Rock with a promotion that had listeners answer their phone with “13Q is gonna make me rich.” If they called, you could win \$13,000. The DJs included Jack Armstrong and Batman Johnson, who I believe was the model for Venus Flytrap on the WKRP TV Show.

I left WJAS in 1962 for WWSW which had studios in the Sherwin Hotel, 21st floor. The elevator went to 20. The Chief was Henry (Hank) Kaiser. His staff comprised engineers who had put Channel 11, WIIC, on the air. The studio used an lot of “Home Brew” equipment as most of the engineers were hams and designed and build just about everything –

console, line amps., equalizers etc. They included Frank Lachimia, Hazen Seibel, Phil Ashear, Ken Grove and Bud Heiser. The transmitter site was so clean you could see your face in the shiny floor.

WWSW carried the Pittsburgh Symphony unedited which is not the case on the current WQED broadcasts. The host was Ray Lehman. The Steeler games were announced by Joe Tucker. Other announcers were Dave Shallenberger, George Bows, George Nickolas, the host of “Polka Rhythms,” Bill Nesbit, Frank Thomasello, Jim Fitzgerald, Hilary Bogden, Bill Hinds, Joe Gibson and Ray Schneider. Ben Muros was the manager. A Pittsburgh favorite was the theme for the “Plymouth Midnight Ride” which featured train whistles and howling dogs. The station was known as “Double Double.” One evening the water tank on top of the hotel sprung a leak and we had several inches of water on the floor and in the wiring troughs. The electric typewriters presented a serious shock hazard.

After Ben Muros left, Double Double had several managers and format changes. Under John Gibs we went Country. Under Charles Warner the FM became WPEZ with a Rock format and a new staff, which included Bob Pittman, most recently of AOL Time Warner. During this period, the AM had a substantial news department which included Bob Kopler, John Eld and Nellie King. Diane Sutter, recently of Shooting Star, was a manager at one time.

I joined WQED in 1982 and found it refreshing because of the classical music as I was too old for Rock & Roll. Live concert recording was a challenge and not my strong point since I was basically a technician, mechanic. It was an honor to have met Fred Rogers and many notable classical musicians. The staff is totally dedicated to promoting the classical music and the arts in Pittsburgh.

I’ve enjoyed my career and can’t imagine doing anything else. As I once heard O’Brian and Gary once say, “I’m not qualified for over the road truck driving.”

# Convention Art Work

A BIG "Thank You!" goes to the Art Institute of Pittsburgh and Tim Kirby. It all started with a suggestion to inquire about the AIP Design Studio Program. To participate as a student, you have to be very talented and nominated by a teacher. To participate as a client, you also have to be accepted. It must be a worthwhile, nonprofit, local cause.

The Pittsburgh SBE Convention 2003 was accepted and the results speak for themselves. The posters, post cards, and the mailer you are about to receive were all done by Tim Kirby.



Tim was our artist from the AIP Design Studio Program. I found Tim to be friendly, thorough, on time and easy to work with. It's been a pleasure.

Tim Kirby graduates in December 2003 with a Bachelors Degree in Science and Graphics Design. You can email Tim at [tkirby3679@aol.com](mailto:tkirby3679@aol.com).



**OCTOBER 2nd, 2003**  
**Pittsburgh Expo Mart - Monroeville, PA**

**Over 100 Vendor Exhibits including:**  
Adobe, Alias, Discreet, Panasonic, Sony, JVC, Canon, Avid, Media 100, Pinnacle, and Edior!

**Learn more about:**  
Hi Definition, 24P, DVD, Optical Blue Laser Recording, Visual Effects & Compositing, Fiber Optic, 3D Animation, Non-Linear Editing, Automation, Transmission & Workflow, Fiber Channel Networking

**Guest Speakers:**  
Rick Sebak- Producer, Writer & Narrator of Public TV Documentaries  
Alex Lindsay- Visual Effects Artist formerly with Industrial Light & Magic  
Tom Ohanian- Inventor of digital media products, Emmy and Oscar winner

**Register Online at [www.broadcast.net/~sbe20](http://www.broadcast.net/~sbe20)**



**REGIONAL CONVENTION 2003**

**Technical Presentations: 9:00 am to 7:00 pm**  
**Exhibits: 11:00 am - 7:00 pm**

## DTV Seminar Photo Gallery



*Nick Paoli shows Danny Wilson of WNPB, Morgantown, how to find the entrance of the seminar.*



*Paul Mastorakis and Sam Zborowski man the registration table.*



*We snack among Mr. Rogers memorabilia.*