



# CHAPTER TWENTY NEWS

society of broadcast engineers  
pittsburgh chapter

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## Chairman's Corner

### What about Radio?

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Before you TV people change channels, let's talk about a couple of other things first:

#### Expo 2005

We had a very productive meeting on November 1st with our Professional Meeting Planner Joann Garvin, Chapter officers and some past Chapter and Convention Chairmen. We compared notes from personal discussions with vendors, presenters, and attendees, as well as the evaluation sheets. We talked about what was good about past shows, and what was not; and we talked about the pros and cons of various venues. A lot of great ideas came out of that meeting. Among them, we're going to be earnestly evaluating other venues which will better serve both vendor needs and attendees, and be more central to the region we serve. Nick Cap has agreed to serve as our direct representative at NAB 2005 and will be ferreting out additional quality vendors to participate in our regional expo.

We're going to be looking at things like appropriate ways of recognizing vendors for years of support, perks like door prizes, new concepts such as a breakfast or luncheon with a nationally recognized speaker, and maybe even bringing back the once-popular golf outing. And, perhaps most importantly, all agreed we will continue to use Creative Convention Services to pull it all together professionally. As they used to say on the radio, "stay tuned."

#### HDTV—Is It Soup Yet?

I recommend you read Bob Kovacs' editorial on page 6 of the October 20 issue of *TV Technology*. He's got a pretty good handle on the transition to HD from the consumer's perspective. For those of you who may not have that periodical, I'll give you the gist of it here and toss in some of my own observations.

Some of you may be old enough to remember the transition from B&W to "living color." Most people were well satisfied with their black and white sets and saw color as a bit frivolous, just to be able to watch the Rose Parade and the second half of *The Wizard of Oz*. Before long, there were color programs just about every Sunday night, but even with more network programming, color was still something of a novelty, mostly to be viewed in awe when visiting someone whose pockets were perhaps a little deeper. When did color become the norm

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## Next Meeting

### Will you be ready?

January will be here sooner than you think. Will you be ready for the latest PSIP requirements?

That will be the topic of discussion at our November meeting.

Mark Rushton of Triveni Digital will be talking on PSIP Compliance and the recent FCC Report and Order.

He will cover deadlines, PSIP, DTV ID's, simulcasting, closed captioning, V-Chip and even the NTSC TSID requirements of the newest rules.

Join us at Gaetano's on November 18 at noon for timely information and tasty food.

### *Next Meeting*

**Time:** *Thursday, November 18*

*12 noon*

*Come at 11:30*

*to shoot the breeze*

**Business:**

*Nominating Committee*

**Program:**

*The Latest on PSIP*

Mark Rushton

Triveni Digital

**Lunch fee \$7**

**Place:**

Gaetano's

1617 Banksville Rd.

Use the Rt. 19 South (Banksville Rd) exit  
when coming out of town.

Use the Greentree exit when coming in.

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rather than the exception? Perhaps the price of the sets had a lot to do with it, but whether cause or effect, consumers bought color TV's when what they watched every day, including local programming, became available in color. Seeing Disney characters in color was one thing, but seeing Bill Burns, Al McDowell, Paul Long, and the ever-colorful Bob Prince in one of his famous sports jackets, gave the local viewer ownership.

So, what's the point? Price may not be the barrier to HDTV that it once was, but there are still the psychological barriers, and one of those is comfort. To many, HDTV is still something foreign; something that only comes out of NY or LA. Local origination and local programming are going to go a long way toward getting the consumer to feel comfortable with HDTV. You, as an industry professional, can help turn the tide by helping to promote local origination and helping to educate. The season is right for it. If you happen to be among the lucky ones with a working HDTV set-up at home, perhaps you could help to educate by inviting some friends and neighbors over to watch a holiday special in HDTV, like maybe the Macy's Thanksgiving Day Parade, or the Rose Parade, or a bowl game. Even the reluctant don't mind being educated if it's also fun. In fact, one opportunity coming up that I know of happens to be a local origination event. The parade down Pittsburgh's 5th Avenue on the Saturday after Thanksgiving is going to be broadcast live in HDTV. There may also be other local events later in the holiday season. What better way to show people the future of television?

## Elections

Chapter, that is, not national. They're coming up shortly and a nominating committee will be appointed at the November meeting. Due to term limits, two offices that will be open are those of Treasurer and Vice Chairman. The Treasurer's duties are obvious, the Vice Chairman's job is to be sure we have a steady stream of presentations for our monthly meetings and the annual Broadcast Expo. (Probably the funnest job we've got!) Any volunteers? If so, speak up.

## Now, what about radio?

I thought you'd never ask. What's the future of radio? Is there still money to be made by transmitting words without pictures? Are people actually willing to pay money to receive programming by satellite that's too trashy for open broadcast? Is the norm going to be more like a subscription service, instead of driven by advertising. Is it all going to be 1's and 0's? All I have is questions, not answers. How 'bout somebody in radio writing a regular column to keep us TV people informed. And, while you're thinking about it, how 'bout giving us some ideas how to get more radio people involved in our Chapter 20 Expo 2005, both as exhibitors and as attendees. We're all ears.

## A Note From Bob Passaro



My wife Joan and I will be heading out for our retirement home near Las Vegas on Saturday, October 30.

Needless to say I will miss my many Chapter 20 friends, and that touches my heart deeply... But too, we are pursuing a lifelong dream to spend our later days in the beauty of the American Desert Southwest.

Living in a retirement community only 10 miles from The Fabulous Las Vegas Strip and airport also adds a great deal of excitement to the location we have chosen. In addition, we have chosen a place to where many of our fellow SBE'ers migrate once a year for the NAB convention... I look forward to that opportunity to be reunited with my Chapter 20 friends.

I have truly enjoyed my participation in our Chapter activities for the past several years, and I thank each and every member for her/his warmth, friendliness and conviviality. Pittsburgh will always be my home town.



*For the first time ever we had cake with our ice cream at an SBE meeting. It was in honor of Steve Zelinko's birthday.*



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