



CHAPTER TWENTY NEWS

society of broadcast engineers
pittsburgh chapter

February 2006

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Last Meeting

Chapter 20's January meeting was held at Gaetano's on the 19th. There was discussion about the past expo and plans for next year. Annette Parks-Taylor introduced the speaker and talked about upcoming meetings.

Ben Perez, Senior Consultant and Founder of Abacus Communications Company in Washington, DC, a legal and engineering firm specializing in FCC applications for broadcast and other radio services, was our speaker.

In the radio area Ben covered the recent completed rule makings about the FM allotment process and the completed and continuing bidding process for "Mutually Exclusive" FM applications. He also said LPFM applications filed several years back are continuing to be processed.

In the TV area Ben talked about the recent completion of Second Round channel elections for the end of analog transmissions. One hundred full power stations still have to be awarded an in-core channel. This is expected to be completed by May of 2007 at which time a final table of allotments will be drawn up. The Congress has legislated the final turn off of analog television as February 17, 2009. The FCC will decide this year what to do with the transition "give back channels. "The FCC has adopted LPTV digital rules and has begun accepting LPTV Flash cuts to digital. Thirty stations have done it already. He said there would soon be a "Companion Channel" application window for LPTV (announced since the meeting as May 1 through May 12). Maximization applications for full power digital stations have been cut off and currently there is a freeze while the channel election process continues.



Ben Perez, Senior Consultant and Founder of Abacus Communications Company in Washington, DC, at our January meeting.

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Next Meeting(s)

February

This month on February 16, David Hopson from Harris Corp. will be talking about an all-in-one solution for encoding and delivering signals to the transmitter. It is really advanced technology incorporated in the Harris NetVx product.

Noon at Gaetano's.

March

David Russin, MassTech

Disaster Recovery/Preparedness:

Procedures, Policies, and Equipment

7 p.m. at Gaetano's.

If there are any topics you'd like to have discussed at a meeting, or if you know of a great presentation we just have to have, email Annette at Annette.Parks-Taylor@cox.com.

Next Meeting

Thursday, February 16

Lunch at noon -

come early & shoot the breeze

Net VX : A New Paradigm in Networking and Encoding/ Decoding Equipment

David Hopson
Harris Corp.

Gaetano's @ 1617 Banksville Road
Use Rte. 19 South (Banksville Rd.) Exit
when coming out of town.
Use the Greentree Exit when coming in.

Lunch fee \$7



Chairman's Corner

John J. Humphrey, CPBE
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If you saw the January newsletter, you know my agenda for 2006 is to increase participation by the membership. Continuing that agenda, I have decided to switch the monthly meetings from lunch to dinner for the remainder of the year, starting in March. We will see how this works and if this new time allows more members to attend the monthly meetings. I had comments that the luncheon meeting could take more than 2 hours out of the business day. Many of us can't afford this much time. I am optimistic this evening time will allow more members to attend. The February meeting is still at the regular lunchtime.

We will continue to hold the meetings at Gaetano's Restaurant on Banksville Rd., as usual. We may switch locations if the feedback indicates the need. Annette will be able to switch the meeting presenters to the evening, as well. The time has been set at 7:00 PM. Early enough for a dinner meeting, but late enough for people involved in the evening news.

Here's a typical sample of the evening menu offered by Gaetano's. This is a really good deal with the SBE chapter supporting the cost at only \$10.00

2 Entrees:	Roasted Chicken Chicken Marsala Roast Beef	Meatballs Sausage Ham
2 Sides:	Pasta Marinara Pasta Aglio	Rice Potato
1 Vegetable	Green beans Mixed Vegetables	Corn Peas
Tossed table salad		
Soft drinks/Coffee		
Ice Cream		

I hope this makes you hungry and I hope you will take the time and make the effort to come to the meeting. It's an opportunity to talk to your peers in the industry about common problems, issues and solutions. It's always interesting to learn new things from our monthly presenters. You never know what new information and benefits you will take away from the presentations.

This month's presenter is David Hopson from Harris Corp. He will be talking about an all-in-one solution for encoding and delivering signals to the transmitter. It is really advanced technology incorporated in the Harris NetVx product. WQED will be sending DTV multicast channels from their new digital Master Control to the transmitter site via NetVx.

All of this... and a good meal, too? It sounds like a "no-brainer" to me!

I hope to see you this month on the 16th and many more of you at the first evening meeting of 2006 on March 16th.



John Humphrey leads the January Chapter 20 meeting, the first meeting since his election as chairman in December.



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Another SCTE Opportunity

The Penn-Ohio Chapter of the Society of Cable Telecommunications Engineers is having a Table-Top Vendor Day and Cable Games Competition, March 23, 2005, at the Comcast Technical Center, 1530 Chartiers Avenue in Pittsburgh, PA.

SBE members are welcome to attend free of charge including a free lunch. You can come for the cable games and watch the cable techs compete in their various skills, or just come for the vendor displays and lunch from 10 to 2.

The schedule will be as follows:

Starting 8:00 AM

Cable Games

(Conference room in Tech Center)

9:30AM

Vendor Set Up

10:00 AM – 2:00 PM

Table Top Exhibits

1:30 PM

Door Prize Drawings (must be present to win)

2:00 PM - 4:00 PM

BCTE Testing

Available With Advanced Request

Vendors are invited to participate and should call Roger Hughes at Armstrong Group for costs. 724-283-0925 x224

This would be a good opportunity for broadcasters to see test equipment, tools, cables, etc., that we use in our business that may have application in yours. Last year we had 65 different vendors with table-top displays.



The XXth Winter Olympic Games from Torino, Italy III

Nick Cap
Freelance TV Engineer
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Well, the final few days before opening ceremonies is close at hand here in Torino, Italy, and there are many of the worlds best engineers busy getting the final touches together for the 20th Olympic games. Luckily, there were a couple of nice snow storms here in Torino the last week of January, so the mountain ski shows will go on with out a problem.

The curling venue is the one where the production team is at CNBC in New Jersey to control four video streams via IP control down a DS3 path. They will view the monitor multiview panel that is located at the venue in Torino, Italy. Curling is a sport that is well received in Canada, and was a sport that the U.S.A. audience loved during the Salt Lake City Olympics in 2000.

As far as the other venues here in Torino, we have seven venues that will be working from standard "OB" ("outside broadcast" or mobile unit) vans that are based in Europe. We also have three large HD flypack systems for some venues, and two SD flypack systems for a couple of venues. All venues are in PAL 625, then sent to the IBC (International Broadcast Center) where NBC will switch to the different venues, then convert to NTSC 525 for distribution back to the USA.

Enjoy watching opening night ceremonies on Feb. 10th, 2006



Above: The monitors in the main master control of NBC Olympics in Torino. They show what is going on the air back in New York as well as the main East coast and West coast feeds of the NBC network.

Right: The ski jump venue in Torino.



Is Your Resume Recruiter-Friendly?

If you are in the middle of a job search, recruiters can be either your friend—or your foe. They have the power to keep you out of the hiring process or to introduce you to corporate hiring decision makers. The quality of your resume plays a key role in determining how recruiters will treat you in the job market. It pays to make sure your resume is recruiter friendly.

There are three elements to a recruiter-friendly resume:

- Focus
- Core competencies or transferable skills
- Accomplishments

If your resume lacks any of these crucial elements, then you are probably not capturing the attention you deserve, and you are missing out on important interview opportunities.

1. Focus

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the reader will take the time to search through your resume for clues. Most recruiters consider "Career Objective" statements worthless if they contain no real information about the specific position you are looking for and the industry expertise you offer. The best objective statements are concise and to the point.

2. Core competencies or transferable skills

Once a recruiter understands your focus, he/she will want to know if you have the required core competencies or transferable skills to accomplish the job. A thorough research of employer job descriptions will help you identify the core competencies your resume must feature.

You'll capture and hold recruiter attention by including only those core competencies relating specifically to your focus. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

3. Accomplishments

Once your resume has made it through the initial screening for focus and skills, the recruiter will want to know how you stack up against other candidates. Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition.

Whether the recruiter works for one corporation or represents many corporate clients as a third-party recruiting consultant, he or she must be able to give valid reasons for promoting you as a viable candidate.

You can make their job infinitely easier by including the information they need — and bring your resume to the top of the candidate pile. When your resume sells itself, you gain advantage points, and make the recruiter look good as well.

For optimum impact, write accomplishments that illustrate the strength of your core competencies, transferable skills and focus. An accomplishment is only valuable to your resume if it promotes the skills your target employers are looking for. Remember the rule of relevancy as you craft each of your accomplishment statements.

In today's extremely competitive job market, employers rely heavily on recruiters to screen out all but the top few applicants. With a recruiter-friendly resume you'll beat out your competition as the employer's first choice to interview.

Deborah Walker, CCMC
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John Humphrey, Annette Parks-Taylor, Paul Mastorakis, Bob Jordan, and Joanne Garvin discuss the annual expo.