



CHAPTER TWENTY NEWS

society of broadcast engineers
pittsburgh chapter

November 2006

Volume 14 Number 8

EXPO 2006



Chairman's Corner

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The annual SBE Expo is now in the history books.

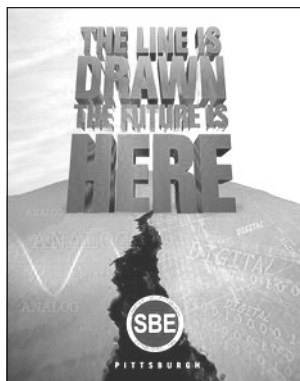
The Expo is the biggest single event of the SBE year, and this year the Expo was a big success. We had more than 65 vendors at this year's show. That's 40% more than the last several years. We had a good, but not great attendance. The quantity may not have been greater than past years, but I felt the quality was better than in the past couple of years. We even had stations from Columbus and Cleveland at the Expo.

Our mailing list needs a lot of work from the SBE members. It's outdated and inaccurate. I didn't realize it until we started the follow up calls after the flyers went out. We can't get people to the Expo that we don't reach.

The vendor's reaction to the Expo and the location varied widely.

We want to consider all possibilities for next year's show. Maybe the most

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Next Meeting

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Our SBE meeting for November will be held on Thursday, November 16, 2006 at 7:00 p.m. at Panera Bread at the Sennott Square Building, 3800 Forbes Avenue, Pittsburgh, PA 15213, and (412) 683-3727. A presentation on Asset Management and Digital Archiving in a Tapeless Environment will be conducted by Alan DeVaney, President, and Founder of Crispin Automation Corporation.

As stations migrate towards a tapeless news environment, they soon discover the need for Digital Asset Management to store their content at the end of the day. This session will explore the

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Next Meeting

Thursday, November 16

7:00 P.M. (SEE NOTE BELOW)

Come early and shoot the breeze

Asset Management & Digital Archiving in a Tapeless Environment

Alan DeVaney
Crispin Automation Corporation

Dinner at Menu Prices

(Come between 6:30 & 7, and
SBE will buy your dinner)

Location: Panera Bread

Sennott Square Building
3800 Forbes Avenue
Oakland @ the Pitt Campus
(412) 683-3727

Chairman's Corner

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important aspect of the Expo was that we made a ton of money. We actually lost money last year. I think that was a first (and hopefully, the last). This year, we made over \$18,000.00. And that was after hourly door prizes, free breakfast and reception with drinks. All the money comes from the vendors and sponsors.

Thanks to Annette Parks for her great job of getting the sponsors for the Expo. Grass Valley, Sony, Axcera and Miller put in cash. Miranda and Omneon did the IT workshop, Ross Video donated the lanyards and AVEC provided the Garmin GPS.

Thanks also to Dave Kasperek and Paul Byers for their help in planning the Expo. Glenn Romsos and John Luff did a great job setting up and working the SBE booth.

Finally, I want to thank the SBE members who made calls and helped get the attendance up.

So what are we going to do with all that money? I don't know, but it's a good problem to have.

We are planning several workshops on AES audio, HD production and more IT workshops. The first workshop will be mid-late January 2007.

HD Basics and Beyond: A Primer for Video Professionals

Hosted at WQED

Speaker: Mike Richardson

Director of Product Technologies

Harris, Broadcast Communications Division

Videotek Test and Measurement

Here are the priorities for the SBE nationally and our local chapter, as I see them:

MARKETING: The most widely understood issue is that broadcast engineers and the Society specifically can do a better job in marketing themselves.

MORE INCLUSIVE: While it's hard to be all things to all people... we need to attract more production, audio, radio, cable and IT professionals to our SBE.

WEB SITES: The National SBE is planning on helping chapters construct their own web sites that will support and improve the SBE brand throughout the industry. This may be something the Expo profit can pay for.

NEW (younger) MEMBERS: SBE is also beginning to draft an independent study course outline for schools to use for a broadcast engineering curriculum.

KNOWLEDGE: We need much more IT knowledge; it's clearly the

future for broadcast engineers and broadcasters. It is our plan to focus on IT for our monthly speakers, Expo presentations and workshops during the year. If you already know all there is to know about IT, help share it!

We are moving to new and "fresh" locations for our monthly evening meetings. Most will be at various Panera's meeting rooms. The meeting rooms are free with purchased meals from the SBE members. We have already started moving to these new Panera locations around the city. If you have a new meeting location idea, let me know. I am really looking forward to seeing all of you after the Expo show. I want to see a better attendance at our monthly dinner meetings. Remember, 7:00 p.m. Thursday, November 16th at Panera Bread at the Sennott Square Building, 3800 Forbes Ave. in Oakland. (412-683-3727). The speaker is Alan DeVaney, Crispin Automation Corp. presenting on Asset Management and Digital Archiving in a Tapeless Environment.

Next Meeting

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workflow requirements of broadcast facilities with regards to archiving video assets. A brief analysis of how film and tape is archived will set the stage for examining the requirements of a Digital Asset Management system (also referred to as a Video Archive.) Topics will include how to create metadata to enable searches, compatibility of systems, as well as different storage options available today. There will also be a cost/performance analysis of available storage media such as DVD RAM, DAT, Blu-ray and RAID.

Approximate length of presentation in minutes: 45-60 minutes including Q&A



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Where's It At?

(The next meeting, that is...)

Chapter 20 has an inside contact in this month's meeting location. Bob Hoffman reports that Panera Bread is in the building called Sennott Square which used to be called MPAC while it was being designed and built but was renamed to Sennott Square shortly after it opened (summer 2002).

Panera Bread occupies part of the first floor of our building, which is directly across the street from the old Kings Court theater and diagonally opposite from the Original Hot Dog Shoppe (the "Dirty O").

There is a parking garage underneath the building and the driveway is off Sennott Street. Entrances to Panera are off the elevator lobby on South Bouquet Street or off the sidewalk on Forbes Avenue.

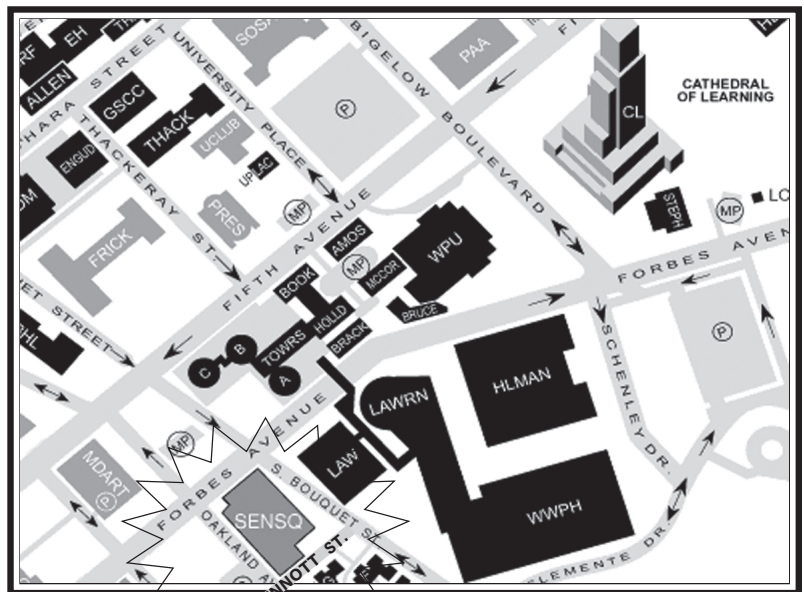
The picture is taken looking southwest from the Original Hot Dog Shop. On the right-hand side of the picture, you'll see a column of windows that starts on the second floor and continues up through the fourth floor. Panera's main entrance is directly below that column of glass, i.e. right about the middle of the Forbes Avenue side of the building.

The similar column of windows that you see on the left side of the picture are directly above the building's main entrance. If you go in there, you'll pass through the elevator lobby and then enter Panera from that side. If people park in the building's garage, the garage elevator will bring them up into this lobby.

See www.cs.pitt.edu/about/directions.php for further directions.



The site of our next meeting, Panera Bread at the Sennott Square Building, 3800 Forbes Avenue in Pittsburgh..



SENSQ means Sennott Square.

Entrance to parking garage is on Sennott Street.



Musings of a Consultant

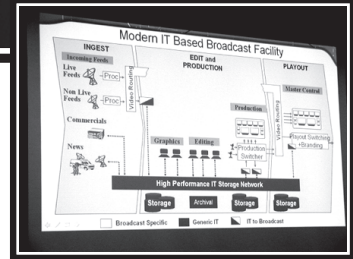
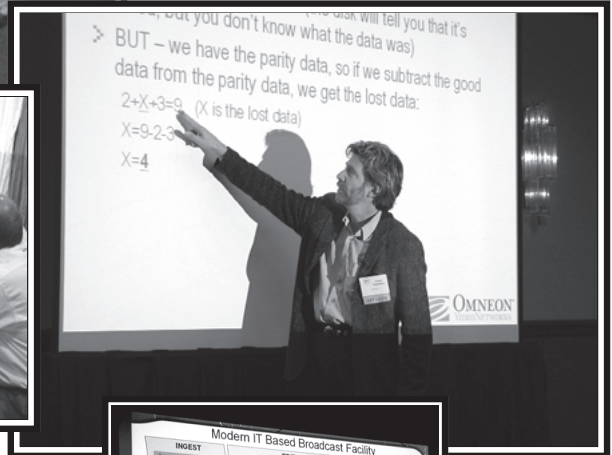
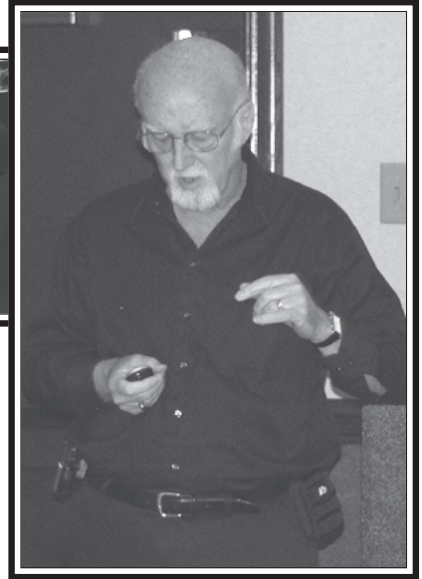
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Think of a television screen. We all know the aspect ratio (4:3, or maybe 16:9, 1.33:1 and 1.78:1). Conversion is pretty simple. But wait, modern television comes in aspect ratios from 1.6:1 to .67:1. I know, they are all at arm's length as I write. My computer screen is just slightly off of 4:3, my Palm Pilot can show video in portrait (.67) or landscape (1.48), and my cell phone is .48. When considering the re-use of media, broadcasters need to think carefully about who will consume the content and how to present it. As many in this area are aware, Modeo in Canonsburg is nearing a commercial roll out to mobile devices which will eventually be nationwide.

Interestingly, the aspect ratio issue affords providers an opportunity to deliver narrowcast advertising in the margins of the screen which might make more profit than the commitment to the actual content.

As delivery providers seek closer connections to local content which will have more value, it is not hard to see how broadcasters have a new market they need to explore, exploit, and experiment in. Local is critically important to users, especially the critical 18-25 demographics. Think large by thinking small!

EXPO 2006



The Job Search: Getting Beyond the Screener and Into the Interview

I had an interesting conversation a while back with a hiring manager who made a comment about the surprising number of resumes she gets from people seemingly overqualified or from unrelated industries. Most of the resumes she tosses aside with disinterest.

I share her comments in case you fit the profile of candidate she mentioned. If so, there are steps to take to make certain your resume is seriously considered when applying for position outside your industry or for which you are overqualified.

1. Address the issue in your cover letter. State clearly your interest in changing industries. Express your knowledge of the industry and its challenges. Point out how your background experiences make you a great candidate. If you are seemingly overqualified, demonstrate your value: better perspective, more patient, and extensive industry knowledge.

2. If transitioning to a new industry, focus your resume on your transferable skills rather than routine responsibilities. Back up your transferable skills with illustrative accomplishments. Translate industry-specific jargon into general terminology. Give less "white space" to company names if they are commonly connected with your industry. White space is just what it sounds like: white area around words. Words or phrases surrounded by white space stand out and attract the eye.

3. If over qualified, downplay your managerial responsibilities and highlight your hands-on activities and contributions. Give less "white space" to your job title. Don't quantify information such as number of employees managed, amount of budget overseen, etc.

Many job seekers feel that if they can just get the interview they can sell the interviewer on their qualifications. That may be so, but without a convincing cover letter and resume, the interview won't happen. If you feel you're being screened out unjustly, try these suggestions and see if you don't get better results.

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Call for FREE resume critique