



CHAPTER TWENTY NEWS

society of broadcast engineers
pittsburgh chapter

March 2007

Volume 15 Number 3



Tower cam shot of WPXI's new 72,000 sq. ft. facility located on the corner of Evergreen and Ivory roads. They plan to relocate in September of 2007. The tower and transmitter will remain at their current location.



Next Meeting

Annette Parks
Director of Engineering
WPXI-TV11
aparkstaylor@wpxi.com

John Poray, Executive director of the SBE, will attend our March meeting and update us on the National SBE convention which will be held in conjunction with our annual Equipment Expo again this year.

Alan DeVaney of Crispin Corporation will talk on "Which Digital Asset Management Solution is Right for You?" 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 workflow requirements of broadcast facilities with regards to archiving video assets.

Continued on page 4



Last Meeting

Henry Lassige, Jr.
KDKA-TV2
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Our February 15th meeting was held at WPXI-TV. Eleven people attended the meeting. Annette Parks both hosted and presided over the meeting.

The following issues were discussed at the meeting:

- SBE20.org has been reserved for our new web address. Work continues on building a new site.
- Bob Hoffman is making progress on updating our database.
- No decision has been reached on whether to choose one new meeting location, or to continue to rotate locations. The survey was fairly evenly split.
- We have made the down payment to the Expo Mart to reserve space for the 2007 Expo.
- We once again discussed the possibility of making a donation to the Ennes scholarship. One idea brought forth was to make the donation at the Expo since we are hosting the national this year.

Cont. on p. 2

Next Meeting

Thursday, March 15

7:00 P.M.

Come at 6:30 for an IT discussion on
"What Should Be On the Network"

Presentation:

Digital Asset Management

by Alan DeVaney
Crispin Corporation

Special Guest:

John Poray

SBE Executive Director

Free Dinner

Location: WQED Multimedia
4802 Fifth Ave.
Pittsburgh



Chairman's Corner

John J. Humphrey, CPBE
Azcar
john.humphrey@azcar.com



As you know, the National SBE has selected Pittsburgh, Chapter 20, as the location for the 2007 SBE National meeting. We are going to have a big show this year. We are going to need more help, too!

The date for the 2007 Expo is October 10th and 11th. The 10th is the National SBE meeting and set up. It is also the first day of exhibits. Wednesday evening from 5 P.M. until 8 P.M. exhibits will open with a reception afterwards. The 11th is the normal full day of Expo exhibits and technical presentations at the Expo Mart in Monroeville from 8 A.M. until 5 P.M. John Poray from the National SBE

John Poray from the National SBE will be discussing the National meeting plans...

will be discussing the national meeting plans at our next meeting. Joanne and I have a meeting earlier in the day with John to set the schedule and details for the National meeting and Expo.

The web site looks and works much better thanks to Stephen Zelenko, Gary Stewart and Bob Hoffman. Our new address is www.SBE20.org.

*Our new address is
www.SBE20.org*

Part of the web site upgrade is our mailing database for the Expo. We need to put a committee together to work through the incorrect database. Bob Hoffman

has offered to develop a good database for the Expo. We will also put it on the web (password protected) so we can all see it.

I had hoped we could standardize on meeting times and locations for 2007 but we had inconclusive results from our survey. Therefore, we will continue to move the meeting locations around Pittsburgh.

The 2006 Expo's financial success has allowed us to pay for all the meals at our monthly meetings since the show. I am pleased to see a good turnout of members and non-members at the monthly meetings in December and January. It looks like free meals has worked and we will continue to do so. Please invite industry people to our

monthly meetings; these are the future members of the SBE. I hope we will see some of those non-members join this year. Until further notice, the monthly meeting dinners will continue to be paid by the Chapter and there is no cost to members and non-members.

I attended the kick off of the new AZCAR Training division for Sprint/Nextel BAS relocation at WPGH last Saturday. This is a real feather in the cap of Pittsburgh and AZCAR to have this high-visibility project located here. AZCAR will provide over 3,000 digital microwave training sessions to TV stations over the next two years.

I am always open to any suggestions to make the Chapter work better for its members. I would like to hear your opinion about any subject by phone (724) 873-0800 or by e-mail to: john.humphrey@azcar.com.

... the monthly meeting dinners will continue to be paid by the Chapter

Last Meeting cont. from p.1

The program was presented by OBOR Digital's John Duffy. He talked about their centralized technology management system called Zeus. Zeus includes asset management, inventory and a help desk. It is also capable of keeping track of software license keys, service agreements and repair histories.



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Musings of a Consultant

John Luff
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It is interesting that our next meeting is about asset management and tapeless environments.

This year the cost of disk storage fell below the cost of digital video tape. A DV tape, now about \$10, holds an hour. An hour of disk storage at 50 Mb/second (clearly sufficient for HD content) costs \$7.88, according to Screen Digest. Next year the cost is expected to fall to under \$5.00. SD cards with 8 GB are now commonly available for under \$200. This helps explain Panasonic's recent announcement of a doubling of record capacity in P2 cameras.

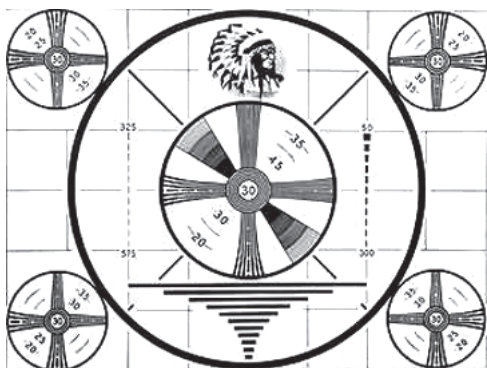
Disk cost by 2012 is expected to be less than 10% of today's numbers. A PVR which today holds 200 hours might hold 4000 hours by then.

Even with this news, the ultimate death of tape is, however, still a long ways off.

Spinning disk has a finite MTBF. Unless one designs an archive in which the disks spin only when content is being transferred, it is obvious that disk has a disadvantage over tape, which lasts decades without being moved.

But the most critical fact is that the quantity of storage needed to hold the current totality of media stored on video tape would consume enormous amounts of space, power, and transfer time.

New content will increasingly be committed only to disk, but existing libraries will exist on rusty iron for a long time.



Is Your Resume Recruiter Friendly?

Deborah Walker, CCMC
Career Coach ~ Resume Writer

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

Cont. on p. 4



FCC

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2007 PENNSYLVANIA EAS NETWORK REQUIRED MONTHLY TESTS

MONTH / DAY	TIME	METHODOLOGY
JANUARY 18 THU	9:05 A.M.	DAY, EMnet
FEBRUARY 15 THU	4:55 A.M.	NIGHT, EMnet
MARCH 15 THU	9:15 A.M.	DAY, SAT-2 Truck EMnet
APRIL 19 THU	12:35 A.M.	NIGHT, EMnet
MAY 17 THU	10:05 A.M.	DAY, SAT-3 Truck EMnet
JUNE 21 THU	4:50 A.M.	NIGHT, EMnet
JULY 19 THU	10:15 A.M.	DAY, EMnet
AUGUST 16 THU	12:45 A.M.	NIGHT, Backup EMnet
SEPTEMBER 20 THU	11:05 A.M.	DAY, EMnet
OCTOBER 18 THU	4:25 A.M.	NIGHT, PPTN BACK UP
NOVEMBER 15 THU	11:25 A.M.	DAY, EMnet
DECEMBER 13 THU	4:45 A.M.	NIGHT, EMnet

Any questions regarding EAS tests should be forwarded to:

Matt Lightner

Pennsylvania Association of Broadcasters Engineering

Email: Matt@LightnerElectronics.com

Emnet: PA.008

Phone: 814-239-8323

Is Your Resume Recruiter Friendly?

cont. from p.3

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.

Read more articles and see resume samples at

www.AlphaAdvantage.com

Deb@AlphaAdvantage.com

Next Meeting

Continued from p. 1

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.

The March meeting will be held at WQED, 4802 Fifth Ave, in the Oakland section of Pittsburgh. Parking is available under the building by using the right side driveway. Walk up the steps to the rear door and a security guard will direct you to the meeting room on the second floor. Driving directions from all areas are on our web site.

Directions to WQED are available on the Chapter 20 web site.

The March meeting will be held at WQED, 4802 Fifth Ave, in the Oakland section of Pittsburgh.