



The Society of Broadcast Engineers

Fox Valley Wisconsin SBE Chapter 80

PO Box 1519 Appleton, WI 54912-1519

January 2023

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Our website sbe80.org

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The next Chapter 80 meeting is **5:30 PM** Tuesday, January 17th at the Out O Town Club. No Zoom meeting for our holiday party. It's time to have fun!

Chairman's Corner

Back in November, the chapter decided to postpone the Christmas/Holiday Party to January in the hopes that the busy Christmas season wouldn't get in the way of your ability to attend the party.

Next Tuesday is our next meeting. It will still be at the Out O' Town Club, but the time has changed. We are having drinks at 5:30 and dinner at 6:30. At this point, we do not have a program for the evening so it may just be a good chance to chat and catch up. (Plus show our spouses we can act somewhat civilized. Hehe!)

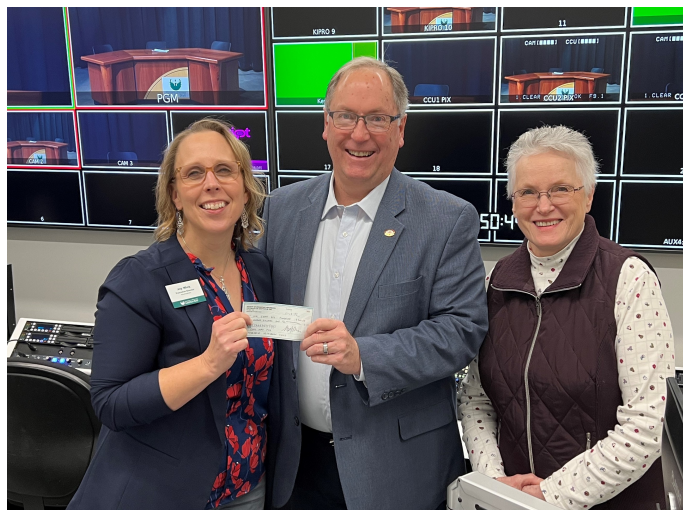
Hope to see you there.

Marty Jury
Chapter 80 Chairman

Chapter 80 donation to the Gary Mach Excellence in Media Fund

On December 8th a check in the amount of \$500.00, on behalf of SBE Chapter 80, was presented to the University of Wisconsin-Green Bay Advancement Office in support of the Gary Mach Excellence in Media Fund. Joy Wick, Executive Director of Advancement, UWGB, received the check presented by Bill Hubbard and Eileen Mach (wife of the late Gary Mach).

Also attached at the end of this newsletter is a document from UWGB that offers further information about the fund, including a link to where individuals may submit contributions.



Upcoming Webinars

Real Time Media in a Cloud Native World

Thursday, January 19, 2023 | 2 pm ET/1 pm CT

Instructor: Chris Lapp, CBT, Technical Solutions Architect, Media & Entertainment

With the push for broadcasters to move everything to the Cloud, everyone seems to have some kind of workflows moving there. But what does cloud really mean? Let's take a look at the different types of cloud, application types in cloud, and solutions, or lack of, for real-time media to get an understanding of the cloud ecosystem, and how it affects broadcast.

Testing, Measurement and Monitoring for ATSC 3.0 Broadcasting Systems

Thursday, February 16, 2023 | 2 pm ET/1 pm CT

Instructors: John B. Casey, CTO & Co-Founder, Airwavz.tv and Jay Adrick, Consultant, Cavell, Mertz & Associates, Inc.

This presentation will focus on the testing, measurement and monitoring of ATSC 3.0 broadcast systems. It will provide a brief overview of the IP and RF signal parameters and discuss the "When, Where and How" of testing, measurement and monitoring of signal elements. These elements must be measured and monitored to ensure standards compliance and interoperability with downstream transmission and receiving devices. Hardware and software-based devices and systems used to test, measure and monitor the signals will be discussed. A live demonstration of the measurement and monitoring of actual "on air" ATSC 3.0 transmission systems with currently available software-based products will be included.

January SBE WEBxtra to Discuss the Connected Dashboard

The January SBE WEBxtra brings Jeff Detweiler of Xperi to talk about radio and the connected automobile dashboard. Surveys show consumers view the car as their third space, after home and work, to engage with media as a place to escape and relax. SBE Social Networking Committee Chair Kevin Trueblood, CBRE, CBNT, will lead the discussion on Jan. 17 at 2:30 pm ET/1:30 p, CT.

(Note the change from our usual monthly presentation day because of Martin Luther King Jr. Day.)

2023 SBE Leadership Development Course

The SBE has presented the **SBE Leadership Development Course** since 1997, with its roots going back to 1965. Designed specifically for broadcast engineers who have or aspire to have management responsibilities, the SBE offers the course in cooperation with instructor Dr. Abram Walton, the Founder of Ivory Bridge Group, a management consulting and training firm. The course helps technically adept people develop their abilities in leadership, supervisory and management skills. The course is equally beneficial for those who are already in management and for those without prior management or supervisory experience.

The [three-day event](#) will be held August 2-4, 2023, in Atlanta. The course challenges you to refine your leadership skills as you better understand and improve how you interact with others. Bring a team and share the experience of this highly interactive event. Come, enjoy, learn and have some fun growing as a leader in the process. [Registration](#) includes all course materials, three days of instruction, the Leadership Development Webinar Series of three webinars, a certificate of completion, light breakfast items and classroom beverages.



Dr. Abram Walton is the founder of Ivory Bridge Group, a full-tenured professor of management at Florida Tech, specializing in management and innovation, serves as a U.S. Delegate for ISO 56000 on innovation management system standards, and has been actively researching in the fields of innovation management, business analytics, and product lifecycle management for the past 20 years.

[Registration for the course is now open.](#) Make your plans to attend the SBE Leadership Development Course right now.

CHAPTER 80 ELECTED AND APPOINTED OFFICERS

Chairman	Marty Jury	Relevant Radio	920-265-2684	starboardmarty@yahoo.com
Vice Chairman	Matt Converse	Results Radio	715-623-4124	converse.matt@gmail.com
Imm Past Chair	Bill Hubbard	Retired	920-619-9651	bhubbardgb@gmail.com
Secretary	Eric Papenfuss	WPR	608-406-4252	eric.papenfuss@wpr.org
Treasurer	Steve Brown	WHBY WAPL WKSZ WZOR	920-733-6639	sbrown@wcinet.com
Program Chairman	John Pfankuch	Heartland Video Systems	920-893-4204	jpfankuch@hvs-inc.com
Membership Chairman	Dave Duca	WOCO	920-883-7474	acrodrome@gmail.com
Sustaining Membership	Stu Muck	Muck Broadcast services	920-960-0045	MBSFDL@yahoo.com
Frequency Coord. < 2 GHz	Tim Laes	WGEE WIXX WNCY WROE	920-435-3771	tlaes@new.rr.com
Frequency Coord. > 2 GHz	Bill Hubbard	Retired	920-619-9651	bhubbardgb@gmail.com
Newsletter Editor	Mark Friedman	Retired	920-427-9017	m48dat@yahoo.com
Certification Chairman	Jim Sams	Retired	920-822-5951	jsams@netnet.net
Chapter 80 Webmaster	Mike Steele	WHBY	920-831-5605	msteele@wcinet.com
EAS Coordinator	Steve Konopka	Broadcast Field Services	920-788-7435	flashgun99@yahoo.com

Support the companies that support Chapter 80!

SBE Sustaining Members would like your business! Please consider them first when making purchasing decisions.



Steve Brown, CPBE, CBNT
Director of Broadcast Engineering
W9APL Amateur Call Sign

Direct 920.831.5659
Fax 920.739.0494 • sbrown@wcinet.com
PO Box 1519 • Appleton, WI 54912-1519






EVANS ENGINEERING SOLUTIONS
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Ben Evans
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Kelly Radandt
General Manager

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Gary Mach Excellence in Media Fund

The Gary Mach Excellence in Media Fund is inspired by Gary's achievements in broadcast engineering as he served several media organizations, businesses, charitable organizations, and most of all, UW-Green Bay and public broadcasting in Wisconsin. Through Gary's work in television production at the then fledgling Green Bay campus, he created opportunities to learn and grow for generations of broadcast engineers.

Professional

development was always a high priority for Gary and the people who worked alongside him. This fund seeks to continue Gary's legacy on the campuses of UW-Green Bay by supporting facilities, creating opportunities, and offering financial support for students who aspire to professional careers in media. Harvey Arnold '75 provided seed funding and seeks alumni and media advocates to celebrate Gary's legacy with additional contributions.

The goal is to build the fund balance to a minimum of \$25,000 so that as an endowed fund it can annually provide a student with a \$1,200 scholarship. Any additional dollars will be used for additional scholarships and projects or equipment for media programming. Each year, the University may appeal to alumni and friends for contributions to the Gary Mach Excellence in Media Fund to add to the cash dollars available for more scholarships and other media needs.

To support the Gary Mach Excellence in Media Fund by mail, send checks to: UW-Green Bay Foundation (write Gary Mach Fund in memo line)

2420 Nicolet Drive Green
Bay, WI 54311

[Donations can also be made online](#)

[\(https://host.nxt.blackbaud.com/donor-form?svcid=renxt&formId=dbabb748-d00f-4f2d-be2c-1f258fbe0c2&envid=p-cUM3yBC0Hk-m726lPe553g&zone=usa\)](https://host.nxt.blackbaud.com/donor-form?svcid=renxt&formId=dbabb748-d00f-4f2d-be2c-1f258fbe0c2&envid=p-cUM3yBC0Hk-m726lPe553g&zone=usa)

Questions? Contact the UW-Green Bay Foundation, 920-465-2074 or foundation@uwgb.edu.

GREEN BAY | MARINETTE | MANITOWO C | SHEBOY GAN

[2420 Nicolet Drive, CL 805 Green Bay, WI 54311](#) ☎ [920-465-2074](tel:920-465-2074) 🌐 www.uwgb.edu/foundation