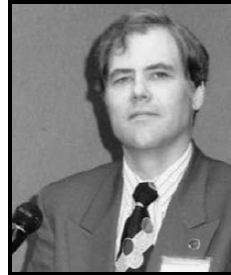




Baun Awarded SBE Lifetime Achievement Award



(Terry Baun, Director of Engineering & Operations for the Wisconsin Educational Communications Board, WBA Hall of Famer, and former WBA ABIP Inspector, was awarded the esteemed SBE Lifetime Achievement Award at the SBE's Annual Membership Meeting on April 13 during NAB. Below are the remarks of SBE President Vinny Lopez, CEV CBNT, which were read during the presentation of the award. Congratulations, Terry!)

Throughout its 46 year history, the Society of Broadcast Engineers has had many members who have made important contributions to the Society and the broadcast industry; members who have achieved at a high level. There are many examples of that in this room today. Perhaps there is nothing more gratifying in one's professional life than to be recognized for a career of achievement and contributions by one's own peers.

Over the years, the SBE has recognized just eight individuals with the SBE Lifetime Achievement Award. A member is nominated without his or her knowledge. The SBE Board of Directors considers the nomination and, if approved, the result is kept confidential until the presentation is made to the recipient. Though the eligibility requirements for this award have changed somewhat over time, its purpose has not, which is to recognize outstanding contributions and achievements by an individual throughout his or her professional lifetime.

Today, we are honored to announce and present the SBE Lifetime Achievement Award to a 34-year member of the Society. Someone many of you know. Terrence M. Baun is the Director of Engineering & Operations for the Wisconsin Educational Communications Board. Terry began his broadcasting career in 1967 at Milwaukee's classical music station, WFMR-FM. After ten years there, he began a series of moves into corporate engineering, while also forming his own consulting firm, Criterion Broadcast Services, in Milwaukee. Through the years, he has worked for Sudbrink Broadcasting, Multimedia Broadcasting and Cumulus Broadcasting. In his current role with the Wisconsin Educational Communications Board, he oversees the engineering and operations of the delivery system for Wisconsin Public Radio & Television throughout the state of Wisconsin.

Terry's activity in the Society of Broadcast Engineers began in 1976 when he first joined the Society and became involved in Chapter 28 of Milwaukee, serving in several leadership capacities. Later in his career, while living in Indiana, he served as Certification Committee chair for Chapter 25 in Indianapolis.

Terry's contributions to SBE at the national level have been many and significant. He was first elected to the national SBE Board of Directors in 1987, serving a two-year term and was elected to a three-year term in 1991. That term was interrupted after two years as he was elected national vice president in the fall of 1993. Terry served in that position for two years before being elected to two consecutive terms as national president, beginning in 1995.

During his terms as national president, the Society instituted the Leaders Skills program, dropped by NAB several years earlier. Terry worked to develop stronger ties and awareness of SBE by the state broadcast associations nationwide; he initiated a significant upgrade of the Society's national office data management capability. The Society successfully transitioned from the multi-association World Media Expo, which was ending in 1996, to the SBE National Meeting concept that we still use today. The SBE self-published the EAS Primer, written by Leonard Charles during his term and the Society held its first strategic planning meeting during Terry's presidency. During his two years as president, SBE membership grew as did SBE's financial strength.

His dedication to the development of continuing education for broadcast engineers has been evident in his tenure as SBE National Certification Chairman and later as the developer and instructor of a computer networking technologist course which facilitated many broadcast engineers to bridge the gap between traditional broadcast engineering and information technology skill sets, as well as become SBE Certified Broadcast Networking Technologists. Much of Terry's professional life has been spent working for and on behalf of the Society and mentoring the Broadcast Engineer on the lecture circuit and through promotion of the SBE Certification programs.

Terry has been a member of the SBE national Certification Committee for 12 years, serving as its chairman for three of those years. He continues as an active and influential member of that committee today.

Terry was instrumental in the creation and subsequent tutorial of the SBE Certified Broadcast Networking Technologist, CBNT, certification. His dedication to this program resulted in one of the highest participation rates of any SBE certification level. Terry was also instrumental in the development of the SBE AM Directional Specialist certification, providing many of the essay questions. As a speaker, Terry has presented more than 35 full and half-day seminars covering topics such as Broadcast Computer Networks, Managements Skills for Engineers, Chief Operator Rules Review, FCC Compliance Review and RF Fundamentals for Studio Engineers.

Terry joined SBE in 1976. He was named the SBE's Broadcast Engineer of the Year in 1991, the very first time the award was presented. He was named an SBE Fellow in 1999 and in 2003 Terry was awarded the SBE Educator of the Year award, recognizing his many contributions in support of professional development for the broadcast engineer. He holds the Certified Professional Broadcast Engineer, AM Directional Specialist and Certified Broadcast Networking Technologist certifications from the SBE.

Terry has also contributed much to his home-state, Wisconsin Broadcasters Association. He was one of the original members of the WBA Summer Engineering Conference Steering Committee.

He was instrumental in developing the self-inspection program within the broadcast industry and is considered a leader in this field. Terry was one of the architects of the Wisconsin Broadcasters Association's Alternative Broadcast Station Inspection Program, serving as WBA's Chief Inspector for more than ten years, beginning with the program's inauguration in 1995. In addition to Wisconsin, he conducted Alternative Station Inspections for broadcast associations in Indiana, Michigan and Ohio. As an inspector himself, Terry took on the primary role of mentor with stations to help them with their compliance issues rather than the role of an enforcer. His desire was to have stations comply with the rules, rather than simply looking for reasons to cite them for noncompliance.

Terry also initiated the 24 hour Hotline for engineers in the state of Wisconsin through the WBA in which he manned 24 hours a day, seven days a week. Based on his program model, other state broadcast associations have adopted the 24 Hour engineering hotline. For all of his efforts in the State of Wisconsin, Terry was inducted into the Wisconsin Broadcasters Association Foundation Hall of Fame in 2004.

In his current position with the Wisconsin Educational Communications Board, Terry has played a key role in guiding the transition of Wisconsin Public Television to full digital broadcasting. In addition to his duties associated with ECB and Wisconsin Public Television, he spent a good deal of time working with the Wisconsin Broadcasters Association in a variety of activities that not only benefited the ECB and WPT, but the entire television community. The WPT transition included the early cutover to digital for WPT's six translators, and included coordinating a "triage" plan with WPT programming staff for the five full-power transmitters in advance of the original February 17, 2009 shut-off date.

Terry implemented the planning process with ECB staff for the next generation of the Broadcast Interconnect which delivers Wisconsin Public Radio, Wisconsin Public Television, EAS and Amber Alert programming throughout the state.

He serves as a role model and has worked diligently on the "partnership" model between ECB and the University on Wisconsin Public Radio and Television issues. He has adapted rapidly to working within State government and has developed positive relationships with colleagues in other state agencies.

Terry implemented a "paperless" reporting system for engineering updates from field staff - a system that allows ECB engineering staff from throughout the state to have a "snapshot" of projects and issues at each site. Current projects underway Terry is overseeing includes the WHHI Tower, the WHAA-FM - Coloma Radio project; the University of Wisconsin System - new FM station to be built by 2011, the Chilton Gap Filler tower – a joint project with the Wisconsin Department of Transportation. Terry continues his oversight of HD installations at ECB's FM stations.

Terry's accomplishments include authorship. Articles by Terry have appeared in the *Milwaukee Magazine*, *Radio World*, *Broadcast Engineering* and *Milwaukee Press Club Annual*. He also co-authored a chapter on Facilities Documentation in the *NAB Engineering Handbook* and has a patent pending on an Internet media streaming delivery system.

Besides his long membership with SBE, Terry is a member of the Audio Engineering Society and the Association of Federal Communications Consulting Engineers. He also served on the Milwaukee Area Technical College Broadcast Communications Engineer Advisory Committee, which revamped the curriculum and brought the lab and studio equipment up to current broadcast standards.

Through Terry's dedication to the SBE and its mission, other broadcast engineers have become involved in SBE at both the local and national levels – some of whom who have gone on to serve in key volunteer leadership positions with the Society.

His dedication to SBE and its mission, as well as his passion for broadcast engineering remain clearly evident. What differentiates Terry from other exceptional engineers is his ability to share his engineering expertise with industry peers as a great communicator teacher.

It is with great pleasure that, on behalf of the Society of Broadcast Engineers and its Board of Directors, I present the SBE Lifetime Achievement Award to Terry M. Baun. Terry, please join me at the podium.