



# ENGINEERING DAY

JUNE 17, 2015  
KALAHARI RESORT, WISCONSIN DELLS

**8:40 AM - 4:30 PM: WBA ENGINEERING DAY SESSIONS LOCATION: BANYAN**

**8:45 AM SESSION: AM DIRECTIONAL REBUILD, A CASE STUDY**

KSJB IN NORTH DAKOTA BUILT A NEW AM ARRAY ON THE SAME SITE AS THE OLD ARRAY WHILE NOT LOSING ANY AIRTIME. THIS SESSION WILL SHOW US HOW THAT WAS ACCOMPLISHED.

*SPEAKER: RICHARD WOOD, RESONANT RESULTS*

**9:30 AM SESSION: DESIGN AND TROUBLESHOOTING AN AOIP NETWORK**

THE WORLD, AND YOUR STUDIO, IS MOVING TO ALL AUDIO OVER IP. THIS SESSION WILL DISCUSS THE GRASS ROOTS ISSUES WITH THIS CONVERSION AND INCLUDE TOOLS TO MAKING IT WORK AS EFFICIENTLY AS IT CAN AND SHOULD.

*SPEAKERS: GREG DAHL, SECOND OPINION COMMUNICATIONS AND JASON MIELKE, WCLO/WJVL*

**10:15 AM: BREAK**

**10:30 AM SESSION: SPECTRUM CHALLENGES OF WIRELESS MICS**

THE ANSWER TO WHAT HAPPENS WITH SPECTRUM WE ALL USE FOR OUR WIRELESS MICS AND APPLIANCES IS A MOVING TARGET. THIS SESSION WILL BRING US UP TO DATE AND LOOK AT NEW DEVELOPMENTS IN TECHNOLOGY TO HELP US THROUGH THE SPECTRUM FUTURE.

*SPEAKER: BEN ESCOBEDO, SENNHEISER ELECTRONIC CORPORATION*

**11:15 AM SESSION: BROADCAST AND LTE COEXISTENCE**

IT'S HAPPENING TO RADIO AND TELEVISION ALIKE. WHEN THE FCC TELLS YOU THAT YOUR SIGNAL IS INTERFERING WITH A NEARBY CELL PHONE BROADBAND INSTALLATION, WHAT HAPPENS NEXT? THIS SESSION WILL TAKE US THROUGH ONE CASE STEP BY STEP.

*SPEAKERS: BILL HAMILTON, WBUW-TV AND TOM SMITH*

**12:00 PM: LUNCH LOCATION: BAMBOO ROOM**

**1:30 PM SESSION: MODERN SURGE SUPPRESSION TECHNOLOGY**

HOW MUCH POWER PROTECTION IS ENOUGH? HOW MUCH IS TOO MUCH? THERE'S NEW TECHNOLOGY IN SURGE SUPPRESSION THAT WILL BE EXPLORED IN THIS SESSION.

*SPEAKER: ERIC MARSHALL, EMMERSON NETWORK POWER*

**2:15 PM SESSION: ASK A MANAGER (PANEL DISCUSSION)**

DID YOU EVER WONDER WHAT GOES ON IN YOUR COMPANY'S EXECUTIVE OFFICE AND THE AFFECT THAT HAS ON ENGINEERING RESOURCES? DO YOU HAVE QUESTIONS ABOUT HOW FINANCES AND BUDGETING ARE ACCOMPLISHED AND HOW THAT AFFECTS WHAT THE COMPANY PURCHASES? BACK BY POPULAR DEMAND, THIS SESSION WILL HAVE A PANEL OF BROADCAST MANAGEMENT WHO WILL FIELD QUESTIONS FROM THE AUDIENCE.

*PANELIST: GREG BELL, WOODWARD COMMUNICATIONS; TOM KOSER, KOSER RADIO GROUP; TOM LANGMYER, E.W. SCRIPPS COMPANY AND DON VESELY, WMTV-TV*

**3:15 PM: BREAK**

**3:30 PM ROUNDTABLE DISCUSSIONS**

THIS SESSION WILL SPLIT THE ATTENDEES INTO SMALLER GROUPS TO DISCUSS AT LENGTH RELEVANT TOPICS TO THE BROADCAST INDUSTRY. THESE SUBJECTS WILL BE DISCUSSED:

TABLE 1  
POTS DEMISE

TABLE 2  
TEXT TO SAP

TABLE 3  
EXPANDED RDS

TABLE 4  
NETWORK SECURITY

FOLLOWING THE GROUP DISCUSSIONS A REPRESENTATIVE OF EACH GROUP WILL DELIVER THE HIGHLIGHTS OF AND CONCLUSIONS TO EACH SUBJECT.

**5:00 PM - 7:30 PM: EXHIBIT RECEPTION LOCATION: GUAYA, TAMAR, PORT., WIST**

**7:30 PM - 10:00 PM: DINNER LOCATION: D/E CONVENTION CENTER**

**SAVE THE DATE FOR THE 2015 BROADCASTERS CLINIC:  
OCTOBER 13-15, 2015**

**THE WBA AND THE WISCONSIN SBE CHAPTERS ARE PLEASED TO ANNOUNCE THAT  
THE SBE NATIONAL MEETING WILL JOIN THE 2015 BROADCASTERS CLINIC.**