

The SBE 38 Signal

The official newsletter of the El Paso chapter of the Society of Broadcast Engineers

August 2026



The latest from the SBE

Next Webinar: ATSC 3.0 Datacasting and Public Safety Applications

Hosted by: Fred Engel, CPBE, ATSC3

This webinar provides an overview of the technology driving ATSC 3.0, including the enhanced viewer experience and the ability to use deliver data for non-viewer applications. The presenter will also provide his view of the current deployment of this exciting technology. [More info here](#)

Trueblood Wins Re-Election as President

The Society of Broadcast Engineers announces the results of the 2026 election for the national board of directors. Kevin Trueblood, CBRE, CBNT, of Chapter 90 Southwest FL, was reelected to a second one-year term. Kevin previously served as SBE vice president. His second term begins Sept. 16 at the SBE National Meeting.

On his election, Kevin said, "I look forward to continuing the work we have started, and furthering the goals and objectives from the recent strategic planning meeting. The success of our association is important to many professionals' success."



CHAPTER NOTES

The minutes from our last meeting at Como's Italian Restaurant

EAS GOES CELLULAR

While traditional channels still do the work, your phone is catching up.

NEED AN FM?

The FCC is looking to open up the auction window in February but you gotta act now...

SBE 38 WELCOMES

Juan Gonzalez – Sinclair Broadcasting

Chapter Notes

A great get together was held for July's meeting at Como's Italian on El Paso's westside. Great discussions and we all learned about the Owen Smith Special!

Total Attendance: 13

Meeting Called to Order: 11:51 AM

Secretary's Report: July meeting minutes to be included in August newsletter

Treasury Report: \$ 1814.12 in the bank

Certification Report: Glenn Leffler has offered and was elected to replace David Halperin as Certification Chair.

Membership Report: Welcome to Juan Gonzalez who joins us from Sinclair (KFOX-TV I.T.)

Frequency Coordination Report: NCE Window moved to November of this year

Scholarship Report: NO REPORT.

Website Report: Updates on progress of SBE38.org

EAS Report: Both Texas and New Mexico RMT's arrived without issue

Program Committee Report: No Report

New Business: TAB will be in market in August for alternate broadcast inspection program for those who are interested.

MEETING ADJOURNED: AT 12:10 PM.

Certification Window:

The next exams offered in November have an application deadline of **September 7th**. Reach out to Megan Clappe, mclappe@sbe.org for details or visit the [SBE Certification Page](#) for details

FCC Opens up FM window starting in February

From Nick Langan, Radio World Staff



FCC Chairman Brendan Carr

We told you that an auction for [FM construction permits will be held in February](#), and now, the Federal Communications Commission has established dates and procedures for the bidding.

The [Auction 114 inventory](#) includes 132 FM allotments from 35 states along with the U.S. Virgin Islands.

Bidding is scheduled to begin Feb. 2, 2027. The auction will be conducted using a simultaneous multiple-round format. The actual schedule for bidding will be announced in a separate public notice by the FCC at least one week before the auction opens.

But prior to the auction, all applicants must first fill out the short-form application, or FCC Form 175. That filing window opens Sept. 14 at 12 p.m. Eastern Time and closes Sept. 30 at 6 p.m. Eastern.

New for this broadcast auction, according to the Media Bureau, is that applicants will submit their short-form filings using the [commission's auction application system](#).

After the initial Sept. 30 deadline, applicants may make only minor modifications to their applications. Following staff review and upfront payment evaluation, the FCC will issue a public notice identifying qualified bidders.

Among the signals opening up regionally:
100.1 (C2) Carrizozo NM \$10,000
104.5 (C) Balmorhea, TX \$15,000
98.5 (C2) Los Ibañez, TX (Lubbock) \$7,500

Full Story on [Radio World](#)

Our Next Chapter Meeting:

Tue August 11th 11:30AM MT

Online via Zoom

We hope you logon for a few moments!



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Glenn Leffler

Membership

Antonio Castro

Warren Reeves

Frequency Coordination

Warren Reeves

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Scholarships

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Websites

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Executive Committee

Warren Reeves

Antonio Castro

Bruno Cruz

Cell Broadcast: The Modern Emergency Alert System

By Zoe Skyforest



Our modern phones are all connected to a big digital over-the-air network, and large swathes of them can be addressed all at once if so needed. This has led to the development of emergency warning systems that use the cellular network, with [Cell Broadcast](#) being the most notable iteration.

Cell Broadcast technology has been a part of mobile network infrastructure for some decades now, having been included in various forms in 2G, 3G, 4G, and 5G mobile standards. The system was first demonstrated in 1997 in Paris, with the concept being straightforward enough—a way for cell networks and authorities to send rapid notifications in a one-to-many broadcast. The technology is sometimes referred to as Short Message Service-Cell Broadcast (SMS-CB), differentiating it from the more familiar Short Message Service-Point to Point (SMS-PP) that individual subscribers use. A Cell Broadcast message can be fired off to select cells of a cellular network, with the notification in turn popping up on the handsets of all subscribers connected to that cell. This allows for easy geofencing of emergency alerts and information, such that only individuals in the relevant area receive the Cell Broadcast message.



The infamous false alarm missile warning message sent out in Hawaii in 2018 was, in part, distributed via the Wireless Emergency Alerts system using Cell Broadcast. Credit: [public domain](#)

By firing a Cell Broadcast to entire mobile networks across a country, it's possible for authorities to get a message out to millions of phones in mere seconds—a remarkably effective way of communicating critical information quickly.

A typical Cell Broadcast emergency message will be announced by [a special alert tone](#) with the textual message content appearing on the phone in turn. Messages can be sent in a primary and an additional language and displayed according to a device's individual language settings to aid in accessibility. There is also generally no need for a given device to have a SIM card installed, since the Cell Broadcast messages are not addressed to any given individual subscriber number.

Modern Cell Broadcast messages can be up to 1,395 characters long using Latin characters, or up to 615 characters in languages using UCS-2 character encoding. Messages can be set to re-fire from every 2 seconds to over 30 minutes, with handsets typically ignoring rebroadcasted messages that have already been displayed. In turn, new messages can also be sent quickly to reflect changing conditions or updated information.

The full article can be found on the [Hackaday website](#)

June Catch-Up

Meeting Notes from June are available here

SBE CHAPTER 38 MEETINGS DATE June 18, 2026
ORDER OF BUSINESS LOCATION ZOOM

CALL THE MEETING TO ORDER	By Warren Reinos	11:40 AM
REPORT OF THE SECRETARY	Not available - out of town	
MINUTE IN NEWSLETTER	ACCPT	2ND
REPORT OF THE TREASURER		
\$ 1814.12	ACCPT	2ND
REPORT OF THE CERTIFICATION COMMITTEE	David Halgerin deceased, No report	
REPORT OF THE MEMBERSHIP COMMITTEE	None	
REPORT OF THE FREQUENCY COORDINATION COMMITTEE	95.1 pirate in Cal. Suarez still broadcasting	
REPORT OF THE SCHOLARSHIP COMMITTEE		
REPORT OF THE WEBSITE COMMITTEE		
REPORT OF THE E.A.S. CHAIRMAN	Mike Rivera on vacation	
REPORT OF THE PROGRAM COMMITTEE	Will reach out to Barix. for program	
UNFINISHED BUSINESS	N/A	
NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST	N/A	
OTHER	—	
NEXT MEETING DATE AND LOCATION	July 8 - TBA	
MEETING ADJOURNED	12:54 PM	

Your card not on this page? Well... Let's get it here!

