

Chapter 38 of the Society of Broadcast Engineers

SBE

EL PASO - LAS CRUCES - JUÁREZ

JANUARY  
2022

PO Box 3561 El Paso, TX 79923-3561 www.kint98.com

# NEWS

## For your phone !!!

Delete this secret ID hiding on your phone that gives away your personal details.  
Komando Staff, Komando.com

Worried about privacy? Make sure to delete this hidden ID on your mobile device.

From social media platforms to email providers, tons of places on the web want to scoop up your private data. Don't forget about online stores and personal services, either. Your details are major commodities to most businesses on the web - and most have little regard for your privacy.

Advertisers and marketers don't know who you are. But your behavior is tracked and assigned a unique identifier, called a Mobile Advertising ID (MAID). This tiny snippet of information contains where you live, what you shop for or what you recently searched online.

Until recently, there had been very little that you could do to block your MAID in marketing campaigns. [Apple somewhat put a stop to this](#) by allowing iOS users to choose who can target them. But for criminals, if they can match the ID with a person, they stand to profit greatly.

### Here's the backstory

Normally, there would be no way for companies or advertising agencies to know who the MAID belongs to. It's a collection of data sets, and there shouldn't be any personally identifiable information (PII).

But Vice's Motherboard discovered that

one company offers the linking of MAIDs to their respective PII. Motherboard posed as a potential data client and was told by the company in question that they have "one of the largest repositories of current, fresh MAIDS<>PII in the USA." The CEO of the company boasted that all their data sets connect.

This poses a considerable privacy risk for everyday mobile phone users. The information that the company can link to your MAID includes:

- Full name
- Physical address
- Phone number
- Email address

IP address, if available

"If shady data brokers are selling this information, it makes a mockery of advertisers' claims that the truckloads of data about Americans that they collect and sell is anonymous," Senator Ron Wyden [told Motherboard](#).

The revelation that data brokers can connect advertising IDs to mobile phone users should send up a red flag for everyone. This is particularly problematic for members of law enforcement, elected officials, members of the military and other high-risk individuals.

KTSM-TV

KVIA-TV

KRWG-TV

KBNA-AM/FM & KAMA-AM

KHEY-AM/FM, KPRR-FM & KTSM-AM/FM

KLAQ-FM, KISS-FM & KROD-AM

KPAS-FM-  
ALGIE A. FELDER CSBE

KINT98.COM  
INTERNET RADIO NETWORK

BURST COMMUNICATIONS  
INC.- KIRK BASEFSKY

JOHN LACKNESS

ENTRAVISION  
COMMUNICATIONS

SCMS, INC.-

ABS ADVANCED BROADCAST  
SERVICES, LLC

KSCE-TV

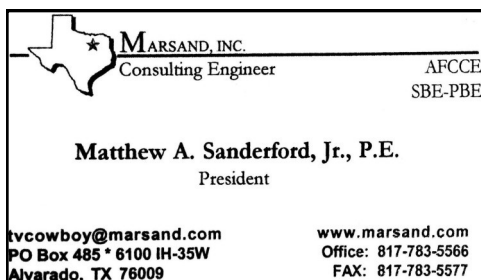
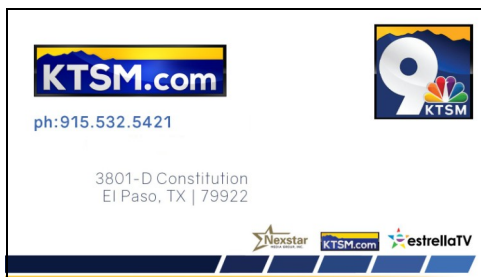
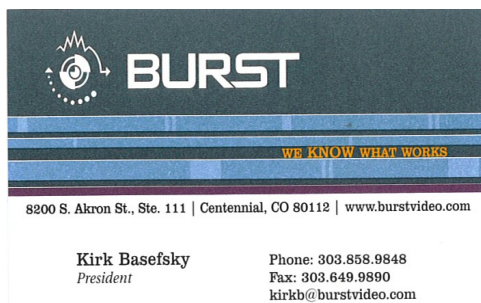
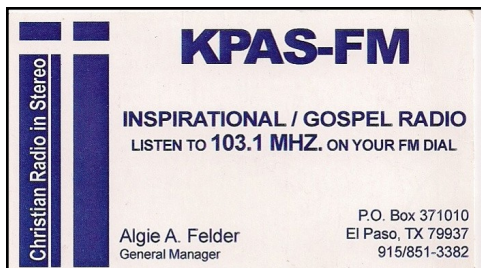
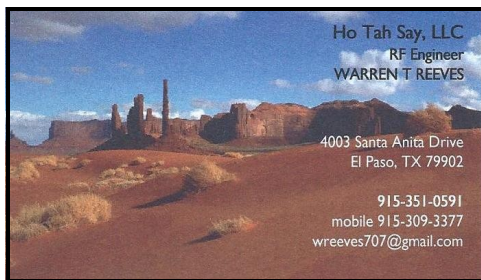
RF Specialties of Texas  
Dan Sessler.

KCOS-TV

KELP-AM  
ARNOLD McClatchy.

MARSAND, INC.

Ho Tah Say. LLC



## Here's a silver lining

If you use an iOS device, you can opt out of personalized advertising through Apple's App Tracking Transparency (ATT). The option appeared earlier this year to stop apps from tracking your online behavior.

On your iOS device, do this:

- Open **Settings**.
  - Tap **Privacy**.
  - Scroll all the way down and tap **Apple Advertising**.
  - To disable personalized ads, toggle the switch next to **Personalized Ads** to the left.
  - You can also tap on the **View Ad Targeting Information** to see what information Apple has on you.
- Recently, **Google** added more options for Android users, too. Just follow these steps to opt out:
- Tap **Settings**.
  - Navigate to **Google**.
  - Tap the **Ads** option and toggle the switch for **Opt out of Ads Personalization**. When Google implements the change, advertisers will see a string of zeros instead of your Advertising ID.

## SBE CHAPTER 38 OFFICERS

### CHAIRMAN

Antonio Castro  
SBE member # 11456.  
KFOX/COX retired Chief Eng.  
800 Arredondo dr.  
El Paso. TX 79912  
915-584-1220 home  
915-525-8507 cell  
farahjac@sbcglobal.net

### VICE CHAIRMAN

Bruno Cruz  
SBE member # 25867  
200 E. Alto Mesa  
El Paso, TX. 79912  
915-757-7898  
915-526-1842 cell  
Bruno.cruzJR@kfoxtv.com

### TREASURER

Walter Hanthorn  
SBE member # 18307  
KSCE TV  
4461 Gen. Maloney  
El Paso, TX. 79924  
915-269-7583 home  
915-532-8588 office

### CERTIFICATION COMMITTEE:

David Halperin.

### MEMBERSHIP COMMITTEE:

Antonio Castro  
Warren Reeves

### FREQUENCY COORDINATION COMMITTEE:

Warren Reeves  
Owen Smith

### SCHOLARSHIP COMMITTEE:

Rick Vilardell

### WEB SITE COMMITTEE:

Norbert Miles

### SUSTAINING MEMBERSHIP:

Antonio Castro

### PROGRAM CHAIRMAN:

Warren Reeves

### NEWSLETTER:

Antonio Castro

### EAS CHAIRMAN:

David Halperin

### EXECUTIVE COMMITTEE:

Antonio Castro  
Bruno Cruz  
Walter Hanthorn



**ABS**  
Advanced Broadcast  
Services LLC

Providing world class engineering and tower services to the  
broadcast and telecommunications industries.

**David Grice**  
President

915-308-1227  
4774 Villa Hermosa Dr  
El Paso TX 79912  
www.AdvancedBroadcastServices.com  
Dgrice@AdvancedBroadcastServices.com




**KRWG**  
PUBLIC MEDIA




**SCMS** INC.  
YOU KNOW WE KNOW  
RADIO

**NEW  
USED  
RENTALS  
TRADE-INS**

for  
Broadcast  
Equipment  
Solutions

800 438 6040 Sales  
704 889 4508  
www.scmsinc.com



**iHeart  
MEDIA**

Walter Alvarez  
Market President | El Paso  
iHeartMedia

4045 N Mesa Street  
El Paso, TX 79902

915.351.5473  
915.201.7627

walteralvarez@iheartmedia.com



## EL PASO, TX SBE CHAPTER 38 MEETING MINUTE

DATE 11/09/2021

LOCATION: ZOOM (Antonio's)

**MEETING CALLED TO ORDER:** 11:04 AM, BY ANTONIO CASTRO.  
THERE WERE 8 (EIGHT) ATTENDANTS

**REPORT OF THE SECRETARY:** MINUTES IN THE NOVEMBER NEWS-  
LETTER. ACCEPTED BY DAVID HALPERIN, SECONDED BY NORBERT  
MILES.

**REPORT OF THE TREASURER:** \$ 4,990.95 IN THE BANK , ACCEPTED  
BY DAVID RICE, SECONDED BY DAVID HALOPERIN.

**REPORT OF THE CERTIFICATION COMMITTEE:** NO REPORT

**REPORT OF THE MEMBERSHIP COMMITTEE:** NO REPORT.

**REPORT OF THE FREQUENCY COORDINATOR COMMITTEE:** NO  
REPORT

**REPORT OF THE SCHOLARSHIP COMMITTEE:** Scholarship of \$ 1K. to  
be given away from April-May 2022. Posted the application in the website till the  
end of march.

**REPORT OF THE WEBSITE COMMITTEE:** NOW 3378 VS. 3362 EQUAL  
16 HITS.

**REPORT OF THE EAS CHAIRMAN:** TEXAS AND NEW MEXICO-  
MONTHLY TESTS WERE FINE.

**REPORT OF THE PROGRAM COMMITTEE:** RIC BELDING FROM  
VELA SOLUTIONS MADE THE PRESENTATION ON ZOOM

**NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST:**  
ELIAS VENTANILLA TO GIVE AN UPDATE EN ATSC 3.0

**OTHER**

**NEXT MEETING DATE AND LOCATION:** NO MEETING FOR DECEM-  
BER.

**MEETING ADJOURNED :** 11:14 AM, THEN THE PRESENTATION TIL  
12:25 PM

**THIS IS THE MINUTE  
FROM NOVEMBER 2021.WE  
SKIPPED THE DECEMBER  
MEETING**



# JANUARY PROGRAM

**IN NOVEMBER, THE CHAPTER HAD THE REGULAR MEETING IN THE ZOOM MODE. PRESENTER THIS TIME WAS THE PEOPLE FROM :” VELA COMPLIANCE SOLUTIONS”. THEY DIDL JOIN THE MEETING.**

**FOR DECEMBER, WE ARE GOING TO SKIP THE MEETING, SO GO AHEAD AND KEEP SHOPPING AND ENJOY THE HOLIDAYS. !!!**

**FOR JANUARY, OUR MEETING IS HAPPENING IN THE 3rd TUESDAY, JUST FOR THIS TIME ONLY, AND BECAUSE OF SOME ISSUES WITH THE FAMILY WITH THE COVID-19, THAT’S WHY WE ARE GOING TO BE IN ZOOM ALONG WITH THE PARTICIPATION OF BERT GOLDMAN FROM GEO BROADCAST SOLUTIONS.**

**WHEN:** JANUARY TUESDAY THE 18th .

**WHERE:** ZOOM FROM ANTONIO’S

**TIME:** WINDOW OPENS AT 10:30 AM TO SAY HALO. MEETING STARTS AT 11 AM AND PRESENTATION AT 11:30sh

