



# OCTOBER 2011

PO Box 3561 El Paso, TX 79923-3561 [www.kint98.com](http://www.kint98.com)

## NEWS

By Franklin McMahon

### Smart takes mobile TV production on the road



When it is time to edit, the smart. studio. rolls up to a curb and connects to a portable editing system so production can take place right there on location.

Are you ready for the world's smallest mobile TV studio? Are you ready to hit the road with it? Smart, a maker of small cars, has shown its latest concept, the "smart. studio." More than a studio in a box, it's a studio on four wheels. It comes packed with six cameras in a small car (the car actually only has two seats) for full coverage of whatever may be going on inside. The camera locations include four total over the front dashboard, one down below near the floor, as well as one in the rear back light on the bumper. Video signals can all be sent to a unit in the trunk. Inside the trunk resides the brains behind the operation, with up to five storage devices for real-time capture. The best part comes when it is time to edit, the car rolls up to a curb and connects to a portable editing system so production can take place right there on location.

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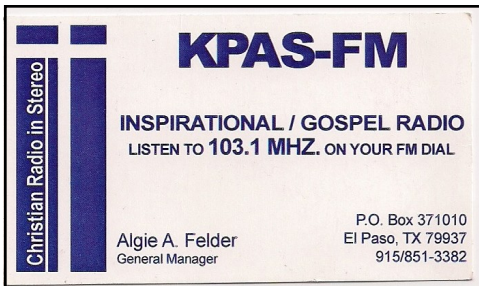
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The actual car is called the Smart fortwo and is currently one of the smallest cars on the market. The company devised the vehicle to be self-contained and provide advanced coverage to nearly all parts of the car. One goal was to ensure that all footage was captured and saved within the car itself, so producers could pop open the trunk and immediately begin editing. Size was also a concern, as this technology is packed into a small frame, allowing for advanced mobility and optimum convenience. Compared to large trucks with gear for recording, this car should be a big hit with everything from reality TV to situation comedies, any place where dialog and scenes need to take place on the road. The company has created a Facebook page with lots of clips and info, and it hopes that this vehicle becomes the standard when you want to take your mobile show on the road

From Broadcast Engineering  
Sep. 20, 2011

#### SBE CHAPTER 38 OFFICERS

CHAIRMAN Antonio Castro  
SBE member # 11456.  
KFOX/COX retired Chief Eng.  
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SBE member # 20969  
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915-346-7839

Secretary/Treasurer Enrique Lopez  
SBE member # 18698  
Clear Channel Radio  
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El Paso, TX. 79902  
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915-351-5415 direct  
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Membership Committee:  
TBD  
TBD

Frequency Coord. Committee:  
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Owen Smith

Scholarship Committee: Rick Vilardell

Web Site Committee: Norbert Miles

Sustaining Membership: TBD

Program Chairman: Enrique Lopez

Newsletter: Antonio Castro

EAS Chairman: Ron Haney

Executive Committee:  
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Enrique Lopez  
Marvin Haney

**Panasonic**  
ideas for life

**Panasonic Broadcast & Television Systems Company**  
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3608 East Kayenta Court  
Phoenix, AZ 85044  
Tel: (480) 940-4863  
Cell: (602) 625-1682  
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**Jim McGowan**  
District Sales Manager



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Chase Bank Tower - Downtown  
201 E. Main, Suite 400  
El Paso, TX 79901

EL PASO, TX CHAPTER 38 MEETING MINUTE  
DATE **09/13/2011** LOCATION: **Rancher's Grill west**

**MEETING CALLED TO ORDER: 12:30 PM, BY ANTONIO CASTRO,**  
**THERE WERE 15 MEMBERS IN ATTENDANCE.**

**REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN**  
**THE NEWSLETTER BY NORBERT MILES**

**REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 6,704.48,**  
**(SCHOLARSHIP CHECK CASHED) ACCEPTED BY WALTER HAN-**  
**THRON.**

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

**REPORT OF THE MEMBERSHIP COMMITTEE: INVITED GRAYBAR**

**REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NO RE-**  
**PORT**

**REPORT OF THE SCHOLARSHIP COMMITTEE: NO REPORT**

**REPORT OF THE WEB SITE COMMITTEE 610 HITS. WILL TRY TO RE-**  
**MOVE SBE CH-38 FROM "BLUE HOST", THAT IS A GENERIC WEBSITE**  
**WITH ONLY THE NAME AS DUMMY.**

**REPORT OF THE EAS CHAIRMAN: ONLY 10 % OF EL PASO BROAD-**  
**CASTER HAVE THE NEW DIGITAL EQUIPMENT TOWARDS THE UP**  
**COMING NATIONAL TEST. IT IS ASSUMED THAT AN EXTENDED TIME**  
**FRAME WILL BE GRANTED.**

**REPORT OF THE PROGRAM COMMITTEE: "GRAYBAR" ANGEL RA-**  
**AMIREZ OFFERED A VISIT TO THEIR INSTALLATIONS FOR NEXT**  
**MONTH MEETING**

**UNFINISHED BUSINESS:**

**NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: ENRI-**  
**QUE LOPEZ OFFERED CLEARCHANNEL CONFERENCE ROOM FOR A**  
**SBE WEBINAR WITH INDEPENDENT SUSCRPTIONS.**

**PIC-NIC WAS SET FOR NEXT MONTH, OCTOBER 8, SATURDAY, IN**  
**WARREN'S HOUSE. FROM 2 TO 6 PM**

**NEXT MEETING DATE AND LOCATION: OCTOBER 11, 2011, LOCA-**  
**TION: GRAYBAR AT 3300 DURAZNO AV. EL PASO. TIME: :12:00 PM**  
**REFRESHMENTS WILL BE SERVED AT NOON.**

**MEEETING ADJOURNED: 13:00 PM .**

**NOTES FROM THE EDITOR:** remember  
the section "The profiler" ? Well, it is back....  
And now here is one of the first eight SBE  
national members registered in our chapter  
38. just Follow me to the last page of this newsletter.

**OUR PIC-NIC IS THIS SATURDAY AT WARREN'S. JOIN US !**



# OCTOBER PROGRAM

WELCOME 4Q OF 2011. WE HAVE A GOOD PRESENTATION FOR THIS MONTH WITH THE INTRODUCTION OF A COMPANY THAT WE ALL KNOW :

## GrayBar

Angel Ramirez offered to host our next meeting with lunch and presentation, and this will be on TUESDAY the 11th of October at 12:00 PM.

We went so many times over there, but always in the front counter, and now we have the chance to see beyond that and find out what they are representing.

Let's meet at 3300 Durazno Ave. Here in El Paso.

OUR 2011 ANNUAL PIC-NIC IS THIS SATURDAY AT WARREN'S.

INVITATION TO FOLLOW



**KLAQ KROD**  
95.5FM 600AM  
BRAD DUBOW  
GENERAL MANAGER  
4180 N. Mesa El Paso, Tx 79912  
(915) 544-9550

**KELP RADIO 1590 AM**  
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## **WHO IS GUILLERMO FRANCO ?**



***Born in Chihuahua, Chih. Mexico***

***Education: Bachelor en Electronics and Communications as well as MBA, both from Tecnológico de Monterrey, Mexico.***

***Professional: SBE CBRE, PE (Perito) in Telecommunications.***

***Employment: Director of Engineering for MULTIMEDIOS GROUP: 40 radio stations and 13 TV channels***

***Guillermo is an active SBE national member since July 1993***