



AUGUST 2011

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

NEWS

From BROADCAST ENGINEERING

EAS UPDATES

Digital Alert Systems DASDEC integrated CAP EAS system completes FEMA IPAWS conformance testing



Jul 21, 2011 1:00 PM

The DASEOC-R6-CAP sends and receives CAP and EAS messaging to systems such as FEMA's IPAWS.

Digital Alert Systems has announced that its DASDEC-II has successfully completed FEMA's Integrated Public Alert and Warning System (IPAWS) conformance testing under the consumer and producer designation.

The DASDEC-II model DASEOC-R6-CAP is a unified emergency messaging platform for communicating via both the existing EAS and next-generation CAP EAS. It is optimized for use by emergency management and public safety professionals to monitor and originate emergency alert communications in both CAP and conventional EAS protocols.

As a result, the DASEOC-R6-CAP provides a versatile system for sending and receiving CAP and EAS messaging to systems such as FEMA's IPAWS. In addition, the DASEOC-R6-CAP opens a range of new possibilities by potentially enabling broadcasters to compose authorized CAP messages.

OUR SUSTAINING MEMBERS:

KTSM-TV

KVIA-TV

KRWG-TV

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

KLAQ-FM, KISS-FM & KROD-AM

KPAS-FM-
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SCMS, INC.-

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PAUL TERRY

KSCE-TV

RF Specialties of Texas
Dan Sessler.

KCOS-TV

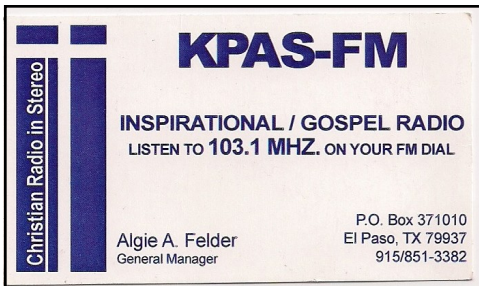
TIME WARNER CABLE

KELP-AM
ARNOLD McClatchy

HUNTLEIGH TECHNOLOGY
GROUP



CALM ACT APPROVED



Jul 1, 2011 12:00 PM, BY HARRY C. MARTIN



The act requires TV licensees and MVPDs to police the airwaves against loud commercials.



The FCC has issued a Notice of Proposed Rule Making to implement the Commercial Advertisement Loudness Mitigation Act (CALM Act), which the president signed in December. The CALM Act, intended to lower the volume of TV commercials, did not itself change any rules. Instead, it instructed the FCC to make those changes. This activity follows the action of the ATSC during the DTV transition, when it devised a recommended practice for establishing and maintaining audio loudness (the ATSC A/85 RP). While the ATSC A/85 RP was initially just recommended, Congress stepped in — via the CALM Act — and ordered the FCC to impose that Recommended Practice (RP) as a mandatory standard.



News continues in page 5

SBE CHAPTER 38 OFFICERS

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Membership Committee:
TBD
TBD

Frequency Coord. Committee:
Warren Reeves
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:
Antonio Castro
Enrique Lopez
Marvin Haney

Panasonic
ideas for life

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ENTRAVISION COMMUNICATIONS CORPORATION
5426 N. MESA • EL PASO, TEXAS 79912

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General Manager

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Chase Bank Tower - Downtown
201 E. Main, Suite 100
El Paso, TX 79901

EL PASO, TX CHAPTER 38 MEETING MINUTE
DATE 07/12/2011 LOCATION: Clear Channel studio

MEETING CALLED TO ORDER: 19:03 PM, BY ANTONIO CASTRO,
THERE WERE 17 MEMBERS IN ATTENDANCE.

REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN
THE NEWSLETTER BY ENRIQUE LOPEZ

REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 7,680.18,
ACCEPTED BY NORBERT MILES.

REPORT OF THE CERTIFICATION COMMITTEE: NO REPORT

REPORT OF THE MEMBERSHIP COMMITTEE: INVITED TO LOCAL
AND NATIONAL SBE TO ALEXANDER BARRON, SCHOLARSHIP RE-
CIPIENT.

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NO RE-
PORT

REPORT OF THE SCHOLARSHIP COMMITTEE: ALEXANDER BAR-
RON WAS THE RECIPIENT FOR THIS YEAR.. CHECK WAS PRE-
SENTED.

REPORT OF THE WEB SITE COMMITTEE 568 HITS. WILL ADD RADIO
AND TV LINE UP FROM THIS AREA

REPORT OF THE EAS CHAIRMAN : DISCUSSED CAP(COMMON
ALERT PROTOCOL) AND REMINDED OF DEAD LINE FOR EAS COM-
PLIANCE

REPORT OF THE PROGRAM COMMITTEE: POSSIBLE PRESENTER:
THELOS. WILL NOTIFY LATER.

UNFINISHED BUSINESS: PAUL TERRY HAS NO REPORT

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: NONE

NEXT MEETING DATE AND LOCATION: AUGUST 9, 2011, LOCATION :
LOCATION AND TIME: T.B.A.

MEEETING ADJOURNED: 19:21 PM .

NOTES FROM THE EDITOR:

Enrique Lopez forwarded me the article in the August 2011 newsletter from SCREEN SERVICE AMERICA, about our friend Warren Reeves. Look at page 5 for this.

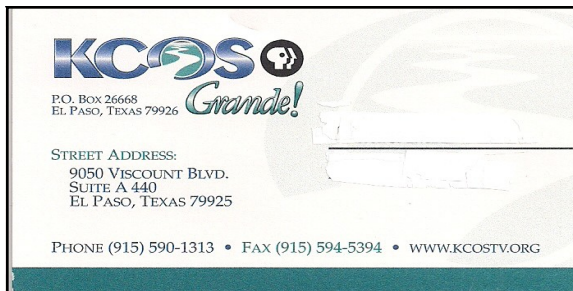
NOTES FROM THE SECRETARY:

It WAS sent via regular mail a very friendly remainder to those members and sustaining members that had not covered the 2011 dues. Watch for the mail !!

AUGUST PROGRAM

The invitation is for Tuesday the 9 of August, 2011 at 12:00 PM at the Public Broadcast Service Station, KCOS-TV. David Echaniz and Juan Barrera will host the SBE meeting right at the lunch room of the PBS station in El Paso, located in the old konka toys building, next to the El Paso Community College (EPCC).

The address is



At the moment of issuing this newsletter, there is no special presentation, but if something pops up, it will be notified, so....

Let's meet over there and say halo to our friends.



Screen Service America - Newsletter August 2011

Special Guest - Interview with Warren Reeves

RF broadcast engineer for HO TAH SAY LLC.



Hello Warren,

What are the three most important things that an LPTV owner should consider when buying a brand new Transmitter for his/her station?

The three most important things I think an LPTV owner should consider are the following.
The transmitter manufacturer's product should have technological innovations that will guarantee longevity and ease of programmed maintenance and service.
A built-in web browser interface and SNMP capability for monitoring and control should be standard.
A customer service backup capability for service consultation and rapid delivery of replacement parts as needed is mandatory.

Multi-channel Encoder vs High Definition (and maybe in the near future Mobile DTV): what are the benefits when deciding to allocate the bandwidth?

In the LPTV industry, offering a number of different channels to serve niche audiences is a long term solution to increasing station advertising income and viewership.
If one or two programs are carried, for example in a translator situation to increase a bigger market station's coverage, then a beautiful, highly detailed picture with surround sound capability becomes more desirable.

Where do you see Broadcasting Full Power and Low power in 5 years? Will ATSC still be a competitive standard?

More and more TV households are adding internet viewing capability every day, further diluting the "eyeballs" count available to see the broadcast station. Stations will have to continue to innovate in terms of driving viewership with alternate programming, and other service offerings to keep a loyal audience. Content an audience looks for will always be the salvation of broadcast stations ... "Content is king".