

MARCH  
2015

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

# NEWS

## Viewpoint: Loudness The Unwinnable War

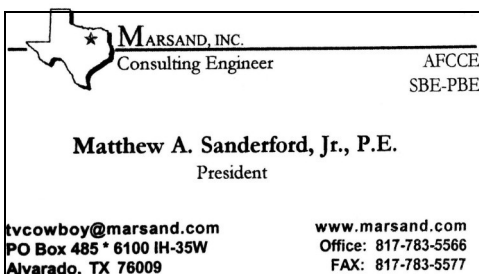
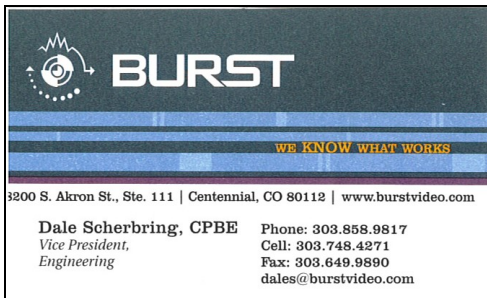
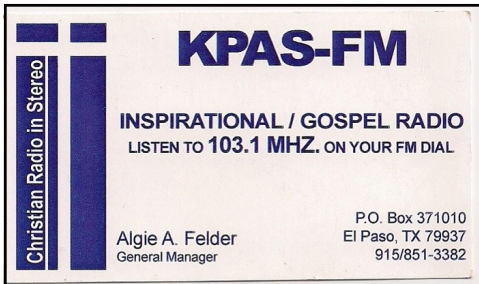
February 1, 2015 By Shane Toven, Editor RADIO MAGAZINE

As audio processing technology has continued to advance, we’ve found many new ways to manipulate the “sound” of our product on the air. Modern processors can go from a whisper to a roar and beyond, but are listeners really tuning to your station simply because it’s louder than the competition? This is a topic that is almost as old as audio processing technology itself, but despite many years of talking about it and a number of recent discussions about moving in the opposite direction, loudness still seems to be the ultimate goal among many broadcasters.

I remember listening to radio growing up in the ’80s and very early ’90s. The radio stations in my relatively rural area of the country all had a very particular “sound” to them. None of them really “jumped” off the dial, and if anything most had a somewhat “warm and subdued” quality to them. Very clean, within the limitations of FM and AM transmission; and no one station was particularly louder than another. I suspect part of this was due to the audio processing technology available at the time (Prisms and 8100s, Compellers and Dominators, or perhaps a CRL chain) but it may also have been due to the fact that the processing for the most part had been installed and adjusted by the same group of engineers. The managers and programming staff of those stations were more than happy to trust the engineers’ judgment, perhaps with a few small tweaks, but there was no “loudness war” in my part of the country.

At some point during this time period, one station in particular (a country format) really started to jump off the dial. It was much louder and very “crisp.” They started promoting that they were now “digital.” I had to wonder exactly what that meant ... Digital playback from CDs had started to become more common, and digital audio processors were just barely starting to hit the marketplace, but actual digital broadcast transmission was not even on the horizon at the time. I tried to reach their engineer to ask some questions (as a curious teenager) but never found out exactly what they had changed. Regardless, it sounded extremely good .....

- 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.- THOM JOHNSON
- GIESLER BROADCASTING SUPPLY INC.
- ENTRAVISION COMMUNICATIONS
- SCMS, INC.-
- TNT BROADCAST AND TELECOMMUNICATIONS CONTRACTORS, INC.-
- KSCE-TV
- RF Specialties of Texas Dan Sessler.
- KCOS-TV
- KELP-AM ARNOLD McClatchy.
- MARSAND, INC.
- Ho Tah Say. LLC



.....and was in fact very loud compared to the other stations on the dial. This was the beginning of my exposure to the "loudness war."

Later in my radio career, I found myself in a major metropolitan area. Stations there were loud and proud of it. I, on the other hand, worked for a classical station that had to hold its own on the dial among the flamethrowers while still appeasing the "golden ears." Ultimately, I did manage to find a good compromise but I was not about to try competing in terms of loudness on a classical music format by simply "cranking it to 11."

With the increasing number of media options available to listeners, does being "louder" on the dial still make sense or is it time to revisit your approach to processing? When it comes to loudness, eventually you reach a point of diminishing returns (and the ultimate limits of modulation and audio levels). Processing is a tool, like anything else, and can be used to "shape" your sound, but it ultimately comes down (as always) to the content.

#### 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 Carlos Sosa  
SBE member # 26533  
801 N Oregon St.  
El Paso, TX 79902  
915-496-4444 Office  
csosa@ktsm.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 Coord. 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  
Carlos Sosa  
Walter Hanthorn

Ho Tah Say, LLC  
RF Engineer  
WARREN T REEVES

4003 Santa Anita Drive  
El Paso, TX 79902

915-351-0591  
mobile 915-309-3377  
wreeves707@gmail.com

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

David Candellana  
General Manager

KINT TV 26 • KTFN TV 65 • KINT 93.9 FM  
KSVE 1150 AM • KHRO 94.7 FM • KOFX 92.3 FM

**KAMA 750**  
Your Favorite AM Radio Station  
**QUE BUENA!**  
920 am KBNA 97.5 fm

**NM STATE** **KRWG**  
**TV/FM**  


[www.krwg.org](http://www.krwg.org)

**GIESLER**  
**BROADCASTING**  
**SUPPLY, INC.**

800-634-8601

DAN GIESLER  
dan@gbs-giesler.com [www.gbs-giesler.com](http://www.gbs-giesler.com)

**S.C.M.S., Inc.**  
Broadcast Sales & Service  
**NEW & USED**  
Buy/Sell/Trade  
**Rentals - Remotes/Emergencies**  
10201 Rodney Blvd, Pineville, NC 28134  
800/438-6040 Fax 704/889-4540  
[www.scmsinc.com](http://www.scmsinc.com)

 **Huntleigh**  
Technology Group

Ross Dahman  
President

Direct: 915.225.2499  
Support: 915.832.0100 x3  
ross.dahman@huntleigh.com

[www.huntleigh.com](http://www.huntleigh.com) 100 Stanton Tower - Downtown  
100 N. Stanton Suite 700  
El Paso, TX 79901

EL PASO, TX CHAPTER 38 MEETING MINUTE

DATE 2/10/2015 LOCATION: EL ARRIERO MEX.BUFF.

**MEETING CALLED TO ORDER:** 12:31 PM, BY ANTONIO CASTRO,  
THERE WERE 8 MEMBERS.

**REPORT OF THE SECRETARY:** MINUTES IN THE FEBRUARY NEWS-  
LETTER. ACCEPTED BY CARLOS SOSA, SECOND BY WARREN  
REEVES.

**REPORT OF THE TREASURER:** \$ 6,554.79 IN THE BANK AFTER  
\$ 971.00 DEPOSITED FROM MEMBERSHIPS. ACCEPTED BY DAVID  
HALPERIN, SECOND BY OZZIE CARRILLO.

**REPORT OF THE CERTIFICATION COMMITTEE:** ONE PROSPECT:  
THOMAS RIOS, FROM KDBC, FOR CTO.

**REPORT OF THE MEMBERSHIP COMMITTEE:** THOM JOHNSON RE-  
TIRED FROM BURST COMMUNICATIONS, HIS PLACE WILL BE TAKEN  
BY DALE SCHERBRING.

**REPORT OF THE FREQUENCY COORDINATOR COMMITTEE:** MAN-  
TECH REQUESTED TO WARREN REEVES A REVISION IN THE  
FREQUENCIES DESIRED, AND HE ANSWERED BACK..

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

**REPORT OF THE WEBSITE COMMITTEE:** 1810 HITS LAST MONTH,  
NOE 1830. ( 20 )

**REPORT OF THE EAS CHAIRMAN:** TEXAS AND NEW MEXICO EAS  
MONTHLY TEST CAME FINE.

**REPORT OF THE PROGRAM COMMITTEE:** DALE SCHEBRING TO IN-  
TRODUCE "ENSEMBLE CONCEPTS" FOR NEXT MEETING

**UNFINISHED BUSINESS:** RICHARD MOORE, FROM FAA, TO PRO-  
VIDE INFORMATION EN NEW CHANGES.

**NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTERES:**  
ELECTION FOR OFFICIALS IN FEBRUARY MEETING.

**NEXT MEETING DATE AND LOCATION:** MONDAY MARCH 23, 2015,  
NOON AT THE GRAND CHINA BUFFET

**Note from the treasurer:**

**If you haven't paid your annual membership, you can  
bring cash or check and cover for it in our next meeting !!**

**It is only \$ 12.00 USD, so you can start saving one dollar  
a day. C'mon, make a difference.**



# MARCH PROGRAM

There was no presentation for last month, just our regular meeting with a minimum attendance, not enough for election of officials.

For March, we are going to have a special presentation that won't fall in the second Tuesday (the 10th), instead, only for this time, we will meet on the 23th, which is Monday at NOON at the Grand China Buffet Westside.

This invitation comes from our friend of Burst Communications, Dale Scherbring, who will bring "Ensemble Designs". He is taking over El Paso territory represented by Thom Johnson, who just has retired.

We welcome Dale Scherbring as our new sustaining member who will sponsor our lunch.

Please be there, so we can have partnership and learn what he is bringing.

Get your chopsticks ready !!



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

**KELP RADIO 1590 AM**  
EL PASO'S CHRISTIAN STATION  
8900 Commerce  
El Paso, Texas 79915  
915 / 779-0018  
FAX 915 / 779-6941  
Arnold McClatchey  
Owner

**KCOS Grande!**  
P.O. Box 26668  
El Paso, Texas 79926  
STREET ADDRESS:  
9050 VISCOUNT BLVD.  
SUITE A 440  
EL PASO, TEXAS 79925  
PHONE (915) 590-1313 • FAX (915) 594-5394 • WWW.KCOSTV.ORG

**Kint98.com**  
Kint98.com World Wide Radio  
The Most Music Variety Station  
El Paso, Tx. 79903  
Promote your business with unlimited radio  
advertising with your own webpage  
Norbert Miles (915) 256-9940  
email: kint98@aol.com

**Dan Sessler**  
President / GM  
Box 1010  
Newark, Texas 76071-3141  
817 489 2730  
Mobile 214-697-3477  
dsessler@rfstx.net  
www.rfspecialties.com  
**RF Specialties®**  
OF TEXAS