



Dale, showing a picture of PAB headquarters

Chapter 20's May meeting was held on the 20th at Gaetano's with 20 people in attendance. Chairman Bob Jordan talked about the efforts to hire a facilitator for the October 5th convention. The down payment check and the contract for the Expomart convention facilities were signed at the meeting.



Chairman Bob Jordan and Treasurer Paul Mastorakis did the signing

Our presentation was by Dale Gehman, VP/Chairman PA SECC and EAS, on the topic of the new satellite based EMnet EAS network deployed by PEMA in Pennsylvania.

He started with mention of Nick Berg, the broadcast industry American

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Next Meeting

At the June meeting on the 17th, Rich Schwartz, Director, Marketing and Product Management for Axcera, will speak on ...

Completing DTV Coverage Through On-Channel and Translator Technologies

DTV coverage areas, like analog, were allocated based on a single-transmitter architecture designed to provide coverage within the specified contour. The result of this architecture, by nature, is that some shadowed areas will exist in which signal density is lower than required for reliable reception. While this is true for all broadcasters, some of the most extreme cases involve analog VHF broadcasters with digital UHF allocations. Since UHF does not propagate as well as VHF, the digital UHF signal will inherently

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Next Meeting

Time: Thursday, June 17

12:00 NOON

Come at 11:30 and shoot the breeze

Program:

Augmenting Digital Coverage

Rich Schwartz
 Axcera

Place: Gaetano's Restaurant

1617 Banksville Rd.

Use the Rt. 19 South (Banksville Rd) exit when coming out of town.

Use the Greentree exit when coming in.

Lunch Fee \$7



Chairman's Corner

Convention Update and Call for Papers

Bob Jordan, CPBE
bjordan@wpxi.com

Wow! Is it that late already? If you're like me, you've been thinking it's barely Spring, and the annual Pittsburgh Regional SBE Convention isn't until October. But then when you stop to think about it, since we take July and August off, there are really only two meetings between now and our annual convention. Some of you have already been asking about it, so listen up all you exhibitors, presenters, and attendees - here's the scoop:

The convention date is October 5. The location is the Pittsburgh ExpoMart in Monroeville. The response to our requests for new volunteers to help with the show have been a bit under-whelming, so we're taking a rather bold step (for us) and engaging the services of a professional meeting planner. Her name is Joann Garvin, President of Creative Convention Services, Inc. Kim Cannon will continue to serve as the Convention Chairperson, and will be lining up the speakers and presenters, but Kim has learned that she can't do it all and remain both sane and employed, so Joann will be handling all the other details including space planning, exhibitor facilities, attendee registration, publicity, and mailings.

You can check Joann out at her web site. <http://creativeconventions.com/>

In just our first meeting with Joann, Kim and I were very pleased with her positive approach to overcoming some of the problems we've experienced in the past. Whether you are an exhibitor, presenter, or attendee I think you'll find, as Kim and I have, that Joann is a competent professional who is going to add measurably to the success of our show.

Exhibitors: If you are in our database as having exhibited in the past, you should be receiving information by mail in just a couple of weeks. If you have not exhibited in the past or want to get a jump on reserving your booth space, please contact Joann Garvin at Creative Convention Services, Inc., 1008 Seventh Avenue, Suite 209, Beaver Falls, PA 15010-4558 Phone: 724-843-7501 Fax: 724-843-7613. E-Mail: joanngarvin@creativeconventions.com

Presenters: If you have a technical paper that you would like to have considered for presentation on October 5, please contact Kim

Canon, CDR Systems, 412-374-1700. E-Mail: kcannon@cdrsys.com. We do ask that the papers be of a technical nature. If you are also an exhibitor and your presentation relates to a new product that you'll be exhibiting, that's fine, but please be sure to tell our audience what new technology your product employs, not just a sales pitch.

Attendees: Technology is changing so fast you can't keep up on your own. Make plans to be a part of this year's better-than-ever Pittsburgh Regional SBE Convention. If you've attended our regional show in the past, you should receive the first mailing with registration information and convention details, including papers to be presented, by mid July. Then we'll remind you again in August. A link to the on-line registration page should be available via our website at www.broadcast.net/~SBE20 in just a few days.



Joann Garvin, Creative Convention Services



Chapter Twenty News is published monthly (except during the summer) by

**Society of Broadcast Engineers
Chapter 20
P.O. Box 16312
Pittsburgh, PA 15242-0312**

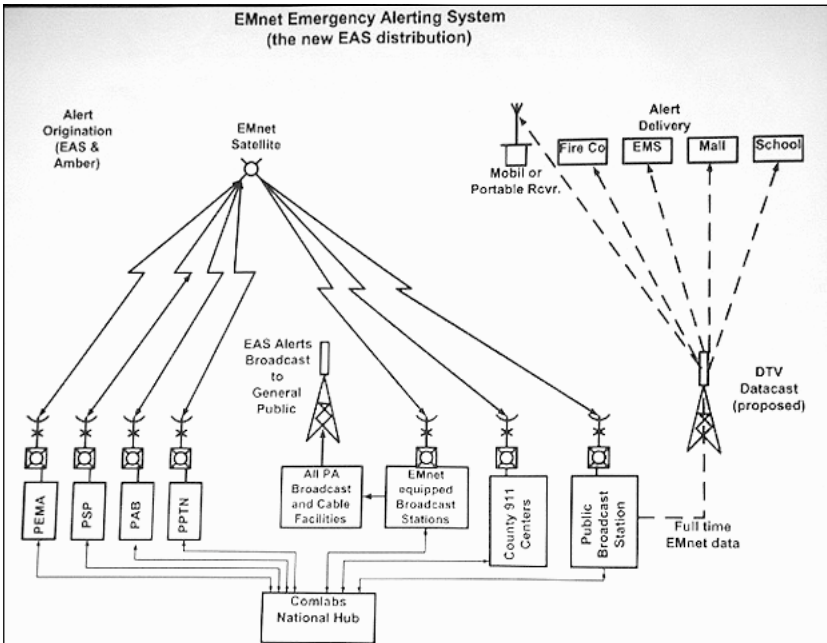
Web page <http://www.broadcast.net/~sbe20>

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Last Meeting

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The EMnet System

who was decapitated by al-Qaeda terrorists in Iraq recently. Dale even had a photo of Nick standing next to a display of a concrete communications tower that he was demonstrating at last year's PAB convention in Hershey, PA.



The "crowd" at the May meeting of Chapter 20.

Dale showed the history of emergency notification systems with the Conelrad system. He covered EBS and EAS and the different problems that were encountered over the years. He showed how agency responsibility evolved over the years to where responsibility is now held by the states.

Dale showed the safeguards in the system to make sure that alerts only affect your area and that you only have to interrupt programming once for each alert.

Pennsylvania was the first state to implement the computer based system. There will be 18 states on-line by the end of the year.

Dale reviewed best practices and procedures for keeping the new system running. A surprise tidbit was that we learned the problems some of us have been experiencing with one manufacturer's EAS unit has been universally experienced by all their customers. Efforts are underway to get the manufacturer to fix the problem.

Completing DTV Coverage Through On-Channel and Translator Technologies

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have many more shadowed areas than the analog VHF.

However, digital brings with it the opportunity to improve upon the coverage that can be achieved with even the best UHF or VHF analog system. Digital correction techniques allow DTV receivers to operate with lower signal-to-noise ratios than analog sets. Correction algorithms also enable rejection of advanced and delayed co-channel signals, making on-channel networks and boosters viable. This type of "cellular" approach can be used to target under-served population centers with lower power transmitters, increasing coverage within the licensed contour.

This presentation discusses the difference between distributed transmission, DTV boosters (both as coverage extenders and gap fillers) and DTV translators. It covers the terminology used, the application of each technology and the product structures applicable to each. It will also provide guidance in determining when this type of deployment is applicable and give an overview of the systems engineering necessary to design such a network.



Dale explains the system hierarchy

Job-Search King of the Hill— Tough Career Lessons Learned on the Playground

When you were a child, did you ever play a game called “king of the hill”? In my childhood neighborhood we had a low sand hill just right for playing king of the hill. A dozen of us would rush to the hill to scramble and push our way to the top.

The hill only allowed one person on top—the king, the champ.

The competition of a job search is much like playing king of the hill. Instead of a hill, it’s a job opening. But the rules of the game are about the same—one hill, lots of players and only one winner. Only now, the stakes are much higher.

In today’s competitive job market, how does one become Job-Search King of the Hill? The answer—exercise better job search skills.

The four essential job search skills are:

- 1) Effective resume and cover letter writing
- 2) Uncovering job leads
- 3) Interview preparation
- 4) Salary negotiation

1) Effective resume and cover letter writing.

Your cover letter and resume are your first contact with potential employers. Make the most of the opportunity by written communication that sets you apart from the crowd. Here is a hint that’s guaranteed to make you stand out. Focus your resume on accomplishments rather than responsibilities. For every accomplishment ask yourself, “how was this significant? How did this affect my employer’s bottom line?” Your resume will catch attention no matter the level of competition because you’ve answered the reader’s question, “what can this candidate do for my company?”

2) Uncovering job leads

Before your resume can do any good at all, you’ve got to find job leads. This is sometimes the trickiest part of the job search process because a good percentage of job opportunities are found in the hidden job market—job leads that aren’t yet public knowledge. Think about this for a moment, what’s more competitive, jobs that are posted for the whole world to see or jobs openings that haven’t hit the want ads or online job boards? Which would you rather interview for?

There are several ways of uncovering job leads in the hidden job market. One of the most efficient is simply networking with persons within your sphere of influence. Just ask around. Always ask “who do you know that might know of a position that matches my qualifications?”

Another highly effective, inexpensive method of uncovering leads is through targeted email distribution of your resume. There are many reputable services online that allow you to target your distribution by industry, company size and geography. Blasting means your resume ends up everywhere but where you really want it: with employers most likely to have positions of interest to you.

3) Interview preparation

Once your resume has passed the screener’s desk and you’re invited for an interview, keep your competitive edge with pre-interview

preparation. There are many outstanding interview prep books out there, but my all-time favorite is *101 Answers to the Toughest Interview Questions* by Ron Fry. It’s just recently been re-released and available in most book stores. A couple of hours with this book and you’ll be better prepared than most job seekers.

4) Salary negotiation

You’ve made it through the interviews with flying colors and you’ve just received the phone call—they want you to extend an offer. Go in prepared to negotiate for a better starting salary.

First, dollarize your worth. Demonstrate through quantifiable accomplishments that you are a high return on investment. Second, make sure you have the regional statistics for the salary range. The *Occupational Outlook Handbook* is a good source for that information. You can find them at <http://www.bls.gov/oco/>. Third, always let them be the first to state a salary or range. Don’t inadvertently walk away from several thousand dollars by answering their question, “So what would it take to get you to come on board?” They might have a higher number in mind. And last, your bargaining power is the greatest if you have other offers on the table. Don’t turn down interviews with companies you’re not interested in. Those could turn into offers that increase your desirability as a candidate and ability to command the top of the salary range for the position you really want.

Once you’ve earned your position as “King of the Hill”, you’ll be less concerned with job security knowing the only real job security lies within your own ability to compete within the job market.

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