



NAB and SBE Present the Radio Show Technology Program

NAB Technology and the SBE (Society of Broadcast Engineers) are joining forces to present the Radio Show Technology Program, September 10-12 at the Radio Show in Indianapolis.

Attending the Technology Program is an investment in your future. The program offers an exclusive educational opportunity for radio engineers and others who are looking to improve their knowledge and keep up with the latest developments. Here is a summary of the Radio Show Technology Program:



Wednesday, September 10

IT for Radio Engineers: Understanding IP Networking, Routing and Switching



The core technology underlying an IP network is the proper implementation of Ethernet switching and IP routing. This three-hour tutorial will review the basics of IP networking and focus upon the implementation of Ethernet switching and IP routing, answering the question of, "When to Route and When to Switch?" Theoretical concepts will be presented with considerations for network performance, security and management, utilizing practical implementation examples in a broadcast-plant IP network.

The Tutorial includes:

- IP Networking Technology Review
- Ethernet Switching Fundamentals
- IP Routing Fundamentals
- Building, Addressing and Configuring a Segmented IP Network
- Best Practices Review and Closing Thoughts

Instructor: Wayne Pecena, Texas A&M University

All-digital on the AM band - Testing for the Future



Over the past year NAB Labs has conducted field tests of all-digital broadcasting on the AM band. The tests continue and are now being supplemented by a laboratory testing program. This session will show the types of stations used in the field test program and the resulting coverage of the stations while transmitting with the iBiquity HD Radio™ AM all-digital system. We will look at the interference concerns, receiver performance issues and propagation effects. This is a unique opportunity to learn about the feasibility of an AM all-digital future.

Moderator: Ben Downs, Bryan Broadcasting

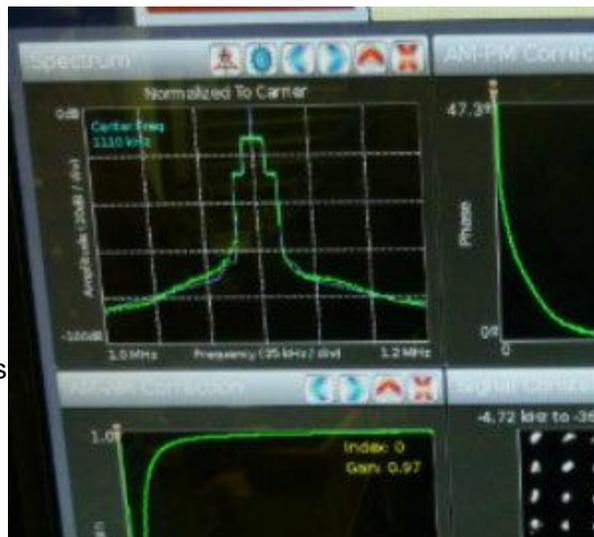
Panelists:

Glynn Walden, CBS

Greg Borgen, WDGY

David Layer, NAB

Andrew Skotdal, KRKO



Thursday, September 11

NRSC Meetings: Everyone interested in recent NRSC activities are invited to attend these meetings. The National Radio Systems Committee is a vehicle by which broadcasters and receiver manufacturers can work together toward solutions to common problems in radio broadcast systems.

Hybrid Radio - What's In It for You?



Increased revenue and listenership opportunities await those who embrace hybrid radio as part of their overall digital strategy. Auto manufacturers are encouraging FM broadcasters to implement visual content that will offer drivers and passengers a similar experience to competing services such as Pandora and other connected car apps. Additionally, wireless providers are increasingly offering smartphones with FM-enabled reception. Hybrid radio is a relatively simple way to provide listeners with an interactive experience, giving them more entertainment on-the-go options without any added data or streaming charges. Enhance your broadcast product with visuals such as your stations' logos, album art and most significantly and advertiser graphics. During this super session, you will find out more about the implementation and considerable upside of growing your station's digital footprint with hybrid radio.



Friday, September 12

Designing, Maintaining and Monitoring Reliable IP Audio Broadcast Facilities



This session will explain how to successfully implement IP audio in radio broadcast facilities. Segments will include design, installation best practices, budget considerations and implementing network and equipment monitoring to assure healthy, trouble-free operations.

Presenter: Jacob Robinson, Director of Engineering and IT, Emmis Communications

15 Tech Ideas That Help the Bottom Line - A Radio Technology Panel of Experts



A panel of radio technology experts, moderated by radio industry veteran, Chriss Scherer, CPBE CBNT, will cover a hands-on view of ideas to improve and update radio facilities with the latest technology not just for the technical updates, but with a view on the bottom line. Topics will cover studios and audio, RF and transmission, IT/IP and data and more.

Moderator: Chriss Scherer

Panelists:

Jeremy Ruck, Jeremy Ruck & Associates

Jacob Robinson, Emmis Communications

Paul Shulins, Greater Media

SBE is celebrating 50 years of service to the broadcast engineering community. In addition to educational presentations, on Thursday at the Radio Show, SBE will offer certification examinations for

radio engineers seeking to enhance their professional careers. Information regarding these examinations may be found [here](#) .

Additional information about the Radio Show plus registration details are available [here](#) .

See you in Indianapolis!

Important Dates and Upcoming Events

[NAB 2014 Radio Show](#)

September 10 - September 12, 2014

Indianapolis, IN

[137th International AES Convention](#)

October 9 – October 12, 2014

Los Angeles, CA

[2014 IEEE Symposium](#)

October 15 – October 17, 2014

San Antonio, TX