

Meet NAB's Newest Addition: Sam Matheny, EVP and CTO

Sam Matheny joined NAB as Executive Vice President and Chief Technology Officer on July 15, 2014. Prior to joining NAB, Matheny served as Vice President of Policy and Innovation for Capitol Broadcasting Company, where he focused on strategic media applications, mobile content delivery, smart TV, and Internet distribution models. Sam comes to NAB's Washington, D.C. headquarters location by way of his life-long home Zebulon, North Carolina, accompanied by his bride of twenty years and two teenage sons; as one observer put it, he's got it covered from Z-to-A.

Sam brings over twenty years of experience in broadcast communications and new media technologies. Before joining the corporate staff in 2012, Matheny was a principal in several Capitol Broadcasting media ventures:



The Matheny men salmon fishing in Alaska. Left to right: Jim (brother), Ty (oldest son), Bob (father), Liam (youngest son), Sam

General Manager at News Over Wireless, which provided custom local television news applications for wireless carriers; Manager of Digital Cinema at Microspace Communications, exploring digital cinema as a viable market for satellite delivery; and Vice President & General Manager at DTV Plus, which developed and launched the nation's first DTV datacasting service.

In his role at Capitol Broadcasting prior to joining NAB, he guided strategic investment decisions in new media and formulated strategies and policies driving innovation throughout the company. Matheny worked extensively with many of their radio networks like Winston Cup Today, Performance Racing Network, North Carolina News Network, and the Southern Ag Network. His company also built some of the first mobile apps for hundreds of radio stations across the country. Beyond Sam's day-to-day responsibilities, he is currently a member of the board of directors for the Advanced Television Systems Committee (ATSC), and previously chaired the ATSC Specialist Group on ATSC 2.0. Additionally, he serves on the FCC's Communications, Security, Reliability, and Interoperability Council (CSRIC) and is a member of the Academy of Digital Television Pioneers.

Sam's first job in radio was at 540 AM WETC and he was 18 years old. He worked on weekends at the daytimer and did a little of everything including powering on the transmitter, producing spots, reading obituaries, writing the news and answering the phones. His first broadcast TV job was in the newsroom, where he produced the #1 rated evening, weekend newscast for WNCT while in his senior year of college. Sam worked in video networking with the North Carolina Research & Education Network (NCREN) when he was in college at East Carolina University. NCREN offered some of the very first teleconferencing and distance education in the country. This ultimately led to his first job after graduation at the Microelectronics Center of North Carolina (MCNC) where he went to work as a video specialist. MCNC was the home of NCREN and the North Carolina Supercomputing Center, so Sam was exposed to a wide variety of video and data networking as well as computing platforms.

Matheny holds a B.S. in Broadcast Communications from East Carolina University and a M.S. in Technology Management from North Carolina State University. Sam is also a licensed private pilot and certified scuba divemaster. When he is not working, flying or diving, you will find him cheering for the ECU Pirates.

When asked what he's most excited about with his new position, Sam responded "The people! Our industry has some of the best folks in the world...they are smart, funny, challenging, and inspirational. That is true of the staff here at NAB as well as our members. I'm just ecstatic about getting to engage with folks all over the country, and knowing that the work they do impacts the lives of so many."

NAB Technology is very pleased to have Sam on board. His expertise, enthusiasm and leadership skills will be immensely helpful in NAB's contributions to ensure a bright and technologically driven future for radio and television broadcasting. Feel free to drop him a line at smatheny@nab.org.

Satellite Interference Costs Satellite Operators Millions of Dollars Yearly - Let's Eliminate It!

Satellite interference costs your station time and money. If you or your operations staff have not received formal hands-on training for operating your uplink facilities, sign up for the [NAB/SBE Satellite Uplink Operators Training Workshop](#).

The hands-on training workshop, taking place September 29 – October 2, 2014 at NAB's headquarters in Washington, D.C., is recommended for fellow satellite uplink operators, engineers and technicians.

The workshop begins each day at 8 a.m. and ends at 5 p.m. Attendees will learn in-depth information on the theory of satellite communications and all operational aspects of the ground equipment for uplink and downlink facilities. The information taught will be applicable to distributing signals for both analog and digital television and radio.



The hands-on training workshop will also include:

- A satellite newsgathering truck demonstration;
- Hands-on instruction on Fly Away Antenna; and
- A field trip to a major satellite television uplink facility in the Washington, D.C., area.

The seminar fee is \$1,250 for NAB or SBE members and \$1,550 for all others. **Register by August 29, 2014 and receive a \$250 discount.** The fee includes hands-on classroom instruction, a Satellite Uplink Handbook, continental breakfast and lunch.

Space is limited. To register, visit nab.org/SatelliteSeminar.

Questions? Contact [Katy Armstrong](#) at (202) 775-4975.

Important Dates and Upcoming Events

[NAB/SBE Satellite Uplink Operators Training Workshop](#)

September 29 - October 2, 2014

Washington, DC

[137th International AES Convention](#)

October 9 - October 12, 2014

Los Angeles, CA

[2014 IEEE Broadcast Symposium](#)

October 15 - October 17, 2014

San Antonio, TX

[SMPTE Annual Technical Conference and Exhibition](#)

October 20 - October 23, 2014

Hollywood, CA