



Broadcasters “LEEDing” the Way

“How will green and sustainable building construction requirements affect my facility development plans?” is something all broadcasters should be asking themselves right now. A session at the upcoming NAB Broadcast Engineering Conference (BEC, April 10-15, 2010, Las Vegas, Nev. – see below for additional information) entitled “*Green Technologies for Broadcasters*” includes a paper, excerpted here, that introduces broadcast engineers to LEED® – Leadership in Energy and Environmental Design – and attempts to demystify what constitutes sustainable construction by showing the different strategies and options available to achieve points in each LEED category that will lead to a successfully certified project.

WHAT IS LEED – “LEED green building certification program is a voluntary, consensus-based national rating system for buildings designed, constructed and operated for improved environmental and human health performance.” Developed by the U.S. Green Building Council (USGBC, Washington, DC, www.usgbc.org), LEED provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions. There are several versions of the LEED green building rating system according to building/ project type. The three that are applicable to broadcasters are New Construction for new buildings and major renovations, Existing Building: Operations & Maintenance for certification of ongoing facilities providing entry level certification, and Commercial Interiors for tenant-type work where the applicant does not control the whole building.

WHAT LEED MEASURES – Think of the LEED rating system as a label (see illustration) that immediately lets anyone know the “ingredients” that make up a building’s or leasehold’s content and its performance. There are seven areas or



categories that it measures and within these there are a

series of Credits which, if successful in fulfilling the requirements thereof, are awarded Points. The first two categories are Regional priority and Innovation in design; there are five environmental categories which are:

- Sustainable sites – discourages development on previously undeveloped land; minimizes a building’s impact on ecosystems and waterways; encourages regionally appropriate landscaping; rewards smart transportation choices; controls storm water runoff; and reduces erosion, light pollution, heat island effect and construction-related pollution.

- Water efficiency – broadcast buildings *per se* face typical consumption issues and can achieve water reduction through more efficient faucets, fixtures and fittings inside and water-wise landscaping outside. A system of reclaiming “grey” water

LEED® for Existing Buildings

Total Possible Points 110***

	Sustainable Sites	26
	Water Efficiency	14
	Energy & Atmosphere	35
	Materials & Resources	10
	Indoor Environmental Quality	15

* Out of a possible 100 points + 10 bonus points

** Certified 40+ points, Silver 50+ points, Gold 60+ points, Platinum 80+ points

	Innovation in Operations	6
	Regional Priority	4

to provide make-up water is a good example of how additional savings opportunities can be developed.

- **Energy and atmosphere** – broadcast facilities are very dependent on power whether it is for lighting a TV production studio, a room full of racks or a transmitter. This category encourages many varieties of energy strategies which will appeal to broadcasters: commissioning; energy use monitoring; efficient design and construction efficient equipment, systems and lighting; the use of renewable and clean sources of energy generated on-site or off-site; and other innovative strategies.
- **Materials and resources** – this credit category encourages the re-use of existing construction, selection of local materials, the use of renewable materials and mandates collection of recyclables. It promotes the reduction of waste, and it takes into account the reduction of waste at a product's source.
- **Indoor environmental quality** – it is estimated that Americans spend about 90% of their day indoors, where adhesives, sealants and lack of fresh air conspire to create a toxic "soup" that has been directly linked to absenteeism and other workplace maladies. This category also has to do with thermal comfort and daylighting issues that, when solved correctly, have the potential to contribute toward energy savings.

LEED CERTIFICATION – third-party LEED certification is provided through the Green Building Certification Institute (GBCI, Washington, DC, www.gbci.org). GBCI is an independent party which guarantees, along with its ISO compliance certifying partners, that a rigorous process has been followed ensuring the "consistency, capacity and integrity of the LEED certification process". Additionally it provides professional accreditation and manages the LEED Credentialing Maintenance Program for professionals. The procedure to achieve project certification is simple, easy to follow and heavily supported by on-line tools. The first step is to make sure your project meets the minimum program requirements (MPR) for acceptance as a LEED project. Once certain of meeting the MPR, it is recommended that you carefully articulate the reasons (whether mandated or voluntary) why LEED certification is sought, first by the system type (New Construction, Commercial Interiors, etc.), and then initial performance level (four are offered: Certified, Silver, Gold or Platinum)."

This BEC paper, entitled "Sustainable Facilities and LEED Certification: A Broadcaster's Guide" will be presented by Mr. Antonio Argibay of Meridian Design Associates, Architects, P.C., on Thursday, April 15, 2010 starting at 9:00 a.m. in room S226 of the Las Vegas Convention Center. It will also be included in its entirety in the *2010 NAB Broadcast Engineering Conference Proceedings*, on sale at the 2010 NAB Show Store and available on-line from the NAB Store (www.nabstore.com) after the convention. Other papers being presented during this session include the following:

- *Building a LEED, WEEE, and RoHS Facility*, Tom Axtell, General Manager, KLVX-DT
- *Hollywood East: Home of Sustainable Production*, Stephen Newbold, Senior Associate, Gensler
- *Best Practices for the Design Facilities: How Better Design, Better Acoustics, and New Media Impacts the Cost of Operations*, Christopher Pollock, LEED AP, Senior Associate, Shen Milsom Wilke, LLC, Peter Bloomfield, AIA, NCARB Principal, Bloomfield + Associates, and Robyne Hamilton, AAIA Associate, Shen Milsom Wilke, LLC
- *HD Quality Energy Efficient, Low Heat Broadcast Lighting*, Dennis Size, Vice President of Design, The Lighting Design Group
- *Alternative Power Options for Broadcasters*, Joseph Talbot, Director of Engineering, Citadel Broadcasting San Francisco KGO/KSFO.

Barry Blesser to Keynote Broadcast Engineering Conference at 2010 NAB Show *A Path for Restoring the Lofty Status of Broadcast Engineers*



Dr. Barry Blesser, digital audio pioneer, director of engineering for 25-Seven Systems and contributing columnist for *Radio World Engineering Extra* magazine, will deliver the opening keynote speech at the NAB Broadcast Engineering Conference on Sunday, April 11 at 9:00 am. Blesser, who has served as a technical and management consultant for the past 40 years to more than 50 high-tech companies, will provide insight on the broadcast engineering profession and its next generation of leaders.

"Dr. Barry Blesser is one of the true original pioneers in digital audio technology," said NAB Senior Vice President of Science and Technology Lynn Claudy. "As leading broadcast engineers, media professionals and technicians from around the world gather for the NAB Show's engineering conference this spring, we look forward to hearing Dr. Blesser's insightful thoughts on the future of the broadcast engineering profession." Dr. Blesser will be signing copies of a book he co-authored *Spaces Speak, Are you Listening? Experiencing Aural Architectures*, which examines auditory spatial awareness as an interdisciplinary exploration of architecture, music, acoustics, evolution, anthropology, cognitive psychology and audio

engineering following his keynote at the NAB Show Store (Central Hall Lobby) from 10:00 - 10:45 a.m. This session will also be recorded for inclusion in the [Online Learning Center](#).

Additional details and registration information for the 64th NAB Broadcast Engineering Conference is available at www.nabshow.com. For 2010, the NAB Show is proud to offer smarter registration packages that give you access to more – more sessions, more cross-conference access, more year-round learning opportunities, more networking – all for one great price. Check out the [Best Value Packages](#) including a new SMART Pass and Conference Flex Pass.

