

June 11, 2012



Radio TechCheck



The Weekly NAB Newsletter for Radio Broadcast Engineers

The Radio Show Technology Program

Hilton Anatole – Dallas, Texas – September 19-21



This year's all new technology program covers issues that are important to all radio engineers. Change is occurring very quickly and impacting the ways we conduct business and generate revenue. "It's not your father's radio station anymore..." is more appropriate today than ever. Technology is moving consumers to new platforms and generating competition for our products.

The three-day program centers around thought provoking sessions and discussions led by radio professionals and developed specifically for radio professionals who need to keep up with regulatory issues, HD radio developments, disaster preparedness and new Hybrid Radio technologies. The Technology Program will offer ample time to network with peers and meet with Radio Show exhibitors who can assist with technical challenges and offer fresh insights and solutions.

Wednesday, September 19

- 9:00-10:00 *Technical Regulatory Issues for Radio* – This fast-paced session will cover issues such as the latest developments with EAS, LPFM, translators and RF/OSHA safety.
- 10:15-11:15 *Wireless Colocation* – We are witnessing an ever-increasing demand for tower space by wireless companies expanding service into rural areas. This discussion will address the requirements of the wireless service and offer solutions that may produce new revenue streams for broadcasters.
- 12:30-3:30 *NRSC Meetings* – Open to all industry professionals who have an interest in current or future National Radio Systems Committee activities.



Thursday, September 20

- 9:30-10:30 *HD Radio™ Update* – Covering the latest technical developments, implementation issues, challenges and opportunities related to HD Radio.
- 11:00-12:00 *Implementing Artist Experience* – In order to compete more effectively with graphics oriented music services, HD Radio broadcasters have the option to offer artist experience. This tutorial will explain why this is important and how to integrate the artist experience service into your broadcasts.
- 1:30-2:45 *Hybrid Radio* – Several developments are demonstrating how traditional radio broadcasting can be enhanced by other media platforms – on-air plus on-line services. If embraced by broadcasters, new devices could soon offer rich graphic and video content to supplement the audio broadcast.
- 3:30-4:30 *Engineering Management* – Today radio engineers are immersed in the technical matters related to their facilities. But more than ever, it is important to understand the business from the perspective of general management. This tutorial will focus on some of the key issues that engineers need to understand when making proposals to their managers.

Friday, September 21

- 9:00-10:00 *Preparing for Disaster* – Being prepared for emergency operations is critical to your staff and listeners. This session will cover real-world examples of what can happen during manmade or natural disasters and how you can harden your facilities to eliminate or minimize downtime.
- 10:30-11:45 *Tips from the Workbench* – Most engineers have stories about how situations of necessity created brilliant and simple solutions. Here is an opportunity to listen and learn tips and tricks to save you time, money and credibility during challenging circumstances.

Registration details and more are available online at www.radioshowweb.com. See you in September!

Participate in the Radio Show!

The Radio Show is the ultimate venue for connecting with radio. There's no better place to interact one-on-one with thousands of radio professionals - from station management to CEOs, sales managers to digital and marketing directors, engineers to program directors. Formulate your marketing plan to take advantage of this audience by contacting [NAB Advertising](#) for more information. Exhibit, sponsorship and advertising opportunities are available!



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