



Panel Discussions at the 2008 NAB Broadcast Engineering Conference



In addition to the technical papers being presented at this year's NAB Broadcast Engineering Conference (BEC, April 12-17, 2008, in the Las Vegas Convention Center – see below for additional information) there are four panels that will discuss issues of key interest and importance for broadcast technical professionals.

DTV Broadcasting for Mobile and Handheld Panel Sunday, April 13, 9:30 a.m. - 11:00 a.m., Room S219

This panel will focus on issues surrounding the development of a Mobile/Handheld technology for digital television including the status of the ATSC's standardization work, the work of the Open Mobile Video Coalition, and an overview of the technologies under consideration.

Moderator: Mark Richer, President, Advanced Television Systems Committee

Panelists:

- Dave Glenn, President of Engineering, ION Media Networks
- John Godfrey, Vice President, Government & Public Affairs, Samsung
- Wayne Luplow, VP, HDTV Standards & Promotion, Zenith/LG Electronics Corporation
- David Virag, Product Management, Thomson Silicon Components

Communicating with Management Monday, April 14, 10:30 a.m. - 12:00 p.m., Room S228

With multiple station responsibilities, today's engineer has to juggle a variety of tasks - communication is one of them. This session will provide a variety of simple, yet effective, techniques that will raise you and your department in the eyes of your manager; and that can be used to advance your career.

Moderator: Chriss Scherer, editor *Radio* magazine, immediate past president, SBE
10:30 AM - 11:15 AM Communicating with Management

Presenter: John Bisset, Northeast Regional Sales Manager, Broadcast Electronics
11:15AM - 12:00PM Communicating with Management Panel

Panelists

- John Dickey, COO/EVP, Cumulus Media, Inc.
- David Isreal, VP/General Manager, WFYV-FM / WMXQ - FM
- Don Kelley, VP/Director of Programming, Greater Media, Inc.
- Gary Kline, Vice President of Engineering & IT, Cumulus Media
- Paul Tinkle, President, Thunderbolt Broadcasting Company

Future Broadcast Technologies - A Worldwide Perspective Tuesday, April 15, 2:30 p.m. - 4:00 p.m., Room S228

It's not just Internet development that is moving in "dog years." Across the world, broadcast research laboratories are driving broadcast technology forward at rapid speed. This session will allow you to take in and question the frontiers of the research by some of the most active laboratories in the world, and to see the possible future of broadcasting.

Moderator: David Wood, Head of New Technology, European Broadcasting Union

Panelists:

- Andy Bower, Head of Research and Innovation, BBC, United Kingdom
- Bernard Caron, Vice-President, Communications Research Centre, Canada
- Klaus Illgner, Director & CEO, IRT, Germany
- Reinhard Knoer, Scientific Employee, IRT, Germany
- Alberto Morello, Director, RAI, Italy
- K. Tanioka, Director-General, NHK, Japan
- Colin Whitbread, Controller of Broadcast Research & Innovation, BBC, United Kingdom

Next Generation Public Alerting**Tuesday, April 15, 4:00 p.m. - 5:00 p.m., Room S228**

Come and discuss the status of development of the next generation Emergency Alerting System. Industry representatives will discuss and answer questions about technology and implementation, so broadcasters can gain an understanding of what will be expected of them in the future.

Moderator: Clay Freinwald, Corporate Engineer, Entercom, Seattle, WA**Panelists**

- Edward Czarnecki, Senior Vice President, SpectraRep
- Walter Florence, IPAWS Project Manager, FEMA
- Jerry LeBow, co-chairman, Sage Alerting Systems
- Darryl Parker, Senior Vice President, TFT Inc.

For more detailed information on these panels and a complete schedule for the 2008 NAB Broadcast Engineering Conference go to <http://www.nabshow.com/2008/conferences/bec.asp>.

2008 NAB Broadcast Engineering Conference Opening Session**We Can Work Together: Advice to DTV and HD Radio Engineers
from the Consumer Electronics Retail Community****April 13, 2008 • 9:00AM - 9:30AM****Las Vegas Convention Center, Room S219**

Now that DTV and HD Radio are on the air and receivers are in the marketplace, feedback from the consumer electronics retail world can help optimize these new services and increase the value proposition to consumers. In this keynote session, experts in retail issues associated with digital broadcasting will offer actionable advice from the consumer retail world that can be productively used in the broadcast engineering world to make the digital broadcasting services even more compelling. Robert S. Schwartz, counsel to the [Consumer Electronics Retailers Coalition](#), will cover DTV and Diane Warren, Executive Vice President for the [HD Radio Alliance](#), will talk about HD Radio in this insightful session. The session will be interactive so bring your questions!

**Mobile TV: Opportunity at 100 MPH!****Monday, April 14 • 7:30 a.m. - 8:30 a.m.****Las Vegas Hilton Ballroom A**

The Open Mobile Video Coalition (OMVC) invites engineers from television, telcos, cable and OEMs to learn more about breakthroughs and milestones in engineering, consumer interest and testing, as well as new revenue opportunities in the fast approaching locally broadcast Mobile TV world. Join OMVC executives for [breakfast](#) with Master of Ceremonies Dan Abrams, NBC's chief legal correspondent and the host of "Verdict with Dan Abrams" on MSNBC on Monday, April 14 in Ballroom A at the Las Vegas Hilton.



Welcome to the place where creativity originates,

