



K. James Yager
NAB Chairman of the Joint Board



Edward O. Fritts
NAB President & CEO

Welcome to NAB2001

Throughout the coming week in Las Vegas, you will be a part of the largest worldwide gathering of television and radio broadcasters and professionals from telecommunications, multimedia, film and the Internet.

This year we offer more than 1,500 exhibits providing a hands-on look at the latest in electronic media. You will easily see why NAB2001 is the convergence marketplace. Embrace the future with more than 90 educational sessions, including Super Sessions on digital programming, broadband, interactive, streaming and much more. Eight separate conferences will feature top leaders from the industry, legal experts and key policymakers who regulate broadcasting and telecommunications. Hear directly from FCC Commissioners and Members of Congress. This show is designed to give you the tools for success.

NAB2001 is just one of the events and benefits enjoyed by members of the National Association of Broadcasters (NAB). If you're not a member of our association, you're missing out on a key component that can help you expand your business. Ask one of the staff, identified by their silver and black name badges, to direct you to the NAB Zone to learn about the benefits of membership.

Now get ready to enjoy the show!

Audio and Video Taping

Audio and video recording of the convention without NAB permission is prohibited. Permits are available in the following locations:

Exhibitors — NAB Exhibit Management Offices, LVCC C204 or N4 Exhibit Hall; SANDS Room 302

Journalists — Newsrooms, LVCC Room N260; SANDS Room 202

Other Attendees — NAB Information Centers, LVCC & SANDS Lobbies

Your convention attendance authorizes NAB, its contractors, licensees and assignees to make recordings and reproduce, distribute for sale or otherwise, make derivative works, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing your image and/or statements made at the convention.

Registration Age Requirement

You must be 16 or older to register for the NAB2001 conferences and exhibits. No one under the age of 16 will be allowed in any sessions or on the exhibit floor.

No Smoking Policy

Smoking is not permitted in the LVCC or in the SANDS. Please observe the NO SMOKING signs posted throughout the convention centers.

Signs/Other Solicitation

Only authorized convention and show management signs are permitted. All other signs, posters, etc. will be discarded. Distribution of unauthorized leaflets, pamphlets or other materials in any facility or official convention hotel is strictly prohibited.

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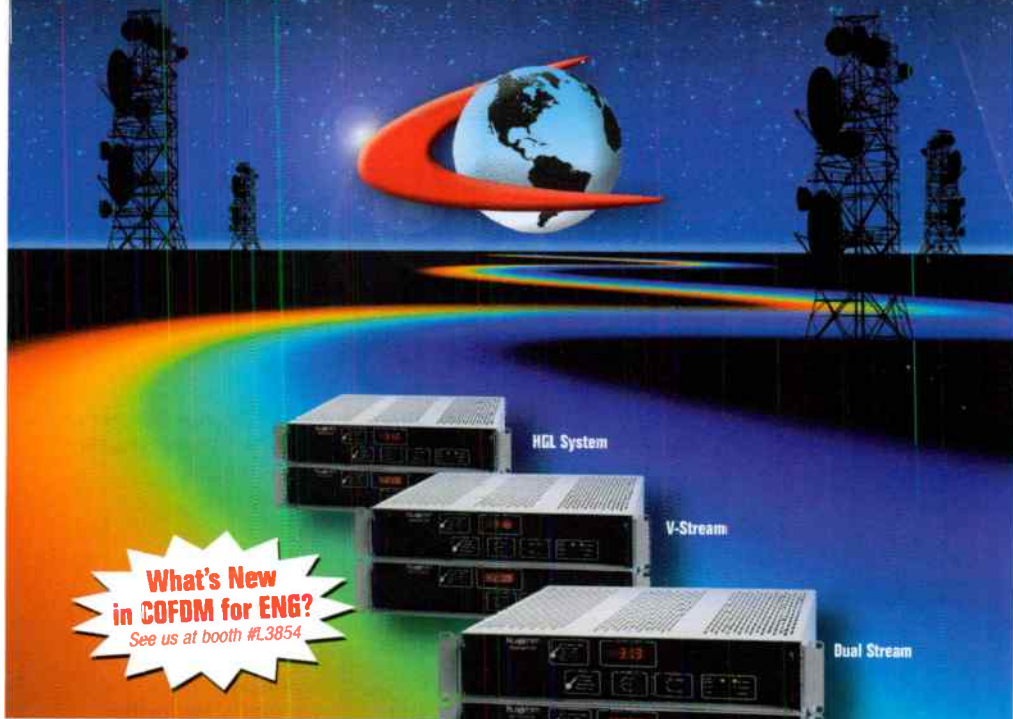
Please Note:

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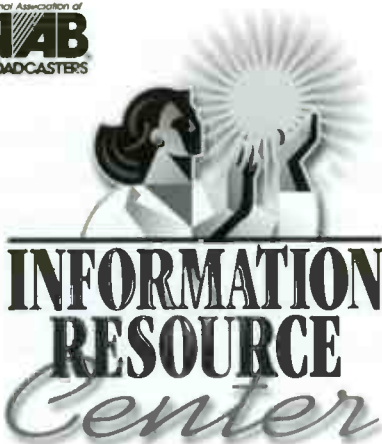


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A Full Convention registration includes access to all conference sessions (except the Digital Video Production Workshop which must be purchased separately), Super Sessions, exhibits and one luncheon ticket. Spouse registration includes the same benefits and must be accompanied by a Full Convention registration. Anyone who has not already registered for the Full Convention can do so only at the Registration Area in Hall G of the SANDS.

Digital Video Production Workshop Package

Production Workshop includes the Digital Video Production Workshop and all exhibits. Full Convention registrants must purchase this package separately either at the Registration Area in Hall G of the SANDS or in Room C110 of the LVCC.



Co-produced by CMP Media, Digital Video Magazine
 CMP DV Media Group St.
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 (415) 947-6000
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 www.DV.com

Super Sessions

NAB2001 Super Sessions address topics that are relevant to all sectors of the convergence marketplace. Unique keynote speakers and expert panelists fully cover hot issues by offering viewpoints and insights into management, sales/marketing, technology and finance.

Conference partners:



ATV Forum
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 (877) 349-4699
 Fax: (316) 686 9994
<http://www.atvforum.org>



BCD Forum
 2570 West El Camino Real #304
 Mountain View, CA 94040
 (650) 949-6714
 Fax: (650) 949-6735
www.bcdforum.org



International Webcasting Association (IWA)
 2020 Pennsylvania Avenue, NW #182
 Washington, DC 20006
 (202) 775-0718
info@webcasters.org

General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

Multimedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

NAB Broadcast Engineering Conference

Saturday - Thursday

This world-class engineering event is a "must" for engineers in today's rapidly changing broadcast environment. Expert panelists and presenters address the most recent developments in broadcast technology and focus on the facility upgrade and improvement implementation challenges that face broadcast professionals.

Conference partners:



IEEE Broadcast Technology Society
c/o Cavell, Mertz & Davis, Inc.
10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110
Fax: (703) 591-0115
www.ieee.org/organizations/society/bt



The Society of Broadcast Engineers, Inc. (SBE)
8445 Keystone Crossing, Ste. 140
Indianapolis, Indiana 46240
(317) 253-0418
Fax: (317) 253-1640
www.sbe.org



Society of Motion Picture and Television Engineers (SMPTE)
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(914) 761-1100 ext 115
Fax: (914) 761-3115
www.smpte.org

Business, Law & Regulation Conference

Monday - Wednesday

With Republican control of the White House comes Republican control of the Federal Communications Commission. Come to the FCC Chairman's Breakfast and hear from the newly-appointed Chairman — Michael K. Powell. The Regulatory Dialogue will feature FCC Commissioners Susan Ness and Harold Furchgott-Roth. Other high-level FCC staff along with legal experts will participate on numerous panels. They'll be discussing issues ranging from digital television, broadcast ownership, FCC rule enforcement and the future of radio.

NAB Television Management Conference

Facing the Realities of the Digital Television Age

Monday - Wednesday

Roadblocks and mandates, dot.com growth and layoffs, target and mass marketing, free and pay-per-view, or clicks and bricks retailing, these contrasting issues could – or should – affect many choices confronting television decision-makers today. This conference will bring together "in-the-know" professionals to examine, cross-examine and determine marketplace realities that will help operators set practical, short-term strategies and more defined long-range goals for their stations.

General Information

Super Sessions

Broadcast Engineering

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TVB Annual Marketing Conference

Media Marketplace: 2001

Monday - Tuesday

This conference will address the critical issues affecting today's volatile broadcasting industry. Leading industry experts will provide you with new concepts and sales strategies that you can take back to your market and implement immediately.

Conference partner:



Television Bureau of Advertising
3 East 54th Street
New York, NY 10022-3108
(212) 486-1111
Fax: (212) 935-5631
www.tvb.org

NAB Radio Management Conference

Sunday - Wednesday

NAB2001 will feature the Radio Management Conference from Sunday afternoon through Wednesday morning. This year's program incorporates a wide variety of events and sessions especially for you. You won't want to miss it! Topics include: creating effective radio commercials, the art of voice-tracking, streaming, DAB, satellite radio, new audio technology, Web sites that really work, the small market idea exchange and more.

RAB Sales and Marketing Conference

Sunday - Wednesday

Find solutions to your sales & marketing dilemmas at NAB2001. The Radio Advertising Bureau (RAB) presents the sales & marketing conference that will grow your profits, motivate your salespeople and help you strengthen your entire station - even on the Internet. Hone your marketing edge and check out these sessions!

Conference partner:



Radio Advertising Bureau
1320 Greenway Drive, Suite 500
Irving, TX 75036
(800)232-3131
www.rab.com

Digital Video Production Workshop

Saturday - Sunday

(Separate Registration Fee Required) Digital tools are dramatically changing the way content is designed, created and delivered. New, affordable, high-powered hard and software is appearing at a breakneck speed, challenging broadcasters, content creators, producers, dot-comers and investors to keep up or be left behind.

Conference partner:



DV Magazine
600 Harrison Street, Suite 500
San Francisco, CA 94017
(415) 947-6266
Fax: (415) 947-6050
www.dv.com

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NAB MultiMedia World New Media Professionals Conference

Saturday - Thursday

This conference offers a multi-faceted approach to keeping pace with new media technologies and applications such as the Internet, streaming media, DVD and other emerging platforms. Business sessions focus on making investments, creating alliances and protecting intellectual property. Creative sessions offer successful case studies enhanced with demonstrations. Convergence sessions address enhanced/interactive television, asset management for multi-platform use and the intertwining of traditional and new media.

Conference Partners:



Association of Internet Professionals (AIP)

Empire State Building
350 Fifth Avenue, Suite 3018
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(212) 760-0633

Fax: (212) 760-1389
info@association.org
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Exhibits!

Hours: Monday-Wednesday
9:00 a.m. - 6:00 p.m.

Thursday
9:00 a.m. - 4:00 p.m.

Satellite & Telecommunications Conference

Monday - Wednesday

This conference presents practical examples of how businesses can benefit from the telecommunications technologies driving the convergence of the broadcast, production and computer industries. This is a unique educational platform for professionals in the satellite, broadcast, Internet and allied industries.

Conference partners:



International Space Business Council (ISBC)
 P.O. Box 5752
 Bethesda, MD 20824
 (703) 524-2766
 Fax: (703) 524-2767
 isbc@spacebusiness.com
 www.spacebusiness.com



Society of Satellite Professionals International (SSPI)
 One World Trade Center
 Suite 8665
 New York, NY 10048
 (212) 488-2140
 Fax: (212) 432-6356
 sspi@sspi.org
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 1140 Connecticut Avenue, NW, Suite 810
 Washington, DC 20036
 (202) 452-7823
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World Teleport Association (WTA)
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| General Information |
| Super Sessions |
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| Business, Law & Regulation |
| Digital Video Production |
| Multimedia World |
| Radio |
| Satellite & Telecommunications |
| Television |
| Exhibitors |
| Hospitality Suites |

General
Information

9:00 - 10:30 am • *Blrm F, Venetian*
DVP – Session 1: Desktop Tools for High-Quality Delivery

9:00 am - 3:00 pm • *N249, LVCC*

BEC – SBE Ennes Broadcast Networking Workshop: Putting the Pieces Together

9:00 am - 5:00 pm • *PvIn 9, LVH*

BEC – SMPTE MPEG-4 Seminar

9:30 am - 4:00 pm • *N247, LVCC*

BEC – IEEE BTS Digital Television Tutorial

10:00 am - Noon • *Blrm G, Venetian*

MMW – Concept and Development

11:00 am - 12:30 pm • *Blrm F, Venetian*

DVP – Session 2: Digital Cinema

Noon - 1:00 pm • *Blrm G, Venetian*

MMW – Intellectual Property Rights

2:00 - 3:00 pm • *Blrm G, Venetian*

MMW – Production

2:00 - 3:15 pm • *Blrm F, Venetian*

DVP – Breakout Session: Cameras

2:00 - 5:00 pm • *701, Venetian*

DVP – Breakout Session: Lighting Techniques

2:00 - 5:00 pm • *703, Venetian*

DVP – Breakout Session: Motion Graphics Techniques

2:15 - 3:30 pm • *N231, LVCC*

NAB Research Grant Recipient Summaries

3:00 - 4:00 pm • *Blrm G, Venetian*

MMW – Distribution

3:45 - 5:00 pm • *N238, LVCC*

NAB/BEA Broadcast Research Initiative

3:45 - 5:00 pm • *Blrm F, Venetian*

DVP – Breakout Session: Nonlinear Editing Techniques

4:00 - 5:00 pm • *Blrm G, Venetian*

MMW – Guilds and Unions

6:00 - 8:15 pm • *Mirage Events Ctr. C*

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& RegulationDigital Video
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Legend

- BEC – Broadcast Engineering Conference — Full descriptions begin on page 40.
 DVP – Digital Video Production Workshop — Full descriptions begin on page 64.
 LAW – Business, Law & Regulation Conference — Full descriptions begin on page 56.
 MMW – NAB MultiMedia World Conference — Full descriptions begin on page 66.
 RAD – Radio Management & RAB Sales/Marketing Conference — Full descriptions begin on page 76.
 SS – Super Sessions — Full descriptions begin on page 33.
 ST – Satellite & Telecommunications Conference — Full descriptions begin on page 88.
 TV – Television Management & TVB Sales Conference — Full descriptions begin on page 96.

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| | |
|--------------------------------|---|
| General Information | <p>8:30 - 10:00 am • <i>Blrm F, Venetian</i> DVP – Web Video and Interactivity</p> |
| Super Sessions | <p>9:00 - 9:30 am • <i>N247, LVCC</i> BEC – Broadcast Engineering Conference Opening</p> |
| Broadcast Engineering | <p>9:30 - 11:00 am • <i>N249, LVCC</i> BEC – Radio Engineering Roundtable</p> |
| Business, Law & Regulation | <p>9:30 am - Noon • <i>N247, LVCC</i> BEC – Meeting the DTV Deadline</p> |
| Digital Video Production | <p>10:30 - 11:45 am • <i>N232, LVCC</i> NAB/BEA Career Employment</p> |
| MultiMedia World | <p>10:30 - Noon • <i>Blrm F, Venetian</i> DVP – How to Monetize Web Video Content</p> |
| Radio | <p>11:00 am - Noon • <i>Blrm G, Venetian</i> MMW – Content Plays</p> |
| Satellite & Telecommunications | <p>11:00 am - Noon • <i>N249, LVCC</i> BEC – DAB Global Perspectives</p> |
| Television | <p>Noon - 1:00 pm • <i>Blrm G, Venetian</i> MMW – Traditional VC, Specialized Funds</p> |
| Exhibitors | <p>Noon - 4:45 pm • <i>N255, LVCC</i> NAB/BEA Career Fair</p> |
| Hospitality Suites | <p>12:30 - 1:30 pm • <i>Pavilion 4-8, LVH</i> TV – DTV Walk Around Lunch</p> |
| | <p><u>12:30 - 4:30 pm • Pavilion 4-8, LVH</u> <u>TV – Television Broadcast Sales Exhibit Hall Open</u></p> |
| | <p>1:00 - 6:00 pm • <i>N249, LVCC</i> BEC – DAB Implementation</p> |
| | <p>1:00 - 6:00 pm • <i>N247, LVCC</i> BEC – TV Data Broadcasting Technologies and Applications</p> |
| | <p>1:15 - 2:30 pm • <i>Blrm F, Venetian</i> DVP – Webcasting Do's and Don'ts</p> |
| | <p>1:15 - 4:00 pm • <i>701, Venetian</i> DVP – Compression Tips & Tricks</p> |
| | <p>1:15 - 4:00 pm • <i>703, Venetian</i> DVP – Web-Based Animation</p> |
| | <p>1:30 - 2:45 pm • <i>Pavilion 2, LVH</i> TV – Over-the-Air Digital: Crossing the Finish Line!</p> |
| | <p>2:00 - 3:00 pm • <i>Blrm G, Venetian</i> MMW – Alternative Funding</p> |
| | <p>2:00 - 4:00 pm - <i>N253, LVCC</i> RAD – Programming Your Station's Web Site</p> |
| | <p><u>2:00 - 6:00 pm • SANDS Lower Level E-TOPIA Exhibits Premiere</u></p> |
| | <p>2:45 - 3:00 pm • <i>Pavilion 4-8, LVH</i> TV – Coffee Break</p> |
| | <p>2:45 - 4:00 pm • <i>Blrm F, Venetian</i> DVP – Automated Web Production</p> |
| | <p>3:00 - 4:00 pm • <i>Pavilion 2, LVH</i> TV – Not.com: Should Advertisers Reboot?</p> |
| | <p>3:00 - 4:00 pm • <i>Blrm G, Venetian</i> MMW – Digital Revenue Mgmt.</p> |
| | <p><u>4:00 - 4:30 pm • Pavilion 4-8, LVH</u> <u>TV – Reception</u></p> |
| | <p><u>4:00 - 5:30 pm • N240, LVCC</u> <u>RAD – Radio Opening Reception</u></p> |
| | <p><u>4:00 - 6:00 pm • Sands Lower Level E-TOPIA Pub Happy Hour</u></p> |
| | <p><u>6:00 - 9:00 pm • Ballroom I, Venetian</u> <u>Global Matchmaking Reception</u></p> |

The One Thing In Music That Never Changes:

Somebody's Gotta Write The Songs



WHERE
MUSIC
BEGINS

2000 Over the last 5 years, ASCAP's aggressive catalog development has delivered unprecedented airplay share growth.



Lauryn Hill



Alanis Morissette



Deana Carter



Radiohead (PRS)



Billy Joel



U2 (PRS)



Garth Brooks



Beck



John Harz



Carly Simon



Bruce Springsteen



Madonna



Jewel



Will Smith



John Philip Sousa



Duke Ellington



Leonard Bernstein



Marvin Hamlisch



Jimi Hendrix



Elvis Costello (PRS)



Bryan Adams



Bryan White



Natalie Merchant



Irving Berlin



Cole Porter



Aaron Copland



Henry Mancini



Leiber & Stoller



Aerosmith



Phil Collins (PRS)



Puff Daddy



Hanson



| | | | | | | | | |
|-----------------------------------|--|--------------------------|--------------------------------------|--|--------------------------------------|-----------------------|---------------------------------------|---|
| 1914 | 1926 | 1948 | 1956 | 1963 | 1976 | 1983 | 1998 | 2000 |
| First ASCAP meeting was organized | The National Broadcasting Company (NBC) is founded, beginning the age of radio | RCA introduces LP format | Leo Feiner introduces the Minicaster | More than 90% of all automobiles are now equipped with radio; shifting radio prime time to 6-8 am and 4-6 pm | The ASCAP Penetration is established | The compact disc goes | ASCAP artists sweep all 15 MTV Awards | ASCAP members receive 75% of Billboard's Top Ten hits |

For more information, contact Broadcasting Licensing at: 1-800-99-ASCAP

www.ascap.com

| | | |
|--------------------------------|---|---|
| General Information | 8:30 am - 5 pm • Pavilion 4-8, LVH TV – Television Broadcast Sales Exhibit Hall Open | 12:30 - 2:15 pm • Barron Rm, LVH TV – The Television Luncheon |
| Super Sessions | 9:00 - 10:30 am • Barron Rm, LVH All Industry Opening & Keynote | 1:00 - 2:15 pm • 705, Venetian S&T – Delivery of Internet Content - The View from the Content & Retail Partners |
| Broadcast Engineering | 9:00 am - 6:00 pm • LVCC & Sands Exhibit Halls Open | 1:00 - 2:15 pm • N240, LVCC RAD – DAB: How Soon is Now? |
| Business, Law & Regulation | 10:30 - 11:45 am • N237, LVCC LAW – Copyright/SHVIA - A Broadcaster Update | 1:00 - 2:15 pm • N241, LVCC RAD – Radio and The Internet: What Do We Do Now? |
| Digital Video Production | 10:30 - 11:45 am • N236, LVCC LAW – The FCC Legal Advisors | 1:00 - 2:30 pm • 701, Venetian MMW – Building Brands on the Internet |
| Multimedia World | 10:30 - 11:45 am • N242, LVCC The 107th Congress and The Business of Broadcasting | 1:00 - 2:30 pm • 703, Venetian MMW – Competing Business Models for iTV Deployment |
| Radio | 10:30 am - Noon • Blrm G, Venetian MMW – Digital Video - Seizing Attention of the New Generation | 1:00 - 5:00 pm • N247, LVCC BEC – DTV Transmission: Part II |
| Satellite & Telecommunications | 10:30 am - Noon • Pavilion 2, LVH TV – TVB Marketing Conference-Media Marketplace: 2001 | 1:00 - 5:30 pm • N249, LVCC BEC – Radio Engineering Professionals Forum |
| Television | General Sessions: "Iceberg Ahead or Clear Sailing? The Economic Outlook"; "The Auto Show" | 2:00 - 3:15 pm • N237, LVCC LAW – DTV: FCC's Rules of the Road - What Are They and Will They Get Us There? |
| Exhibitors | 10:30 am - Noon • N249, LVCC BEC – Audio Asset Management and Storage | 2:00 - 3:15 pm • N236, LVCC LAW – Music & Money: The Radio Music License Committee Update |
| Hospitality Suites | 10:30 am - Noon • N247, LVCC BEC – DTV Transmission: Part I | 2:00 - 5:00 pm • Blrm G, Venetian MMW – Interactive Media Services for Broadband Networks |
| | 10:30 am - Noon • 701, Venetian S&T – DBS & Local Broadcaster | 2:30 - 3:45 pm • N241, LVCC RAD – New Psychology of Radio Sales: Pressure Point Selling |
| | 10:45 am - Noon • N240, LVCC RAD – Producing Effective Radio Ads: The New Bag of Tricks | |
| | 10:45 am - Noon • N241, LVCC RAD – MIW Forum: Radio's Most Influential Women Speak Out | |



Monday, April 23, 2001

- 9:15 a.m. CAPTURING HIGH QUALITY DIGITAL VIDEO, *Viewcast*
 9:45 a.m. ADVERTISING SCENARIOS WITH WINDOWS MEDIA, *Microsoft*
 10:15 a.m. HYBRID FIBER & SATELLITE BROADCAST NETWORKS, *TBD*
 10:45 a.m. BRINGING WINDOWS MEDIA INTO YOUR BROADCAST ENVIRONMENT, *Microsoft*
 11:15 a.m. CASE STUDY: WINDOWS MEDIA AT MICROSOFT STUDIOS, *Microsoft Studios*
 11:45 a.m. ENCODING WINDOWS MEDIA, *Microsoft*
 12:15 p.m. CAPTURING AND EDITING VIDEO FOR WINDOWS MEDIA DELIVERY, *Adobe*
 12:45 p.m. PROTECTING YOUR MEDIA ASSETS WITH
 DIGITAL RIGHTS MANAGEMENT, *Microsoft*
 1:15 p.m. PRE-PROCESSING TECHNIQUES FOR
 WINDOWS MEDIA VIDEO, *Media 100/Terran*
 1:45 p.m. INTRODUCING WINDOWS XP FOR DIGITAL MEDIA, *Microsoft*
 2:15 p.m. A SELF SERVICE DELIVERY MODEL FOR STREAMING MEDIA, *TBD*
 2:45 p.m. MSTV: PUTTING VISION INTO TELEVISION, *Microsoft*
 3:15 p.m. CREATING HIGH QUALITY WINDOWS MEDIA
 AUDIO AND VIDEO, *Sonic Foundry*
 3:45 p.m. DIGITAL MEDIA IN THE HOME, *Microsoft*
 4:15 p.m. TBD
 4:45 p.m. SYNCHRONIZED PRESENTATIONS WITH WINDOWS MEDIA, *Microsoft*
 5:15 p.m. CAPTURING CUSTOMERS AND GENERATING REVENUE, *TBD*

Tuesday, April 24, 2001

- 9:15 a.m. CAPTURING HIGH QUALITY DIGITAL VIDEO, *Viewcast*
 9:45 a.m. ADVERTISING SCENARIOS WITH WINDOWS MEDIA, *Microsoft*
 10:15 a.m. HYBRID FIBER & SATELLITE BROADCAST NETWORKS, *TBD*
 10:45 a.m. BRINGING WINDOWS MEDIA INTO YOUR BROADCAST ENVIRONMENT, *Microsoft*
 11:15 a.m. CASE STUDY: WINDOWS MEDIA AT MICROSOFT STUDIOS, *Microsoft Studios*
 11:45 a.m. ENCODING WINDOWS MEDIA, *Microsoft*
 12:15 p.m. CAPTURING AND EDITING VIDEO FOR WINDOWS MEDIA DELIVERY, *Adobe*
 12:45 p.m. PROTECTING YOUR MEDIA ASSETS WITH
 DIGITAL RIGHTS MANAGEMENT, *Microsoft*
 1:15 p.m. PRE-PROCESSING TECHNIQUES FOR
 WINDOWS MEDIA VIDEO, *Media 100/Terran*
 1:45 p.m. INTRODUCING WINDOWS XP FOR DIGITAL MEDIA, *Microsoft*
 2:15 p.m. A SELF SERVICE DELIVERY MODEL FOR STREAMING MEDIA, *TBD*
 2:45 p.m. MSTV: PUTTING VISION INTO TELEVISION, *Microsoft*
 3:15 p.m. CREATING HIGH QUALITY WINDOWS MEDIA
 AUDIO AND VIDEO, *Sonic Foundry*
 3:45 p.m. DIGITAL MEDIA IN THE HOME, *Microsoft*
 4:15 p.m. TBD
 4:45 p.m. SYNCHRONIZED PRESENTATIONS WITH WINDOWS MEDIA, *Microsoft*
 5:15 p.m. CAPTURING CUSTOMERS AND GENERATING REVENUE, *TBD*

| | |
|--------------------------------|---|
| General Information | 2:30 - 3:45 pm • 705, Venetian S&T – The Changing Internet Opportunity for Satellite Service Providers |
| Super Sessions | 2:30 - 4:00 pm • Pavilion 2, LVH SS – The Programming Edge: Over-the-Air, Cable or Internet |
| Broadcast Engineering | 2:30 - 4:00 pm • Pavilion 2, LVH TV – The Programming Edge: Over-the-Air, Cable or Internet |
| Business, Law & Regulation | 2:30 - 4:30 pm • N233, LVCC RAD – Small Market Idea Exchange |
| Digital Video Production | 3:00 - 4:30 pm • 701, Venetian MMW – Beyond the Banner Ad: Creative Online Marketing Strategies |
| Multimedia World | 3:00 - 4:30 pm • 703, Venetian MMW – Advertising & Marketing Through Interactive TV |
| Radio | 3:30 - 4:45 pm • N237, LVCC LAW – Not Just for Kids: An Examination of Current & Proposed Children's TV Rules |
| Satellite & Telecommunications | 3:30 - 4:45 pm • N236, LVCC LAW – You Be the Jury - You Decide: Local Broadcasters on Trial |
| Television | <u>3:00 - 6:00 pm • Sands Lower Level</u> <u>E-TOPIA Pub Happy Hour</u> |
| Exhibitors | 4:00 - 5:15 pm • 705, Venetian S&T – When Satellite Delivered Video Becomes an Interactive Data Stream |
| Hospitality Suites | <u>5:00 - 6:00 pm • Blrm F, Venetian</u> <u>MMW – Keynote</u> <u>(open to all attendees)</u> |
| | <u>5:30 - 7:00 pm • Blrm I, Venetian</u> <u>International Reception</u> |
| | <u>6:00 - 7:30 • Blrm J, Venetian</u> <u>MMW - Reception</u> |

Take Your Place in the Class of 2001



National Association of

NAB
BROADCASTERS

Executive Development Program for Radio Broadcasters

July 21-24, 2001
Georgetown University
Washington, DC



For more information, stop by the NAB Radio Membership Booth in the NAB Zone or call 202/775-3511.

7:30 - 8:45 am • Blrm A, LVH

LAW – FCC Chairman's Breakfast

8:00 am - Noon • Blrm F, Venetian

SS – Broadband — The Dawning of a New Era in Communications

8:00 am — Broadband Breakfast

9:00 am — Keynote

9:30 am — Taking Care of Business: An Update from the First Movers in Audio and Video Content Delivery

10:45 am — The Next Big Thing

8:30 am - 5:00 pm, Pavilion 4-8, LVH

TV – Television Broadcast Sales Exhibit Hall Open

8:30 am - 5:00 pm • Pavilion 2, LVH

TV – TVB Marketing Conference Media Marketplace: 2001

Welcome and TVB Update

Breakout Sessions

"Developing Dollars in Your Market"

"Moving Local TV Up the Food Chain of Ad Buying"

Walk Around Lunch

General Sessions

"Hiring and Retaining Sales Talent"

"What's New in Research" (Peplemeters, Diaries, and Modeling)

9:00 - 10:15 am • N237, LVCC

LAW – Regulation of the Broadcast Media

9:00 - 10:15 am • N236, LVCC

LAW – TV Music Licensing: 2001 — An ASCAP, BMI, SESAC Odyssey!

9:00 - 10:15 am • N240, LVCC

RAD – Satellite Radio: The Rest of the Story

9:00 - 10:15 am • N241, LVCC

RAD – Are You an NTR Thinker?

9:00 - 10:15 am • 703, Venetian

S&T – Building Quality into Satellite Communications

9:00 - 10:15 am • 701, Venetian

S&T – Broadband Wireless Network Interoperability: Options and Opportunities

9:00 - Noon • N242, LVCC

BEC – Video Asset Mgmt. & Storage

9:00 am - Noon • N249, LVCC

BEC – Streaming Media for Broadcast Engineers: Part I

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

10:30 - 11:45 am • N236, LVCC

LAW – Eeney, Meeney, Miney, Market: The Numbers Game of Broadcast Ownership

10:30 - 11:45 am • N237, LVCC

LAW – The FCC Enforcement Bureau: What's Going on With Broadcaster Liability?

10:30 - 11:45 am • N240, LVCC

RAD – The Art of Voice-Tracking

10:30 - 11:45 am • N241, LVCC

RAD – Finding, Recruiting, Hiring and Retaining Sales Superstars

10:30 - 11:45 am • 703, Venetian

S&T – Satellites for Consumer and Business Applications — A Forum on the State of the Industry

10:30 - 11:45 am • 701, Venetian

S&T – Regulating Wireless Broadband Services

12:15 - 1:45 pm • Barron Rm, LVH

RAD – Radio Luncheon

1:00 - 2:15 pm • 705, Venetian

S&T – The Future of Bandwidth: Location, Capacity & Cost

General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

Multimedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

General
Information

1:00 - 2:30 pm • 701, Venetian
**MMW – Launching a Successful
 Affiliate Marketing Program**

1:00 - 6:00 pm • N249, LVCC

**BEC – Streaming Media for Broadcast
 Engineers: Part II**

1:00 - 6:00 pm • N247, LVCC

BEC – DTV Bitstream Management

2:00 - 3:15 pm • N236, LVCC

**LAW – Future of Radio: Technology,
 Regulation and Your Business**

2:00 - 3:15 pm • N240, LVCC

**RAD – Radio & New Technology: A
 Consumer's View**

2:00 - 3:15 pm • N241, LVCC

**RAD – Power Tools for 21st Century
 Managers & Sellers**

2:00 - 8:00 pm • Blrm F, Venetian

**SS – Interactive Lifestyles —
 Personalizing the Net**

2:00 pm — Keynote

2:30 pm — Pathways to the Future

3:45 pm — Net Appliances:

The End of the PC-era?

5:00 pm — Interactive Television:

Technology in Search of a Market?

6:00 - 8:00 pm — Reception, Blrm I

2:30 - 3:45 pm • 703, Venetian

**S&T – Satellite vs. Terrestrial
 Broadband — An Integrated
 Environment**

3:00 - 4:30 pm • 701, Venetian

**MMW – Digital Content Distribution
 and Licensing on the Web**

3:00 - 6:00 pm • Sands Lower Level

E-TOPIA Pub Happy Hour

3:30 - 5:00 pm • N253, LVCC

**LAW – The Regulatory Dialogue and
 Coffee Break**

3:30 - 4:45 pm • N240, LVCC

**RAD – The Elements of Streaming:
 Let the River Run!**

3:30 - 4:45 pm • N241, LVCC

**RAD – Database Marketing for Sales
 Managers**

4:00 - 5:00 pm, Pavilion 2, LVH

TV – Walk Around Reception

4:00 - 5:00 pm • N253, LVCC

LAW – The Regulatory Dialogue

4:00 - 5:15 pm • 703, Venetian

**S&T – Development and Trends in
 Groundstations and Equipment**

5:30 - 7:00 pm • Blrm J, Venetian

Post Production Reception

Super
SessionsBroadcast
EngineeringBusiness, Law
& RegulationDigital Video
ProductionMultiMedia
World

Radio

Satellite &
Telecom-
munications

Television

Exhibitors

Hospitality
Suites

eLibrary

Information Resource Center

Contact us when you are looking for answers...

Reference Line: 202-429-5490

Open Monday - Friday 8:30 a.m. - 5:00 p.m.

Website: www.nab.org/irc Email: irc@nab.org

Stop by the NAB Zone to pick up a free sewing kit!

Internet Theater



InternetTheater
2 NAB 1002

- 9:15 a.m. CAPTURING HIGH QUALITY DIGITAL VIDEO, *Viewcast*
9:45 a.m. ADVERTISING SCENARIOS WITH WINDOWS MEDIA, *Microsoft*
10:15 a.m. HYBRID FIBER & SATELLITE BROADCAST NETWORKS, *TBD*
10:45 a.m. BRINGING WINDOWS MEDIA INTO YOUR BROADCAST ENVIRONMENT, *Microsoft*
11:15 a.m. CASE STUDY: WINDOWS MEDIA AT MICROSOFT STUDIOS, *Microsoft Studios*
11:45 a.m. ENCODING WINDOWS MEDIA, *Microsoft*
12:15 p.m. CAPTURING AND EDITING VIDEO FOR WINDOWS MEDIA DELIVERY, *Adobe*
12:45 p.m. PROTECTING YOUR MEDIA ASSETS WITH
DIGITAL RIGHTS MANAGEMENT, *Microsoft*
1:15 p.m. PRE-PROCESSING TECHNIQUES FOR
WINDOWS MEDIA VIDEO, *Media 100/Terran*
1:45 p.m. INTRODUCING WINDOWS XP FOR DIGITAL MEDIA, *Microsoft*
2:15 p.m. A SELF SERVICE DELIVERY MODEL FOR STREAMING MEDIA, *TBD*
2:45 p.m. MSTV: PUTTING VISION INTO TELEVISION, *Microsoft*
3:15 p.m. CREATING HIGH QUALITY WINDOWS MEDIA
AUDIO AND VIDEO, *Sonic Foundry*
3:45 p.m. DIGITAL MEDIA IN THE HOME, *Microsoft*
4:15 p.m. TBD
4:45 p.m. SYNCHRONIZED PRESENTATIONS WITH WINDOWS MEDIA, *Microsoft*
5:15 p.m. CAPTURING CUSTOMERS AND GENERATING REVENUE, *TBD*

Wednesday, April 25, 2001

- 9:15 a.m. CAPTURING HIGH QUALITY DIGITAL VIDEO, *Viewcast*
9:45 a.m. ADVERTISING SCENARIOS WITH WINDOWS MEDIA, *Microsoft*
10:15 a.m. HYBRID FIBER & SATELLITE BROADCAST NETWORKS, *TBD*
10:45 a.m. BRINGING WINDOWS MEDIA INTO YOUR BROADCAST ENVIRONMENT, *Microsoft*
11:15 a.m. CASE STUDY: WINDOWS MEDIA AT MICROSOFT STUDIOS, *Microsoft Studios*
11:45 a.m. ENCODING WINDOWS MEDIA, *Microsoft*
12:15 p.m. CAPTURING AND EDITING VIDEO FOR WINDOWS MEDIA DELIVERY, *Adobe*
12:45 p.m. PROTECTING YOUR MEDIA ASSETS WITH
DIGITAL RIGHTS MANAGEMENT, *Microsoft*
1:15 p.m. PRE-PROCESSING TECHNIQUES FOR
WINDOWS MEDIA VIDEO, *Media 100/Terran*
1:45 p.m. DIGITAL MEDIA IN THE HOME, *Microsoft*
2:15 p.m. A SELF SERVICE DELIVERY MODEL FOR STREAMING MEDIA , *TBD*
2:45 p.m. MSTV: PUTTING VISION INTO TELEVISION, *Microsoft*
3:15 p.m. CREATING HIGH QUALITY WINDOWS MEDIA
AUDIO AND VIDEO, *Sonic Foundry*

Thursday, April 26, 2001

THE INTERNET THEATER IS SPONSORED BY

Microsoft

| | | |
|--------------------------------|--|--|
| General Information | 8:00 am - Noon • Blrm F, Venetian SS – Communications and the Net in the New Economy: Who Will Tie It All Together? | 10:30 - 11:45 am • 701, Venetian S&T – Building the Bridge to Ka-Band Deployment |
| Super Sessions | 8:00 am — Woll Street Breakfast 9:00 am — Keynote 9:30 am — The Predictions 10:45 am — Convergence | <u>Noon - 1:45 pm • Barron Rm, LVH</u> BEC – Technology Luncheon |
| Broadcast Engineering | 9:00 - 10:15 am • 701, Venetian S&T – Content Distribution Networks: How Satellites Increase Efficiency of the Web | 2:00 - 3:15 pm • 701, Venetian S&T – Satellite Finance Horizons |
| Business, Law & Regulation | 9:00 - 10:15 am • N240, LVCC RAD – What You Might Have Missed on the Exhibit Floor | 2:00 - 5:00 pm • N249, LVCC BEC – Digital Broadcast Facilities II |
| Digital Video Production | 9:00 - 10:15 am • N241, LVCC RAD – Independent Record Promoters... | 2:00 - 5:30 pm • N247, LVCC BEC – DTV Receivers, Displays and Set-Top Boxes |
| Multimedia World | 9:00 - 10:15 am • N237, LVCC LAW – Employment Law: FCC Rules, Constitution, Workplace | 2:00 - 6:00 pm • Blrm F, Venetian SS – Media on the Net: Small Streams to a Sea of Revenue? |
| Radio | 9:00 - 10:30 am • N249, LVCC BEC – Regulations: Keeping Pace with Broadcast Technology | 2:00 pm — Keynote 2:30 pm — The Need for Business Models 4:00 pm — The Predictions 5:15 pm — The Need for Speed |
| Satellite & Telecommunications | 9:00 am - Noon • N247, LVCC BEC – Transmission Facility Maintenance and Management | <u>3:00 - 6:00 pm • Sands Lower Level</u> E-TOPIA Pub Happy Hour |
| Television | 9:00 am - Noon • Blrm G, Venetian MMW – Streaming 101: Making Successful Streaming Media | <u>6:00 - 8:00 pm • Blrm C, LVH</u> BEC – Amateur Radio Reception |
| Exhibitors | 9:00 am - Noon • Blrm G, Venetian MMW – Streaming 101: Making Successful Streaming Media | THURSDAY |
| Hospitality Suites | 9:00 am - 6:00 pm • LVCC & Sands Exhibit Halls Open | 9:00 - 10:15 am • 701, Venetian MMW – Interactive TV Impact on Web |
| | 10:30 - 11:30 am • N249, LVCC BEC – Digital Broadcast Facilities I | 9:00 am - Noon • N247, LVCC BEC – DTV Production Challenges |
| | 10:30 - 11:45 am • N240, LVCC RAD – www.What'sNext.com | 9:00 am - Noon • N249, LVCC BEC – Radio Transmitters |
| | 10:30 - 11:45 am • N241, LVCC RAD – 25-54: Are You Kidding? | <u>9:00 am - 4:00 pm • LVCC & Sands</u> Exhibit Halls Open |
| | | 10:30 am - Noon • 701, Venetian MMW – New Media Business Devel. |

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening and Keynote

Open to Full Convention Registrants Only

Hear the view from the top on key policy issues facing radio and television broadcasters in the 21st century.

Sponsored by:

Lucent Technologies
Bell Labs Innovations



Keynote Address:
Jack Valenti
President and CEO
Motion Picture Association of America (MPAA)



State of the Industry Address:
Edward O. Fritts
President and CEO
NAB



Distinguished Service Award:
Catherine L. Hughes
Founder and Chairperson
Radio One, Inc.



Spirit of Broadcasting Award:
American Women in Radio and Television (AWRT)
Accepted by:
Nancy J. Logan
National President, AWRT

2:30 - 4:00 pm • Pavilion 2, LVH

The Programming Edge: Over-the-Air, Cable or Internet

Joint NAB/TVB Super Session. The characteristic that connects all audience segments and delivery protocols lies in good programming. Industry newsmakers who have spent their careers developing, guiding or analyzing programming will exchange their insights on how content developers will address these marketplace realities and produce cutting-edge programs that have realistic financial returns.



Moderator:
Sam Donaldson
ABC News
Washington, DC

Panelists:



Garth Ancier
Turner Networks
Burbank, CA



Caryn Mandabach
Carsey-Warner-Mandabach
Company
Studio City, CA



David Mandelbrot
Yahoo! Inc.
Santa Clara, CA

General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

Multimedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

General
InformationSuper
SessionsBroadcast
EngineeringBusiness, Law
& RegulationDigital Video
ProductionMultiMedia
World

Radio

Satellite &
Telecom-
munications

Television

Exhibitors

Hospitality
Suites

8:00 am - Noon • Blrm F, Venetian

Broadband — The Dawning of a New Era in Communications

Broadband technology exists today that will transform the future of communications. The dreams of science fiction writers are about to become reality where everyone resides within the cloud - the network of instant communications and unlimited information. Are you ready to mold the future? A captivating keynote plus these high-level panels cover all the issues relevant to NAB2001 attendees.

Host: Dave Ginsberg, BCD Forum, Mountain View, CA

Moderator: Mads Lillelund, Lucent, Warren, NJ

8:00 - 9:00 am — Broadband Breakfast

Sponsored by



9:00 am — Keynote



John Sidgmore
WorldCom, Inc.
Ashburn, VA

9:30 am — Taking Care of Business: An Update from the First Movers in Audio and Video Content Delivery

Key executives from companies that have achieved fame and notoriety with their aggressive strategies during the past year to pioneer delivery of rich-media based services directly to the end consumer will discuss the motivations that caused them to adopt a first-mover strategy. The panelists will address the expected and unexpected daily pitfalls they encounter on the "bleeding edge." The executives will discuss their view of how different partners in the value chain will make money, and when they'll be able to confirm

the success of their own strategies.

Panelists: Tom Gillis, iBEAM Broadcasting Corporation, Sunnyvale, CA ; Hardy Heine, Bertelsmann Broadband, Hamburg, Germany; Matt Jacobson, iBlast, Beverly Hills, CA; Scott Sander, SightSound Technologies, Pittsburgh, PA; Steve Pantelick, Blockbuster New Media; Ed Smida, Enron, Houston, TX

10:45 am — The Next Big Thing

This panel includes "forward thinkers" who have ideas and predictions regarding new technologies and how they will enable new services, and the impacts on human behavior. Technologies to be addressed include tremendous advances in optical networking, and how they will allow creative companies to go from today's world of digital dailies to digital collaboration and even digital cinema. What about technologies that improve the delivery of content? What about the advent of the "personal shoppers," or digital "beings" who explore digital space-whether in video games, e-commerce sites, travel sites, or history lessons?

Panelists: Richard Doherty, The Envisioning Group, Seaford, NY; David Frerichs, iM Networks, Mountain View, CA; Ashley Highfield, BBC, London, United Kingdom; John Mailhot, Lucent, Warren, NJ; John Marshall, JCI Corporation, Toronto, Canada; Sebastiono Tevarotto, Hewlett-Packard

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2:00 - 8:00 pm • Blrm F, Venetian

Interactive Lifestyles — Personalizing the Net

Technocrats are promising more choices and more opportunities for our interconnected societies. Are our lifestyles driving technology, or is technology driving our lifestyles? Within this super session you will learn about the pathways to the future—will the Net as we know it today simply disappear? Are Net appliances signaling the end of the PC-era? Is interactive television ready for prime time?

Moderator: **Michael Stroud**, iHollywood Forum; Sunday New York Times; The Red Herring, Culver City, CA

2:00 pm — Keynote



John Gage
Sun Microsystems, Inc.
Palo Alto, CA

2:30 pm — Pathways to the Future

Is the Net becoming the consciousness of humanity where everyone can share the fruits of our labors without considering title or ownership? A mere decade ago a few hundred servers were connected to the Net. Now everyone has the ability to serve up and scrape up the information of his or her choice. Will the Net as we know it today disappear and evolve into an intellectual property battlefield? Mayra Langdon Riesman, entertainment visionary, will introduce this stimulating panel discussion

Panelists: **Richard Conlon**, BMI, New York, NY; **Clifford Friedman**, Bear Stearns Asset Management Inc., New York, NY; **John Gage**, Sun Microsystems, Inc., Palo Alto, CA; **Bernard Gershon**, ABCNEWS.com, New York, NY; **Mayra Langdon Riesman**, Film Scouts, New York, NY

3:45 pm — Net Appliances: The End of the PC-era?

They're becoming a reality and by many reports will become a part of our lives within a few years. Web accessible telephones, Internet radios, and wireless PDAs are just the beginning of a new age in interactive communications. The technology is ripe for a generation of connected appliances that according to the pundits, will enhance our lifestyles and improve our businesses.

Panelists: **David Armitage**, Qubit Technology, Golden, CO; **Michael Karasick**, IBM, Somers, NY; **Ken Soohoo**, Planetweb, Inc., Redwood Shores, CA; **Mike Toutonghi**, Microsoft, Redmond, WA

5:00 pm — Interactive Television: Technology in Search of a Market?

Do consumers really want interactive television and how will it co-exist with the Net? The advocates of interactivity are working to develop technologies and business models that will entice "couch potatoes" to try something new. Interactive television developers are striving to introduce new avenues of entertainment and commerce that are closely aligned with viewers' lifestyles. Seekers of the Holy Grail of interactive television offer insights and opinions on what consumers, content developers and broadcasters can expect from this technology over the next several years. Some say interactive television is already working well in Europe — but is it really?

Panelists: **Marlin Davis**, Screamingly Different Entertainment, Studio City, CA; **Joel Hassell**, Intellocity, Denver, CO; **Patrick McQuown**, P R O T E U S, San Francisco, CA; **Michael Pohl**, nCUBE Corporation, Foster City, CA; **Alan Yates**, Microsoft, Redmond, WA

6:00 - 8:00 pm — Interactive Living Reception

Sponsored by



8:00 am - Noon • Birm F, Venetian

Communications and the Net in the New Economy: Who Will Tie It All Together?

The U.S. and world economies have gone through some amazing changes, so much that the "New Economy" phrase is now accepted by all. It's an economy based on ideas and technology - an economy where risk, uncertainty and constant change are the rule, rather than the exception.

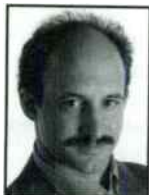
Moderator: **Neil Chase**, CBS
MarketWatch.com, San Francisco, CA

8:00 - 9:00 am — Wall Street Breakfast

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9:00 am — Keynote



Dr. Eric Brewer
Inktomi Corporation
Foster City, CA

9:30 am — The Predictions – Where is the Economy Headed and What Will it Take to Win?

With continual advances in technology, who will best understand the environment and supply the needed services? Can any one company reign in the New Economy? Leading analysts will explain the drastic changes in the economy and how these changes may affect the communications industry.

Panelists: **Robert Belzer**, HD3, Venice, CA; **Michael Goodman**, The Yankee Group, Boston, MA; **TS Kelly**, Nielsen/NetRatings, Milpitas, CA; **Jay Srivatsa**, Gartner Group Dataquest, San Jose, CA

10:45 am — Convergence - Will the Melding of Technologies Create New Industries?

Today we are witnessing the convergence of the broadcasting, cable, telecommunications and Internet industries. Pioneers at the forefront of convergence explain why their companies will prosper. Discover how this new environment may affect your future.

Panelists: **Dick Glover**, ABC, Inc. & Walt Disney Internet Group, North Hollywood, CA; **Brian Seth Hurst**, Mediaxi, Studio City, CA; **Lou Kerner**, The .tv Corporation, Los Angeles, CA; **Kevin Mayer**, Clear Channel Internet Group, Burbank, CA; **Derek Alderton**, McKinsey & Co., Los Angeles, CA

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2:00 - 6:00 pm • Blrm F, Venetian

Media on the Net — From Small Streams to a Sea of Revenue?

The strength of the Internet to sustain high-quality streaming media is being tested daily. When the bandwidth bottleneck is removed, are the revenue models going to be in place? According to some predictions, streaming media is poised to become the preferred broadcast platform of the future. If this is true, what's the timetable and who is in the driver's seat.

Moderator: **Peggy Miles**, Intervox Communications, Washington, DC

2:00 pm — Keynote



Lou Dobbs
Space.com
New York, NY

2:30 pm — The Need for Business Models

One of our industry icons made the statement that the Internet changes everything. Indeed it has — how have your media experiences changed over the past ten years? No doubt your concepts of entertainment and educational access have changed dramatically. Streaming media on the Net offers unlimited opportunities for entertainment, commerce and education. We are only now beginning to explore the potential of streaming media. With wider bandwidth on the horizon and new mobile devices appearing every six months, the future for media on the Net appears unlimited. What is driving this technology and how will it affect your life and your business?

Panelists: **Lorraine Barclay**, digitalSpirit, London, United Kingdom; **Rich Lappenbusch**, Microsoft, Redmond, WA; **Eric Scholl**, Yahoo!, Santa Clara, CA; **Michael Terpin**, Internet Wire, Los Angeles, CA; **Richard Wolpert**, Real Networks, Seattle, WA

4:00 pm — The Predictions

Will media on the Net overtake traditional broadcasting as the platform of choice for consumers? Will traditional broadcasters offer up their fare on multiple platforms? How much interactivity do consumers need? These are just a few of the nagging questions for which we have no answers. But, the broadband highways are being built and the trials are set to begin. The answers will come soon. It may be a rough ride for some - will the trip be worth it? What is driving this technology and how will it affect your life and your business?

Panelists: **Douglas Humphrey**, Cidera, Laurel, MD; **Mike Rockwell**, Avid Technology Inc., Tewksbury, MA; **Tom Rogers**, PRIMEDIA Inc., New York, NY; **Graeme Weston**, The Fantastic Corporation, Santa Monica, CA; **David Woodrow**, Qwest Digital Media, Los Angeles, CA

5:15 — The Need for Speed

In order for media on the net to become widely accepted, we need to dispel the concept of postage stamp size jerky images. The experts claim that speed is what we need to take Internet media into the mainstream. Cable modems, DSL and broadband wireles are emerging — but is this enough to satisfy consumers' needs?

Panelists: **Pierre Bouvard**, The Arbitron Company, New York, NY; **Jason Hollins**, Edison Media Research, Somerville, NJ; **Larry Rosin**, Edison Media Research, Somerville, NJ

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9:00 am - 3:00 pm • N249, LVCC

SBE Ennes Broadcast Networking Workshop: Putting the Pieces Together

Opening Comments: **Richard Farquhar**, RAF Associates, Inc., Canal Winchester, OH

Instructor: **Terry Baun**, Criterion Broadcast Services, Milwaukee, WI

9:15 am — Network Topologies and Layouts, Common Network Protocols

10:30 am — Wiring and Connector Types, System Standards and Installation Practices

1:00 pm — Maintenance Troubleshooting and Connectivity Issues

2:00 pm — Challenges Unique to Media Based Network Platforms
Overview of Digital Compression Technologies and related storage issues.

3:15 pm — SBE Networking Examination
Pre-Registration Required.

9:30 am - 4:00 pm • N247, LVCC

IEEE BTS Digital Television Tutorial

9:30 - 11:30 am — Monitoring and Troubleshooting DTV Broadcast Streams
Gomer Thomas, Triveni Digital, Inc., Princeton Junction, NJ

1:00 - 4:00 pm — Implementation of Data Broadcasting in a DTV Station
Richard Chernock, IBM, Hawthorne, NY

9:00 am - 5:00 pm • PvlN 9, LVH

SMPTE MPEG-4 Seminar

SMPTE Program Chair: **Richard Mizer**, Digital Ventures Diversified, San Francisco, CA

SMPTE Program Co-Chair: **Rob Koenen**, Intertrust, Santa Clara, CA

9:00 - 11:00 am — Overview of the MPEG-4 Standard

MPEG4 Systems - **Dave Singer**, Apple Computer, San Francisco, CA
MPEG4 Video - **Rob Koenen**, Intertrust, Santa Clara, CA
MPEG4 Audio - **Schuyler Quackenbush**, AT&T, Florham Park, NJ

11:00 am - 12:30 pm — Variants on the Standard

H.263 - **Didier LeGall**, CCube, Milpitas, CA
Media Player - **Jordi Ribas-Corbera**, Microsoft, Seattle, WA
Object Oriented Applications - **Isabelle Corset**, Philips, Sunnyvale, CA
MPEG7, MPEG21, DRM - **Rob Koenen**, Intertrust, Santa Clara, CA

1:30 - 3:30 pm — MPEG4 Application Areas

Very Low Bitrate for Wireless - **Jack Donner**, PacketVideo, Los Angeles, CA
Low Bitrate for Internet - **Isabelle Corset**, Philips, Sunnyvale, CA
Studio Profile - TBD, Sony
Cinema Profile - **Michael Tinker**, Sarnoff, Princeton, NJ

3:30 - 5:00 pm — Panel Discussion

Moderator: **Richard Mizer**, Digital Ventures Diversified, San Francisco, CA

Panelists: **Didier LeGall**, CCube, Milpitas, CA; **Michael Tinker**, Sarnoff Corporation, Princeton, NJ; **Rob Koenen**, Intertrust, Santa Clara, CA

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- Interference Avoidance
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- Effects of Weather on Propagation
- Modulation Techniques
- Link Budget Analysis
- FCC Rules



For additional information call NAB Science & Technology at (202) 429-5346 or visit our website at <http://www.nab.org/SciTech/>.

9:00 - 9:30 am • N247, LVCC

Broadcast Engineering Conference Opening

Moderator: Lynn Claudy, NAB

"Keeping It Clean: Consumer Quality Expectations"



Keynote:
David Ranada
Technical Editor of Sound and Vision Magazine
New York, NY

9:30 am - Noon • N247, LVCC

Meeting the DTV Deadline

Moderator: Jeff Andrew, Gannett Broadcasting, Arlington, VA

9:30 am — Harvesting the World's Digital Future

Philip Laven, European Broadcasting Union, Geneva, Switzerland; **Om Khushu**, Asia-Pacific Broadcasting Union, Kuala Lumpur, Malaysia; **Joseph Flaherty**, CBS, Inc., New York, NY

10:15 am — Single Frequency Network Technique for Use With On-Channel Boosters for DTV Broadcast

R. Zborowski, ADC Telecommunications, McMurray, PA

10:45 am — Challenges of DTV Closed Captioning Insertion and Transmission

Gerry Field, CPB/WGBH National Center for Accessible Media (NCAM), Boston, MA; **Gerry Forbes**, PBS, Alexandria, VA

11:15 am — A Look Back on 100 DTV Stations: What Lessons Have Been Learned

Dave Sparano, Harris Corp., Quincy, IL

9:30 - 11:00 am • N249, LVCC

Radio Engineering Roundtable

Join *Radio World* Editor Paul McLane and a group of radio's finest engineers for a wide-open, free-form discussion of today's hottest technical issues. DAB, big buildouts, the Internet, satellite radio, the job crisis ... and you get to ask questions, too. One of the most popular engineering sessions from last fall's NAB Radio Show comes to Vegas in the spring.

Moderator: **Paul McLane**, *Radio World*, Falls Church

Panelists: **Tony Masiello**, XM Satellite Radio, Washington, DC; **Al Kenyon**, Clear Channel Radio, Covington, KY; **Margaret Bryant**, ABC, Dallas, TX; **Tom McGinley**, Infinity Broadcasting, Seattle, WA; **Frank McCoy**, American Media Services, Austin, TX

11:00 am - Noon • N249, LVCC

DAB Global Perspectives

Moderator: **Milford Smith**, Greater Media, Inc., East Brunswick, NJ

11:00 am — Digital Radio in MF/HF Bands: The DRM System

Peter Jackson, Merlin Communications International, Camelas, France

11:30 am — The Problems of a Sound Investment

David Wood, EBU, Geneva, Switzerland

11:45 am — DAB in the U.S.: Planning for the Future

Charles Morgan, Susquehanna Radio Corporation, York, PA

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1:00 - 6:00 pm • N249, LVCC

DAB Implementation

Moderator: **Milford Smith**, Greater Media, Inc., East Brunswick, NJ

1:00 pm — Audio Processing for DAB: Issues and Considerations for a Seamless Transition

Frank Foti, Cutting Edge Technologies, Cleveland, OH

1:30 pm — Digital Radio Roll-Out in Germany

Helwin Lesch, Bayem Digital Radio, Munich, Germany

2:00 pm — The iBiquity Perceptual Audio Coder (PAC) and its Applications to Audio Broadcast Systems

Khaled Hamdy, iBiquity Digital, Warren, NJ

2:30 pm — The Third Report on BSS Digital System E

Shuji Hirakawa, Toshiba Corporation, Kawasaki, Japan

3:00 pm — Implementing Digital Radio: An Engineer's Guide to Choosing the

Right Combining Method

Eric Wandel, Electronics Research, Inc., Chandler, IN

3:30 pm — Broadcasting Systems in the Growing World of Mobile Communications

Chris Weck and Andrew Sieber, Institut fuer Rundfunktechnik, Munich, Germany

4:00 pm — NRSC IBOC Standards-Setting Process

David Layer, NAB

4:30 pm — Delivery of IP Streamed Data via Digital Radio

David Dimambro, Crown Castle International, Warwick, UK

5:00 pm — International DAB Panel

Moderator: **Chriss Scherer**, BE Radio, Overland Park, KS

Panelists: **Don Bogue**, Command Audio Corporation, Redwood City, CA; **Don Messer**, IBB, Washington, DC; **Stell Patsiokas**, XM Satellite Radio, Boca Raton, FL; **Glynn Walden**, iBiquity Digital Corporation, Columbia, MD

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Sunday, April 22, Noon-5pm, N255/257/259, LVCC

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1:00 - 6:00 pm • N247, LVCC

TV Data Broadcasting Technologies and Applications

Moderator: Jerry Whitaker, ATSC, Morgan Hill, CA

1:00 pm — Building a New Market for DTV Datacasting

Richard Ducey, SpectraRep, Chantilly, VA

1:30 pm — Issues in Tight Synchronization between Data and Video

Richard Chernock, IBM, Hawthorne, NY

2:00 pm — Enhanced Television in a DTV World

Patrick Griffis, Microsoft Corporation, Seattle, WA

2:30 pm — An Open Interface for a DTV Data Broadcast Server

Dinkar Bhat, Triveni Digital Inc., Princeton Junction, NJ

3:00 pm — The Feasibility of Terrestrial DTV Broadcast Enhancements Without IP Based Resources

Bob Harrison, OpenTV, Lexington, MA;
Louis Libin, WOW!TV, Woodmere, NY

3:30 pm — DTV Data Broadcasting Experiences

Ted Karam, Thomcast Communications, Inc., Southwick, MA

4:00 pm — Data Transmission Efficiency: How to Make Room for Data without Sacrificing Video Quality

Bill Nicholls, Harmonic, Inc., Sunnyvale, CA

4:30 pm — Two-way Wireless Networking Using Excess Digital Spectrum

William Chastain, Metropolitan Area Networks, Inc., Washington, DC

5:00 pm — Transmission Performance and Services of Digital Terrestrial Mobile Broadcasting Via ISDB-T System

Shigeki Moriyama, NHK, Tokyo, Japan

5:30 pm — Mobile Broadband Access—A New Application Field of DVB-T

Manfred Kuehn, Deutsche Telekom, Freiburg, Germany

2:00 - 6:00 pm • Sands Lower Level

E-TOPIA Exhibits Premiere

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Thursday
9:00 a.m. - 4:00 p.m.

Sunday, 6:00 - 9:00 pm
Ballroom I Venetian

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Produced in conjunction with the US Department of Commerce, this evening of special exhibits and refreshments is designed especially for International Visitors to develop business relationships with companies interested in global expansion.



The DTV Store, sponsored jointly by the Advanced Television Systems Committee, the Consumer Electronics Association and the National Association of Broadcasters will showcase the variety of DTV products on the market today.

Located in the Grand Lobby of the Las Vegas Convention Center, the DTV Store is a must-see exhibit for anyone in the broadcasting industry who is interested in or affected by the transition to DTV. Over a dozen DTV manufacturers will showcase just a small portion of their

DTV product lines, including direct-view, projection, integrated, plasma, set top boxes, PC cards and antennas, that are "must-haves" for the consumer looking to go digital. Register for daily giveaways of DTVs and other consumer electronics products.



9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 10 for booth listings.

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening & Keynote

See page 33 for complete details.

10:30 am - Noon • N249, LVCC

Audio Asset Management and StorageModerator: **Jerry Whitaker**, ATSC,
Morgan Hill, CA10:30 am — **Linux and MP3 for Program Archiving****Andrew Janitschek**, Radio Free Asia,
Washington, DC; **Tom Hallewell**, Radio Free
Asia, Washington, DC11:00 am — **Digital Audio Archive Specifications****Alan Baker**, Minnesota Public Radio,
St. Paul, MN11:30 am — **Phonetic Searching of Digital Audio****Michael Miller**, Fast-Talk Communications,
Inc., Atlanta, GA**It All Starts Here...****BEA 47th Annual
Convention & Exhibition
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Las Vegas, NV**www.beaweb.org

10:30 am - Noon • N247, LVCC

DTV Transmission: Part IModerator: **Robert Hess**, WBZ-TV, WODS-
FM, WBZ-FM, Boston, MA10:30 am — **Prospects for Worldwide Digital Terrestrial Standards****Mark Krivocheev**, NIIR, Moscow, Russia;
Om Khushu, Asia-Pacific Broadcasting
Union, Kuala Lumpur, Malaysia; **David
Wood**, EBU, Geneva, Switzerland11:00 am — **FCC Technical Rule Changes to Support Digital 8-VSB Single Frequency Networks****S. Merrill Weiss**, Merrill Weiss Group,
South Plainfield, NJ11:30 am — **ATSC T3/S9 8VSB Improvement Progress Report****John Tollefson**, Public Broadcasting Service,
Alexandria, VA*Contact us when you are
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1:00 - 5:00 pm • N247, LVCC

DTV Transmission: Part II

Moderator: **Jeff Andrew**, Gannett Broadcasting, Arlington, VA

1:00 pm — Terrestrial Television Transmission-Learning to Walk the Digital Way

Keith Hayler, Crown Castle International, Warwick, UK

1:30 pm — Television Service Predictions Actual Measurements Versus Computer Modeling

William Meintel, TechWare, Inc., Chantilly, VA

2:00 pm — Report on Comparative Field Tests of 8-VSB and COFDM

Dennis Wallace, Wallace & Associates, Indianapolis, IN

2:30 pm — ATSC DTV Field Measurements - Some Lessons Learned

John Abel, Geocast Network Systems, Inc., Menlo Park, CA

3:00 pm — New Sharp Tuned Filter/Combining System Allows Adjacent Channel DTV to DTV Combining Modes in Addition to N+/-1 Combining

Robert Plonka, Harris Corp., Quincy, IL

3:30 pm — High Power DTV in Waveguide and Coax

William DeCormier, Dielectric Communications, Raymond, ME

4:00 pm — Introduction of ATSC-Compatible Two-Tiered Broadcasting Format

Anand Shah, NxtWave Communications, Langhorne, PA

4:30 pm — Feasibility Experiments on Simultaneous HDTV and Mobile-Terminal Broadcasts Using Hierarchical Transmission by ISDB-T (Japan's OFDM Terrestrial Digital Broadcasting)

Yukio Katayanagi, Nippon Television Corp, Tokyo, Japan

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Radio Engineering Professionals Forum

Moderator: **Tom McGinley**, Infinity Broadcasting, Seattle, WA

1:00 pm — The Next Audio Processor Platform: Migration from Hardware to Software

Frank Foti, Cutting Edge Technologies, Cleveland, OH

1:30 pm — Using T1, ISDN, and DSL Telco Lines in Consolidated Radio Facilities

Steve Church, Telos Systems, Cleveland, OH

2:00 pm — Digital Audio Processing: Speed and Quality

Thomas Lund, TC Electronic A/S, Risskov, Denmark

2:30 pm — Troubleshooting Techniques for Digital Audio Studios

G. Michael Patton, Michael Patton & Associates, Baton Rouge, LA

3:00 pm — Applied Audio Digital Signal Processing: A Hands On Approach

Michael Gay, Purdue University, Division of Instructional Services, West Lafayette, IN

3:30 pm — New Radio Frequency Coax Designs

Stephen Lampen, Belden Electronics Division, San Francisco, CA

4:00 pm — Digital Phasor for AM Directional Transmission Systems

Mario Hieb, Salt Lake Organizing Committee for the 2002 Olympic Winter Games, Salt Lake City, UT

4:30 pm — Shared Use of AM Sites

W. Alexander, Crawford Broadcasting Company, Denver, CO

5:00 pm — Telecommunications Grounding Practices

Alan Rebeck, R.O. Associates Ltd., Hayden Lake, ID

5:30 - 7:00 pm • Blrm I, Venetian

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See page 110 for booth listings.

Super
Sessions

9:00 am - Noon • N249, LVCC

Streaming Media for Broadcast Engineers: Part I

Moderator: **Barry Thomas**, Comedy World, Inc., Los Angeles, CABroadcast
Engineering9:00 am — **Delivering the Promise: Wavelet Compression, Broadcast, IP and Digital Television****Quentin Dolecek**, Applied Physics Laboratory, Laurel, MD; **Walter Ludwig**, Scientific Data Systems, Vienna, VABusiness, Law
& Regulation9:30 am — **MPEG-4 Rich Media Streaming****Julien Signes**, Envivio.com, Inc., Brisbane, CADigital Video
Production10:00 am — **Cross Channel Content Management****Robin Wang** and **Ken Tankel**, Dalet Digital Media Systems, New York, NYMultiMedia
World10:30 am — **MPEG-4: Moving Toward Convergence****Barry Hobbs**, Tandberg Television, Orlando, FL

Radio

11:00 am — **Choosing the Right Streaming Ad Insertion Technology****Mark Duvall**, Hiwire, Los Angeles, CASatellite &
Telecom-
munications11:30 am — **Streaming for Profit: Think Outside the Cloud****Joseph Rozenfeld**, Chaincast Networks, Inc., San Jose, CA

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9:00 am - Noon • N247, LVCC

Video Asset Management and Storage

Moderator: **Andrew Butler**, Public Broadcasting Service, Alexandria, VA9:00 am — **I Want It All and I Want It Now!****Richard Schiller**, Chyron Pro-Bel, Earley, Berkshire, United Kingdom9:30 am — **Media Asset Management - Getting Meaning Out of Metadata****Carol Owens**, BBC Technology Limited, London, United Kingdom10:00 am — **Media Asset Management****Kipp Jones**, Pathfire, Roswell, GA10:30 am — **A Distribution Bus Architecture for Enterprise-Wide Asset Management****Mike Baba**, QB Inc., McLean, VA11:00 am — **Rich Media Asset Management****David Austerberry**, Chyron, Slough, United Kingdom11:30 am — **Efficient Data Asset Management in Broadcast****Doron Kempel**, EMC Corporation, Hopkinson, MA

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3:00 - 6:00 pm

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1:00 - 6:00 pm • N249, LVCC

Streaming Media for Broadcast Engineers: Part II

Moderator: **Barry Thomas**, Comedy World, Inc., Los Angeles, CA

1:00 pm — The Assimilation of Traditional by Virtual Broadcasters

William Eldridge, Radio Free Asia, Washington, DC; **David Baden**, Radio Free Asia, Washington, DC

1:30 pm — Streaming Media and Webcasting

Chad Badiyan, Badiyan, Inc., Evanston, IL

2:00 pm — Optimizing Streaming Media Quality

Al Kovalick, Pinnacle Systems, Mountain View, CA

2:30 pm — Extreme Netcasting: Convergence without Compromise

Ted Hanss, Internet2, Ann Arbor, MI

3:00 pm — The Web Enabled Radio Talk Show

James Dalke, Salem Communications/Inspiration Media Inc., Seattle, WA

3:30 pm — TBD

Micheal Leo, Real Networks, Inc., Seattle, WA

4:00 pm — Optimizing Content for Streaming

Dave Harris, Furman Sound, Woodacre, CA

4:30 pm — Wide Area Video Browsing

Tim Glauert, Internet Pro Video, Petaluma Hill, CA

1:00 - 6:00 pm • N247, LVCC

DTV Bitstream Management

Moderator: **Jerry Butler**, Public Broadcasting Service, Alexandria, VA

1:00 pm — Bit Rate Changing from Tandberg Television

Chris Duxbury, Tandberg TV, Hampshire, UK

1:30 pm — Digital Program Insertion

Wayne Sheldrick, Scientific Atlanta, Norcross, GA

2:00 pm — An Open Interface for a DTV PSIP Generator

Gomer Thomas, Triveni Digital, Inc., Princeton Junction, NJ; **Mark Corl**, Triveni Digital Inc., Princeton Junction, NJ

2:30 pm — HDTV over ATM/IP Fiber Networks

John Turner, Turner Eng., Mt. Lakes, NJ

3:00 pm — Content Delivery in a Multiformat World-The Single Digital Master Concept

Goran Appelquist, Bjorn Christensson, Digital Vision AB, Stockholm, Sweden

3:30 pm — A Novel Quality Monitoring System for Digital TV Broadcasting Networks

Pierre Bretillon, Telediffusion de France TDF-C2R, Metz, France

4:00 pm — Standard Embedded Metadata Tags and Structures: A Key Tool in the Management of Intellectual Rights in the Broadcast Industry

Mike Palmer, Assoc. Press, Washington, DC

4:30 pm — A Flexible Metadata Model for Enterprise-Wide, Distributed Environments

Matthew Presley, QB Inc., Universal City, CA

5:00 pm — A Multichannel DTV Edge Server to Manage Rich Media Delivery

James P. Janniello, IBM, Watson Research, Hawthorne, NY

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9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:30 am • N249, LVCC

Regulations: Keeping Pace with Broadcast Technology

It's a fact — today, technology is outpacing regulations. These presentations will cover technical regulatory matters important to your future as a broadcaster.

Moderator: **Dane Eriksen**, Hammett & Edison, Inc., San Francisco, CA

Panelists: **Keith Larson** and **Bruce Romano**, FCC, Washington, DC; **Steve Linn**, FCC, Gettysburg, PA; **Bill Napier**, Bahakel Communications, Charlotte, NC; **Richard Rudman**, KFVB-AM, Hollywood, CA

9:00 am - Noon • N247, LVCC

Transmission Facility Maintenance and Management

Moderator: **Robert Hess**, WBZ-TV, WODS-FM, WBZ-FM, Boston, MA

9:00 am — Liquid Cooled Solid State Transmitters for Television Broadcasting

Steven Kalis, Thomcast Communications, Inc., Southwick, MA

9:30 am — A More Compact High Power UHF Combiner for Multiple Channels Over a Wider Frequency Span

Lewis Steer, Radio Frequency Systems, Melbourne, Australia

10:00 am — High Rejection Sharp Tuned Filter Design for Increased Shoulder Suppression and Adjacent Channel Combining Applications

Derek Small, Lowpass Prototype Inc., Raymond, ME

10:30 am — The Trinity Filter Implementation for N+1/N-1 Channel Combining Applications

Dan Fallon, Andrew Corporation, Orland Park, IL

11:00 am — Software for Accurate Tuning of Broadcast RF-Systems

Hans Lundback, Teracom Components AB, Horby, Sweden

11:30 am — Gin Poles: Design and Use Under the Newly Proposed EIA Standard

Ernie Jones, Electronics Research, Inc., Chandler, IN

10:30 - 11:30 am • N249, LVCC

Digital Broadcast Facilities: Part I

Moderator: **Sterling Davis**, Cox Broadcasting, Atlanta, GA

10:30 am — Signal Management Systems: Trends in User Applications, Technology and System Architecture

John Liron, Grass Valley Group, Nevada City, CA

11:00 am — IPTV DTV Conversion-Real World DTV in the Midwest

William Hayes, Iowa Public Television, Johnston, IA

10:30 am - Noon • N237, LVCC

A New Era for AM Directional Antenna Proofs

Panelists: **Ron Rackley**, du Treil, Lundin & Rackley, Sarasota, FL; **Ben Dawson**, Hatfield & Dawson, Seattle, WA; **Bill Suffa**, Clear Channel Communications, Covington, KY

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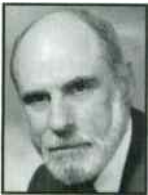
Hospitality Suites

1:45 pm • Barron Rm, LVH

Technology Luncheon

Ticket Required

Vinton G. Cerf, senior vice president of Internet Architecture and Technology for WorldCom, will provide a sneak peek into "The Future of Technology." Widely known as a "Father of the Internet," Cerf is the co-designer of the TCP/IP protocols and the architecture of the Internet. The NAB2001 Engineering Achievement Awards for Radio and Television will be presented at the luncheon.



Keynote:
Vinton Cerf
Senior Vice President
Internet Architecture and
Technology
WorldCom
Ashburn, VA



TV Recipient:
Larry Thorpe
Sony Electronics, Inc.
Park Ridge, NJ



Radio Recipient:
Arno Meyer
Belar Electronics Lab
Devon, PA

2:00 - 5:00 pm • N249, LVCC

Digital Broadcast Facilities: Part II

Moderator: Sterling Davis, Cox
Broadcasting, Atlanta, GA

2:00 pm — Planning for Facility Upgrades

Daniel Taylor, Carlson Group, Inc., New
Orleans, LA

**2:30 pm — Issues in Designing a DTV
Broadcast Facility for Multichannel Audio**

Tom Daily, Dolby Labs, Los Angeles, CA;
Willy Halla, TGS Inc., Chantilly, VA

**3:00 pm — Wireless Newsrooms Come of
Age and Provide Competitive Advantage**

Mike Palmer, Associated Press,
Washington, DC

**3:30 pm — Designing Newsrooms, Studio
Control Rooms and Technical Operations
in the Digital Future**

Frank Rees, Rees Associates, Inc., Dallas, TX

**4:00 pm — Controlling Complex
Broadcast Infrastructures**

Julian Williams, BBC Technology Limited,
London, United Kingdom

**4:30 pm — Facility and Applications for
Multimedia and HDTV Digital Satellite
Broadcasting**

Atsushi Haruguchi, NHK, Tokyo, Japan

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2:00 - 5:30 pm • N247, LVCC

DTV Receivers, Displays and Set-Top Boxes

Moderator: **Edmund Williams**, PBS, Alexandria, VA

2:00 pm — DTV in the Indoor Environment

James Kutzner, Advanced Television Technology Center, Alexandria, VA

2:30 pm — Cost-Effective Displays Solutions: HDTV-Quality for the Mass Market

Nikhil Balram, Sage, Inc., Milpitas, CA

3:00 pm — Getting the Picture: How Will Enhanced TV Services be Displayed in the Home?

Skip Pizzi, Microsoft Corporation, Seattle, WA

3:30 pm — Interactive TV: Beyond the Set-Top Box

Hubert Rechsteiner, Lysis SA, Lanne, Switzerland

4:00 pm — Bandwidth Storage and P2P Networks: A Tornado Reshaping Video Distribution

Glenn Reitmeier and **John Kulp**, Sarnoff Corporation, Princeton, NJ

4:30 pm — Future-Proofing STBs: Remote Programmability and Upgradeability

David Barringer, Philips Semiconductors, Sunnyvale, CA

5:00 pm — Fully Portable Personal TV Technology and Services for Enhanced TV

Labeeb Ismail, Metabyte Networks, Fremont, CA

6:00 - 8:00 pm • Blrm C, LVH

2001 Amateur Radio Operators Reception

Come and support one of the most popular events at each year's NAB convention, the Amateur Radio Operators reception. Hundreds of broadcasting's best and brightest, from company CEOs to shop technicians, spend a relaxed evening talking shop, swapping tales and enjoying the fellowship of the radio amateur community at this annual event.

Check out the official NAB2001 amateur repeaters: 146.940 - (100.0 Hz tone) and 449.700 - (127.3 Hz tone). Courtesy of the Las Vegas Amateur Radio Club.

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Come spend a few hours in Mobile Media Margarita Town! And while you are exploring the latest mobile media exhibits, grab a complimentary margarita on us. Starting at Noon each day we will be giving away free drinks to the first 300 visitors.

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9:00 am - 4:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 am - Noon • N249, LVCC

Radio Transmitters: A Practical Workshop

When your transmitter suddenly drops off the air, there's no substitute for experience. Hosted by *Radio World* "Workbench" columnist John Bisset, this workshop provides a unique opportunity to take home a notebook full of ideas that may help you deal with transmitter emergencies. If maintaining transmitters is part of your job description, you won't want to miss this discussion.

Moderator: **John Bisset**, Harris Broadcast, Arlington, VA

9:00 am - Noon • N247, LVCC

DTV Production Challenges

Moderator: **Robert Seidel**, CBS, New York, NY

9:00 am — Management of the Aspect Ratio Transition

Peter Symes, Grass Valley Group, Nevada City, CA

9:30 am — Multichannel Audio for DTV

Jim Hilson, Dolby Laboratories, San Francisco, CA

10:00 am — Launching HDTV News

Michihiro Chikata, NHK News, Tokyo, Japan

10:30 am — An Experimental 60 fps Progressive-Scan HDTV Camera

Masayuki Sugawara, NHK, Tokyo, Japan

11:00 am — Virtual Reality in Live Broadcasting: Virtual Actors & Virtual Sets

Hyewon Oyun, Korean Broadcasting System, Seoul, Korea

NAB TELEJOURNAL

The News Magazine for Television Executives

2001 Schedule

- January 19
- February 16
- March 16
- April 20
- May 18
- June 15
- July 20
- August 17
- September 21
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- November 16
- December 21

11:30 am - 12:30 pm
Eastern Time

See the NAB Members Only Website for Telejournal coordinates.



Exclusively for NAB members and produced monthly, NAB Telejournal updates broadcasters on key legislative, regulatory, and industry issues developing on Capitol Hill and at the FCC. The first half hour covers topical issues facing the broadcasting industry and timely public service announcements are packaged together in the second half hour.

Questions? Contact **Carole Moore**, NAB Television at (202) 429-5374 or cmoore@nab.org

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9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening & Keynote

See page 33 for complete details.

10:30 - 11:45 am • N237, LVCC

Copyright/SHVIA — A Broadcaster Update

Will streaming radio stations have to pay record companies? If so, how much? To stream or not to stream that is the question. Are U.S. and Canadian television stations about to be streamed into your market? A report on some cold winds blowing from the north. Will satellite carry one/carry all survive a court challenge? If so, carriage/retransmission consent elections are July 1. Are you ready? A timely and fast paced update on these important issues.

Moderator: **Ben Ivins**, NAB

Panelists: **Wade Hargrove**, Brooks Pierce McLendon Humphrey & Leonard, LLP, Raleigh, NC; **Norman Leventhal**, Leventhal, Senter & Lerman PLC, Washington, DC; **Erica Redler**, Canadian Association of Broadcasters, Ottawa, Ontario; **R. Bruce Rich**, Weil Gotshal & Manges LLP, New York, NY



E-TOPIA Pub

3:00 - 6:00 pm

Join us for Happy Hour every afternoon!

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10:30 - 11:45 am • N236, LVCC

The FCC Legal Advisors

There's a new Chairman at the Federal Communications Commission. Come meet his mass media advisor and the advisors for the other FCC Commissioners. What broadcast-related items will they tackle in the year 2001? What's their Commissioner's philosophy and hot-button issue? Come find out and ask your questions.

Moderator: **Karen Fullum Kirsch**, NAB

Panelists: **Susan Eid**, Legal Advisor to Chairman Powell; **David Goodfriend**, Legal Advisor to Commissioner Ness; **Ben Golant**, Legal Advisor to Commissioner Furchtgott-Roth; **William Friedman**, Senior Legal Advisor to Commissioner Tristani



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INFO SESSION

elcom, inc., presents...

eProcurement Today and Tomorrow – Interactive Panel Discussion

Monday, April 23rd, 3:00 - 5:00 p.m., Venetian Hotel, Room 605/606

Join elcom, inc., GE Capital, and CBS in an interactive discussion on best practices in automating the procurement process for media companies.

- The special and demanding requirements of media companies for eProcurement — the traditional “industrial MRO” model will not work well
- Migrating to a remotely hosted, Internet-based ‘clicks and mortars’ purchasing environment from legacy systems requiring significant and costly infrastructure support. It goes beyond spend avoidance....
- Developing stronger controls in a decentralized world, reduce “maverick” spending, and drive compliance to the use of Master Agreements for key suppliers.
- Effective approaches for integrating suppliers within your eProcurement system
- Combining the forces of eProcurement and Purchasing Cards
- The advantages of outsourcing an eProcurement system
- Gaining the ultimate buying power

You'll hear from CBS about the challenges and rewards when implementing an eProcurement system. GE Capital will demonstrate how to most effectively capture your spend patterns, regardless of whether you buy on-line or on the street. And you'll learn about where eProcurement and eMarketplaces are really headed.

Please join us for refreshments and a refreshing discussion about what you can do now to improve profitability and position your company for increased leveraging power with your trading partners.



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2:00 - 3:15 pm • N237, LVCC

3:30 - 4:45 pm • N237, LVCC

DTV: FCC's Rules of the Road — What Are They and Will They Get Us There?

A must-see session for every DTV broadcaster. Engineering and legal experts from the industry and FCC will discuss the FCC's recent decisions on important DTV issues, such as service area replication requirements, channel election dates, labeling of DTV receivers as to inter-operability and cable carriage rules on multicasting, data, EPGs, material degradation, channel position and tuning. They will discuss the FCC's processing of the hundreds of DTV applications, including maximization requests, and their efforts to help stations get on air with DTV in time for the 2002 build-out deadline.

Moderator: Valerie Schulte, NAB

Panelists: Richard Chessen, FCC, Washington, DC; Amy Nathan, FCC, Washington, DC; John Burgett, Wiley Rein & Fielding, Washington, DC; Victor Tawil, Maximum Service Television, Washington, DC; Thomas Van Wazer, Sidley & Austin, Washington, DC

2:00 - 3:15 pm • N236, LVCC

Music & Money: The Radio Music License Committee Update

Members of the Radio Music License Committee will be on hand to update participants on the rate court proceedings with BMI and ongoing negotiations with ASCAP.

Moderator: Keith Meehan, Radio Music License Committee, New York, NY

Panelists: Ben Ivins, NAB; Vince Candilora, ASCAP, Nashville, TN; Jonathan Weiss, Weil Gotshal & Manges LLP, New York, NY

Not Just for Kids: An Examination of the Current and Proposed Children's Television Rules

The FCC continues to hand out fines (some of them big) for violations of the children's television rules. Are you sure you know all the answers to what is and isn't commercial matter, and what causes most of the fines? Don't let your station get nabbed by the FCC's Enforcement Bureau. Get all the answers for FCC compliance and learn about the FCC's recent proposals for additional children's television rules in the digital era.

Moderator: Ann Zuvekas, NAB

Panelists: Barbara Kreisman, FCC, Washington, DC; Michael Berg, Verner Lipfert, Bernhard McPherson & Hand, Washington, DC; Barbara Gardner, Leventhal Senter & Lerman PLLC, Washington, DC; Melodie Virtue, Garvey Schubert & Barer, Washington, DC

3:30 - 4:45 pm • N236, LVCC

You Be the Jury — You Decide: Local Broadcasters on Trial

Using a mock trial format, we will explore issues of media liability and loss prevention in the new millennium. As the number of lawsuits and judgments against broadcasters continues to increase, you can learn from experts about newsgathering torts, libel, invasion of privacy, trespass and the First Amendment.

Panelists: Jim Borelli, Media/Professional Insurance Agency, Inc., Kansas City, MO; Mike DiSilvestro, Media/Professional Insurance Agency, Inc., Kansas City, MO; Jerianne Timmerman, NAB

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7:30 - 8:45 am • Blrm A, LVH

FCC Chairman's Breakfast

Join FCC Chairman Michael K. Powell and ABC's Sam Donaldson for breakfast. It's the FCC Chairman's Breakfast at NAB2001! The veteran television reporter sits side-by-side with the new Chairman asking questions about his plans and policies for the future of the broadcast industry. Whether your interests lie in radio or television, all major issues will be discussed!

Welcome & Introductions: **Eddie Fritts**, NAB



**The Honorable
Michael K. Powell**
FCC
Washington, DC

One on One with...



Sam Donaldson
ABC News
Washington, DC



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9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:15 am • N237, LVCC

Regulation of the Broadcast Media: Is Content King or Does Government Reign?

Resurrection of a broadcast industry code of conduct for the content of programming. Prosecution of media marketers of violence. Imposition of "safe harbor" rules for violent television programming. Creation of disclosure forms inquiring about television programming aired in government-defined categories. Learn which of these, or other, FCC and Congressional initiatives are likely to become law, and hear from experts about the pressures for and against governmental involvement in broadcast content.

Moderator: **Jerianne Timmerman**, NAB

Panelists: **Jane Mago**, FCC, Washington, DC; **Mark Lloyd**, People for Better TV, Washington, DC; **Regina Sullivan**, Belo Corporation, Dallas, TX; **Donald Verrilli, Jr.**, Jenner & Block, Washington, DC

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9:00 - 10:15 am • N236, LVCC

Television Music Licensing: 2001 — An ASCAP, BMI, SESAC Odyssey!

What to expect this year from the ASCAP rate court, the BMI negotiations and the SESAC effort to drastically escalate their fees. Will there be additional fees due because of the switch to digital? Because of streaming on the Net? Is the per program license alive and well?

Introduction: **Ben Ivins**, NAB

Moderator: **Jack Zwaska**, Television Music License Committee, New York, NY

Panelists: **Catherine Nierle**, Post-Newsweek Stations, Inc., Hartford, CT; **R. Bruce Rich**, Weil Gotshal & Manges LLP, New York, NY; **Charles Sennet**, Tribune Broadcasting Corp., Chicago, IL

10:30 - 11:45 am • N236, LVCC

Eeneey, Meeneey, Mineey, Market: The Numbers Game of Broadcast Ownership

The FCC has proposed to alter the definition of radio markets, and is expected to consider other significant changes in the television and radio ownership rules. You can hear from experts how ownership regulation is likely to evolve under a new FCC, and how these changes may affect the broadcast marketplace and your business.

Moderator: **Jerianne Timmerman**, NAB

Panelists: **Roy Stewart**, FCC, Washington, DC; **Richard Bodorff**, Wiley Rein & Fielding, Washington, DC; **David Donovan**, Association of Local Television Stations, Inc., Washington, DC; **Lew Paper**, Dickstein Shapiro Morin & Oshinsky, LLP, Washington, DC; **Howard Weiss**, Fletcher Heald & Hildreth, Arlington, VA

10:30 - 11:45 am • N237, LVCC

The FCC Enforcement Bureau: What's Going on With Broadcaster Liability?

We'll guide you on a tour of the wide spectrum of regulations today's broadcasters need to know. From Advertising to Zoning issues, we'll highlight what's allowed, what's not, including recent FCC enforcement practices and fines.

Moderator: **Ann Zuvekas**, NAB

Panelists: **David Solomon**, FCC, Washington, DC; **George Borsari**, Borsari & Paxson, Washington, DC; **Jerald Jacobs**, Cohn & Marks, Washington, DC; **Barry Umansky**, Vorys Sater Seymour & Pease, Washington, DC

2:00 - 3:15 pm • N236, LVCC

The Future of Radio: Technology, Regulation and Your Business

Radio is changing. Although Congress cut back the FCC's Low Power FM plans, LPFM stations will be coming in many markets. Satellite radio will arrive in the market this year, and terrestrial digital radio is just around the corner. Find out what the FCC's plans are for LPFM, and what the latest developments are for satellite and terrestrial digital radio and how they will affect your business.

Moderator: **Jack Goodman**, NAB

Panelists: **Linda Blair**, FCC, Washington, DC; **Bruce Romano**, FCC, Washington DC; **Mark Fratrick**, BIA Financial Network, Chantilly, VA; **Albert Shuldiner**, iBiquity Digital Corp., Columbia, MD

3:30 - 4:00 pm • N253, LVCC

The Regulatory Dialogue Coffee Break

Join us for a mid-afternoon snack before the Regulatory Dialogue begins.

4:00 - 5:00 pm • N253, LVCC

The Regulatory Dialogue

Join FCC Commissioner Harold Furchtgott-Roth at the Regulatory Dialogue. This veteran Commissioner can offer unique insight into the Commission's priorities under the new Chairmanship. To add spark to an already exciting session, two of the industry's print media heavyweights will steer the discussion toward those issues most important to broadcasters.

Moderators: **Mike Feazel**, Warren Communications, Washington, DC; **Harry Jessell**, Broadcasting & Cable, New York, NY

Panelist:



The Honorable Harold Furchtgott-Roth
FCC
Washington, DC

NAB TELEJOURNAL

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11:30 am - 12:30 pm
Eastern Time

See the NAB Members
Only Website for
Telejournal coordinates.



Exclusively for NAB members and produced monthly, NAB Telejournal updates broadcasters on key legislative, regulatory, and industry issues developing on Capitol Hill and at the FCC. The first half hour covers topical issues facing the broadcasting industry and timely public service announcements are packaged together in the second half hour.

Questions? Contact Carole Moore,
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9:00 - 10:15 am • N237, LVCC

**Employment Law: FCC
Rules, the Constitution, and
the Workplace**

While the FCC's EEO rules have once again failed to receive judicial approval, the FCC and civil rights groups have asked the court to rehear the case. Meanwhile, almost every general manager lists finding and retaining qualified staff as a top problem. Find out what is happening with the EEO case in the courts, what options the FCC may have for future rules, ways in which you can effectively reach out to new talent, and how to deal with a variety of employment problem areas.

Moderator: Jack Goodman, NAB

Panelists: Robert Branson, Post-Newsweek Stations, Detroit, MI; Demetra Koelling, Ceres Workplace Solutions, Seattle, WA; Charles Naftalin, Holland & Knight LLP, Washington, DC; Dawn Sciarrino, Shaw Pittman, Washington, DC

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SEPARATE REGISTRATION REQUIRED

Track One: Production Tools & Techniques

9:00 - 10:30 am • Blrm F, Venetian

Session 1: Desktop Tools for High-Quality Delivery

Join a team from NBC's MAGIC Room and learn how to take advantage of today's desktop tools that deliver 80 percent of the bang for 20 percent of the cost of traditional high-end systems. Quality issues, software and hardware capabilities, and limitations and workflow challenges will be addressed through a discussion and case studies from this busy studio.

Presenters: Todd LeValley and Gary Reisman, The NBC Agency, MAGIC Room, Burbank, CA

11 am - 12:30 pm • Blrm F, Venetian

Session 2: Digital Cinema

While the adoption of HD television proceeds at a snail's pace, the film industry is embracing HD head-on. This session will cover the opportunities and challenges presented by this development by exploring the aesthetic, technical, and business challenges posed by this emerging format.

Moderator: Adam Wilt, Consultant, Menlo Park, CA

Panelists: Charles Poynton, Consultant, Toronto, Canada; **Barry Rebo**, Rebo Associates, New York, NY

Sunday, 6:00 - 9:00 pm
Ballroom I Venetian

New! NAB GLOBAL BUSINESS EVENT

Produced in conjunction with the US Department of Commerce, this evening of special exhibits and refreshments is designed especially for International Visitors to develop business relationships with companies interested in global expansion.

2:00 - 3:15 pm • Blrm F, Venetian

Breakout Session: Cameras

How to get the most out of DV cameras. Through real-world examples, learn to achieve high-end results by using custom settings, filters, proper lighting, and "tricking" pre-programmed settings to allow for custom controls.

Presenters: Bruce Johnson, Painted Post Multimedia, Madison, WI; **Adam Wilt**, Consultant, Menlo Park, CA

2:00 - 5:00 pm • 701, Venetian

Breakout Session: Lighting Techniques

An advanced lighting tutorial.

Presenter: John Jackman, Comenius Communication, Inc., Lewisville, NC

2:00 - 5:00 pm • 703, Venetian

Breakout Session: Motion Graphics Techniques

Learn tips and tricks and hidden gems through real world projects. A step-by-step how-to session for motion graphics professionals.

Presenters: Trish and Chris Meyer, Cybermotion, Sherman Oaks, CA

3:45 - 5:00 pm • Blrm F, Venetian

Breakout Session: Nonlinear Editing Techniques

A world class editor shares editing techniques.

Presenter: Frank Capria, Kingpin DTVpix, Northborough, MA

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Track Two: Web Delivery

8:30 - 10:00 am • Blrm F, Venetian

Session 1: Web Video and Interactivity

MPEG-4 promises to bring new technologies to market in a "standard" that everyone can benefit from. However, the ISO standard is so deep that many wonder whether any of its implementations will play well together. In this panel discussion, you'll learn of the many new functions built into MPEG-4, from its streaming codec to digital rights management functions, and beyond.

Moderator: Peter Hoddie, Generic Media, Aliso Viejo, CA

Panelists: Bob Frye, Sr., PacketVideo, Los Angeles, CA; John Lynch, eVue, Inc., Iselin, NJ; Ganesh Rajan, iVast, Santa Clara, CA

10:30 - Noon • Blrm F, Venetian

Session 2: How to Monetize Web Video Content

This panel will explore online business models and the technologies that enable them.

Moderator: Nels Johnson, Download Recordings, Inc., San Francisco, CA

Panelists: Dann Filter, Northcamp Web Design, Chino Hills, CA; Tim Byars, Gigaverse, Torrance, CA

1:15 - 2:30 pm • Blrm F, Venetian

Breakout Session: Webcasting Do's and Don'ts

Techniques for surviving the rigors of doing a live Webcast.

Speaker: TBD

1:15 - 4:00 pm • 701, Venetian

Compression Tips & Tricks

A case study where you'll learn how to tweak your compression settings to attain optimum results.

Presenter: Ben Waggoner, Terran Interactive, Los Gatos, CA

1:15 - 4:00 pm • 703, Venetian

Web-Based Animation

An advanced tutorial on Flash, Live Motion, and other powerful Web animation applications.

Presenters: Chris Manners, Principal, Lime Voodoo Productions, San Francisco, CA; Mark Christiansen, Fluid, Inc., San Francisco, CA

2:45 - 4:00 pm • Blrm F, Venetian

Breakout Session: Automated Web Production

How to automate your encoding pipeline for video. Learn to save time logging, editing, converting, compressing, cataloging, archiving, and otherwise manipulating or moving digital assets.

Presenters: Sal Soghoian, Apple Computer, Inc., San Francisco, CA ; Avi Hoffer, HELP, Los Angeles, CA

**E-TOPIA Pub**

3:00 - 6:00 pm

Join us for Happy Hour every afternoon!

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Hospitality Suites

New Media Weekend Workshop — Track One: Business of New Media

10:00 am - Noon • Blrm G, Venetian

Concept and Development

New forms of content are emerging that are only possible through interactive delivery systems - Internet and enhanced television. Certain audience segments are foregoing tradition television viewing to spend more time on the net. Will you lead or follow your audience into the interactive experience?

Moderator: **Linda Thurman**, New Media Prime, Inc., Los Angeles, CA

Keynote:

Doug Ivanovich
Humanicom

Panelists: **Pamela J. Smith**, Mythworks, Hollywood, CA; **Jody Brightman**, Mindshare International, Malibu, CA; **Anna Marie Piersimoni**, AFI, Hollywood, CA

Noon - 1:00 pm • Blrm G, Venetian

Intellectual Property Rights

How are we dealing with the unique ownership and control issues of New Media? Copyright questions of repurposed content are only a prelude to complex new issues of original interactive content. Who owns the content when the audience helps create it? What about constantly changing dynamic content?

Panelists: **Keith Boesky**, Boesky & Company, Santa Monica, CA; **Benedict O'Mahoney**, The Copyright Web site, Los Angeles, CA; **Christiane Hile**, Firstuse

2:00 - 3:00 pm • Blrm G, Venetian

Production

How are new production methods changing the entertainment industry? How do you budget a New Media project? What separates the professional from the amateur in digital production? Learn how you can capitalize on the changes.

Panelists: **Rob Kobrin**, Avid Technology, Tewksbury, MA; **Loreen Arbus**, Loreen Arbus Productions, Los Angeles, CA; **Tim Considine**, Considine Productions, Los Angeles, CA; **Willie Considine**, Considine Productions, Los Angeles, CA

3:00 - 4:00 pm • Blrm G, Venetian

Distribution

Digital distribution is gaining ground -- and air. Cable and satellite systems are changing the look and feel of television, and making local radio available worldwide. How is the change affecting producers and distributors?

Panelists: **Dan Janke**, NetTV Cooperative, Redondo Beach, CA; **Peter Desnoes**, iBEAM, Sunnyvale, CA; **Terrence Coles**, Intertainer, Culver City, CA

4:00 - 5:00 pm • Blrm G, Venetian

Guilds and Unions

New Media is only one challenge that organized labor is facing in a shifting job market. What are guilds and unions doing to keep up as globalization and computerization change the way we work?

Panelists: **Vance Van Petten**, Producers Guild of America, Hollywood, CA; **Bryan Unger**, Directors Guild of America, Beverly Hills, CA; **John McLean**, Writers Guild of America, Los Angeles, CA

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New Media Weekend Workshop - Track Two: Investing in New Media

11:00 am - Noon • Blrm G, Venetian

Content Plays

New Media is demanding new program forms. Television series have content-laden Web sites. If "content is king," what does the "king" look like? More importantly, how do the "king" and his subjects use the digital universe to interact?

Moderator: **Larry Gerbrandt**, Paul Kagan & Associates, Inc., Carmel, CA



Keynote:
The Honorable Jane Harman (D-CA)
US House of Representatives
Washington, DC

Panelists: **Donna Thomas**, Discovery Channel, Charlotte, NC; **Bill Sanders**, Big Ticket Productions, Santa Monica, CA; **Patric Z**, Industrial Street, W. Hollywood, CA

Noon - 1:00 pm • Blrm G, Venetian

Traditional VC, Specialized Funds

Even after the failure of high profile New Media investments, venture capitalists are still seeking hot properties in entertainment. Some are creating specialized New Media investment funds. What is it about New Media that is so attractive to the investment community?

Panelists: **Roy Salter**, Houlihan, Lokey, Howard and Zukin, Los Angeles, CA; **Saul Berman**, PricewaterhouseCoopers, Los Angeles, CA; **Ravin Agrawal**, East-West Capital, Los Angeles, CA

2:00 - 6:00 pm • Sands Lower Level

E-TOPIA Exhibits Premiere

On-floor cocktail reception at 4:00 pm.

2:00 - 3:00 pm • Blrm G, Venetian

Alternative Funding

New avenues are opening for developing, producing and distributing New Media. Traditional lenders and investors are cautiously watching and new players are entering the game. But who is actually funding New Media projects?

Panelists: **Andy Meyer**, StoryBay, Inc., Santa Monica, CA; **Michael Keegan**, Bold New World, Inc., Los Angeles, CA; **Bridgett Steele**, Microsoft, Redmond, WA

3:00 - 4:00 pm • Blrm G, Venetian

Digital Revenue Management

Revenue streams are turbulent in the new economy. Digital asset management, ownership, copyright, subscriptions and micro-fees are a few of the emerging issues. How do we determine and collect fees?

Panelists: **Michael Kassin**, Massive Media Group, Santa Monica, CA; **Moses, Ma**, Bizbots, San Francisco, CA; **Stuart Gross**, Tmagin

Sunday, 6:00 - 9:00 pm
Ballroom I Venetian

New! NAB GLOBAL BUSINESS EVENT

Produced in conjunction with the US Department of Commerce, this evening of special exhibits and refreshments is designed especially for International Visitors to develop business relationships with companies interested in global expansion.

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Information

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Super
Sessions

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening & Keynote

See page 33 for complete details.

Broadcast
Engineering

10:30 am - Noon • Blrm G, Venetian

Digital Video — Seizing the Attention of the New Generation

Learn what types of Web sites Net-savvy young people prefer and how they are now using applications for streaming video, to not only view content, but to create their own! How do you know if your site impresses them or if they avoid it like the plague? This session will equip you with the know-how to ensure that your site is one they will return to and patronize.

Business, Law
& RegulationDigital Video
ProductionMultiMedia
World

Radio

Presenter: **Tom Marcoux**, Marcoux Media, San Francisco, CA

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Telecom-
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Television

Exhibitors

Hospitality
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Check Out The
Exhibits!

**Hours:**

Monday-Wednesday
9:00 a.m. - 6:00 p.m.

Thursday
9:00 a.m. - 4:00 p.m.

1:00 - 2:30 pm • 701, Venetian

Building Brands on the Internet

A well-known offline brand will not necessarily translate into an online success. What does it take to create dynamic and recognized online brands? Our expert panel will discuss the different methods to cut through the clutter, including: defining your customer and brand, securing a good domain, brand promotion, securing strategic partnerships and alliances, creating "buzz," and developing critical media relationships.

Moderator: **Jorian Clarke**, SpectraCom Inc., Milwaukee, WI

Panelists: **Deirdre Breakenridge**, PFS Marketwyse, Totowa, NJ; **Robert Landes**, Guidance Solutions Inc., Marina del Rey, CA.; **Peter Shankman**, The Geek Factory, Inc., New York, NY

1:00 - 2:30 pm • 703, Venetian

Competing Business Models for iTV Deployment

iTV deployment will take significant investment from network operators. Analysts predict iTV commerce and interactive advertising will create huge new revenue streams. How will today's content providers, networks and distribution channels share the revenue with new players like T-commerce aggregators and iTV infrastructure companies? Will consumers be satisfied? What part of the current value chain will become obsolete in the next one? Making money from the deployment of iTV requires solid business planning. Panelists will share what's working, what isn't, how decisions are made, and how to create win/win business models.

Moderator: **Larry Taymor**, Liberate Technologies, San Carlos, CA

Panelists: **Simon Cornwell**, Two Way TV, London, United Kingdom; **Todd Lash**, RespondTV, San Francisco, CA; **Michael Silberman**, MSNBC, Seacaucus, NJ; **Rod Nenner**, AOL, Dulles, VA

INFOSESSION

A.N.N presents...

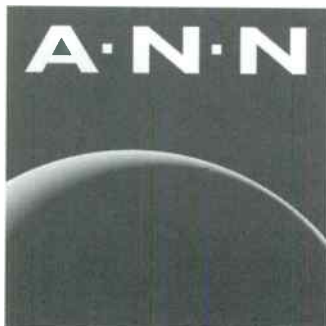
Online Piracy: Protecting Digital Assets

Monday, April 23rd, 3:00 - 5:00 p.m. • LVCC, N253

In the intellectual property arena, the Internet continues to be the wild, wild west despite the recent reining in of the Napsters of the world. Like Wyatt Earp, intellectual property sheriff David Powell has built an international reputation for putting media and software pirates out of business with lightning-quick speed.

Powell, founder of Copyright Control Services, will share real-life experiences and lessons learned as he protected online copyrights during the Sydney Olympics.

Copyright Control Services and its parent Sunhawk.com are in the process of merging with A.N.N Automation to meet expanded opportunities for digital asset management and protection.



General
InformationSuper
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& RegulationDigital Video
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Telecom-
munications

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3:00 - 5:00 pm • Blrm G, Venetian

Interactive Media Services for Broadband Networks

This extensive session examines the methods to overcome these hurdles through presentations of some of the newer services which provide two-way capabilities (multiple camera views, chats, multisourced events) which have considerations both on the WAN and LAN capabilities. Presentations will also address shaping a content deal and the technologies and businesses that are emerging to shape the future of the Web.

Presenters: Lee Friedman, BellSouth Internet Services, Atlanta, GA; Jonathan Taplin, Intertainer, Culver City, CA

3:00 - 4:30 pm • 701, Venetian

Beyond the Banner Ad: Creative Online Marketing Strategies

The banner ad is a standard tool that many web sites use as their primary means of driving traffic. But creative marketing strategies generate much more interest - and in the end, make for a more successful marketing campaign. Learn about highly effective guerilla marketing campaigns from our panel of seasoned marketers, and discover ways to integrate on- and off line campaigns for the most impact. Learn the importance of email newsletters, online contests, web awards, affiliate programs, business directories, and other inexpensive and high-impact ways to get your online brand in the public eye.

Moderator: Allison Dollar, eTV World, Santa Monica, CA

Panelists: Doug Bates, Aquent, Boston, MA; Al DiGuido, Expression Engines, New York, NY; Jason Miletsky, PFS Marketwyse, Totowa, NJ; Kiem Tjong, Clickshot, Kensington, MD

3:00 - 4:30 pm • 703, Venetian

Advertising & Marketing Through Interactive TV

As the services for enhanced and iTV continue to be distributed, advertisers and marketers are taking advantage of increased opportunities for targeting and direct response. Find out how to sell enhanced and interactive advertisements and what these opportunities will look like. This session is sponsored by the Addressable Media Coalition of the Assn. for Interactive Media.

Moderator: Ben Isaacson, Association for Interactive Media, New York, NY

Panelists: Andrew Budkofsky, Microsoft WebTV, New York, NY; Art Cohen, ACTV, Inc., New York, NY; Marc Favaro, AT&T Media Services, Englewood, CO; Karen Lennon, Beyond Z Interactive Media, Atlanta

5:00 - 6:00 pm • Blrm F, Venetian

NAB MultiMedia World Keynote

Jeffrey Mallett, president & COO of Yahoo!, will discuss opportunities in Internet broadcasting and digital entertainment including, what content providers need to know about the broadband consumer; how the Internet is altering news and entertainment programming; what kind of broadband programming works online; opportunities for business broadcasting and the value of partnerships.



Jeffrey Mallett
Yahoo!
Santa Clara, CA

6:00 - 7:30 pm • Blrm J, Venetian

NAB Multimedia World Reception

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INFOSESSION

Dalet Digital Media Systems presents...

Casting a Wide Net: Do More and Reach More With Your Content

Tuesday, April 24 3:00 - 5:00 PM • Venetian Room 605



Websites & Webcasts

There are more ways than ever to deliver and engage audiences with your content. By taking advantage of these new channels, you can:

Grow Your Audience
Generate Additional Revenue
Build and Extend Brand Loyalty



Mobile Devices

Join us as we discuss how you can do more and reach more through Cross Channel Content Management.

By attending this info-session, you will:

- Learn new and creative ways for distributing content.
- Realize the untapped value of your content.
- Discover a cost-effective approach to producing multi-channel content.
- Anticipate and respond to implementation issues.
- Hear what broadcasters are doing around the world.
- Network and share ideas with peers.



Enhanced TV



Radio



General Information

8:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Super Sessions

8:00 - Noon • Blrm F, Venetian

*(Breakfast 8-9am)***Broadband — The Dawning of a New Era in Communications**

See page 34 for complete details.

Broadcast Engineering

Business, Law & Regulation

1:00 - 2:30 pm • 701, Venetian

Launching a Successful Affiliate Marketing Program

Affiliate Programs have quickly become the most effective and popular marketing tool to increase traffic and earn extra income from your Web site. An affiliate program allows you to have hundreds, if not thousands, of Web sites selling your product or service for you.

This session will cut through the clutter, telling the real world stories of people who have learned how to make affiliate marketing work for them. Follow their lead and you'll profit from their experiences: choose the right merchant alliances, pick the right products, use the right strategies, and you can transform your Web site into a profit generating machine.

Moderator: Chris Pirillo, Lockergnome, Des Moines, IA

Panelists: Todd Crawford, Commission Junction, Santa Barbara, CA; **Tom Linde**, Aquent, Seattle, WA

Digital Video Production

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2:00 - 8:00 pm • Blrm F, Venetian

*(Reception 6-8pm)***Interactive Lifestyles — Personalizing the Net**

See page 36 for complete details.

3:00 - 4:30 pm • 701, Venetian

Digital Content Distribution and Licensing on the Web

Stock photographs, relevant columns, online learning programs, interactive games, audio books, MP3s. There is so much digital content out there that you can get your hands on to add depth to your site! How do you acquire this content without spending tons of cash or getting involved in a logistical nightmare? This session will explore the many ways to license digital content and explore the reasons why having relevant content on your Web site will ultimately enhance your user experience.

Moderator: Andrew Tomat, The Adrenaline Group, Washington, DC

Panelists: Abraham Chamoy, Gartner, San Jose, CA; **Robert Griffin**, eMotion, Inc., Vienna, VA; **Steve Rosenbaum**, BNNtv.com New York, NY; **Neal Shenoy**, nano, New York, NY

3:00 - 6:00 pm • Sands Lower Level

E-TOPIA Pub

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5:30 - 7:00 pm • Blrm J, Venetian

Post Production Reception

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INFO SESSION

Williams Communications presents...

Media & Broadband — Enabling Your Digital World

Tuesday, April 24 3:00 - 5:00 p.m. • LVCC, N255

An In-Depth Discussion on Channels in the Digital World of Media Content.

Panel Experts & Topics Include:

Content Owner — *CNN*

- Media Content for the Broadband World
 - What media content is the primary focus for broadband initiatives and why?

Content Technology — *Sun Microsystems*

- Media Technology
 - How is technology being tailored for media content?

Distribution Management — *Resource Lab*

- Regulatory Influences for Broadband
 - What is on the regulatory (government and standards bodies) horizon for Broadband?

In-home Appliances — *Thompson Consumer Electronics*

- Customer Appliances for Broadband
 - What innovative customer appliances will accelerate the use of Broadband?

The Infrastructure — *Williams Communications...Vyvx*

- The Broadband Infrastructure
 - What influences are driving network and services development to enable Broadband?

**Williams**
Vyvx® Services

General
Information

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Super
Sessions

9:00 am - Noon • Blrm G, Venetian

Broadcast
Engineering**Streaming 101: Making Successful Streaming Media — Learn It in One Session**

Learn how to make reliable streaming files quickly and easily, even for the first time. Discover the major factors in producing and delivering high-quality streaming media. Learn the language of the streaming production workflow, the terms, the formats and standards. Start with an overview of the streaming media workflow, and finish with the creation of streaming files in the various player formats. The experts make it easy to understand.

Business, Law
& RegulationDigital Video
ProductionMultiMedia
World**9:00 am — Track I: The New Broadcast Paradigm—Capture, Author and Encode on the Web**

This session will discuss the future of streaming. Attendees will learn how to define interactive streaming and what impact it creates; define the interactive streaming workflow on the Internet; optimize Internet video content for the strengths of QuickTime, RealSystem and Windows media players in on-demand streaming, as well as key strategies that accelerate the streaming media process while preserving quality. Customer case studies will also be presented.

Presenters: **Joe Klingler** and **Charles Wiltgen**, Media100, Los Gatos, CA

Radio

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Equipment for*

NAB Broadcast Engineering Conference
NAB MultiMedia World
NAB Satellite and Telecommunications Conference

10:00 am — Track II: Webcasting: The Live Stream

Attendees will learn how to define live streaming and the impact to the broadcast industry; optimize Internet video content for the strength of QuickTime, RealSystem and Windows Media players in live streaming; when to outsource encoding and hosting; protect intellectual property on the Web; and, the implications of MPEG-4.

Presenters: **Jim Baker**, Media 100, North Hollywood, CA; **Charles Wiltgen**, Media 100, Los Gatos, CA

11:00 am — Track III: Internet Streaming Essentials

This session will provide video professionals with the grounding and rules for streaming and how to distribute content on the Web effectively. Attendees will learn how to define two types of streaming; live and progressive download; learn the production workflow (terms, formats and standards); learn how to make reliable streaming files quickly and easily, even for the first time; and learn major factors in producing and delivering high quality streaming media.

Presenter: **Ethan Becker**, Media100, Marlboro, MA

8:00 am - Noon • Blrm F, Venetian

**(Breakfast 8-9am)
Communications and the Net in the New Economy: Who Will Tie It All Together?**

See page 37 for complete details.

2:00 - 6:00 pm • Blrm F, Venetian

Media on the Net — From Small Streams to a Sea of Revenue?

See page 38 for complete details.

9:00 am - 4:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:15 am • 701, Venetian

Interactive TV and its Impact on the Web

Interactive television promises to entertain and inform audiences where today's Internet cannot. Its speed and reliability will give users a new set of expectations for the Web and how content can be delivered. Find out how faster throughput, wireless devices, and new standards will potentially affect your Web site and what you can do to be prepared for the next era of content delivery and digital asset management.

Moderator: Jason A. Brewster, Melia Design Group, Atlanta, GA

Panelists: David Limp, Liberate Technologies, San Carlos, CA; **Steve Necessary**, PowerTV, Norcross, GA; **Howard Postley**, PricewaterhouseCoopers, Los Angeles, CA

10:30 am - Noon • 701, Venetian

Business Development in New Media

Business Development has taken on a critical role in the growing of Digital Economy companies. This session will look at the traditional role of sales and how the lines have blurred between sales and business development. It will also examine the many types of strategic and operational partnerships that can have a profound effect on a company's growth. Learn ways in which traditional and Digital Economy companies can work together to leverage each other's expertise and inherent advantages from this panel of representatives from traditional and new media companies.

Moderator: Andrew McGibbon, MarketDoor, West Milford, NJ

Panelists: Brad Galinson, Home Shopping Network, St. Petersburg, FL; **Pillan Thirumalaisamy**, Guidance Solutions, Inc., Marina del Rey, CA; **Ed Sharpless**, Sullivan Park, Los Angeles, CA



eLibrary

Information Resource Center

Contact us when you are looking for answers...

Reference Line: 202-429-5490

Open Monday - Friday 8:30 a.m. - 5:00 p.m.

Website: www.nab.org/irc Email: irc@nab.org

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Hospitality Suites

2:15 - 3:30 pm • N231, LVCC

NAB Research Grant Recipient Summaries

This panel features the 2000 NAB Research Grants recipients, who will discuss the findings that resulted from projects.

Moderator: David Gunzerath, NAB

Panelists: **Connie Book**, Elon College, "Early Adopters of DTV Receivers"; **Todd Chambers, Dennis Harp, and Jimmie Reeves**, Texas Tech University, "The Local Television News Joint Venture & News Content Diversity"; **Marina Krmar**, University of Connecticut - Storrs and **Michelle Pulaski**, Pace University, "Using Ratings & Advisories: Parents' and Children's Attention To and Use Of the New Rating System"; **Rob Potter and Glenda Williams**, The University of Alabama - Tuscaloosa & **Greg Newton**, University of Oklahoma - Norman, "Juggling Brands: The Pressures and Perks for Radio Promotion Directors in the Age of Acquisition"; **James Walker**, St. Xavier University, "The Impact of the Distance and Construction in Program Promotion"

3:45 - 5:00 pm • N238, LVCC

NAB/BEA Broadcast Research Initiative

Town Meeting for Teachers of Broadcast Research

This session will cover all key issues on how academia and the industry are working together to grow the research profession, and the newly established NAB/BEA Research Clearinghouse will be presented. We'll discuss how to better teach the subject, the impact research has on the broadcasting business and review entry-level positions in research and sales. How the research profession can do a better job in marketing the profession by documenting the importance of research in growing audience and sales to stations and networks will also be covered. This is a must attend session for anyone teaching broadcast research.

Moderator: Gary Corbitt, WJXT-TV/Post-Newsweek Co., Jacksonville, FL

Panelists: **Phil Auter**, University of West Florida, Pensacola, FL; **Kathleen Fox**, WBKI-TV, Louisville, KY; **David Gunzerath**, NAB; **Sylvia Chan-Olmsted**, University of Florida, Gainesville, FL

6:00 - 8:00 pm • Events Ctr. C, Mirage

Freedom Sings

Featuring Jefferson Starship

Explore the connection between music and the First Amendment when the NAB Education Foundation (NABEF) and the Freedom Forum present "Freedom Sings" on Saturday evening, April 21. This live performance will feature songs banned by the government, censored for broadcast, or deemed offensive by a significant percentage of the public. The program will be held at Bellagio and will include a reception.

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10:30 - 11:45 am • N232, LVCC

NAB/BEA Career Employment Seminar

How to Land Your First Job or Your Next Job

Get expert advice from experienced broadcast professionals and knowledgeable communications educators. Panelists will discuss the current job market; how to best prepare for employment; special challenges and opportunities for minority job seekers; skills sought by employers; how to work the career fair; and how to prepare for job interviews and other employment topics.

Moderator: Alex Hitz-Sanchez, NAB

Panelists: Dr. Brian Naughton, Morgan State University, Baltimore, MD; Mitchell Pink, Media Staffing Network, Chicago, IL; Patty Talahongva, White Spider Communications and Native American Journalists Assn., Tempe, AZ; Gary Wordlaw, WTVH-TV, Syracuse, NY

Noon - 4:45 pm • N255, LVCC

NAB/BEA Career Fair

JOBS! JOBS! JOBS! Looking for a career opportunity? Then visit the largest career fair in the broadcast industry. Interview with recruiters and meet hiring managers from radio and TV stations and related industries seeking communications professionals. Presented by NAB's Department of Human Resource Development and the Broadcast Education Association (BEA).

Sponsored by

2:00 - 4:00 pm - N253, LVCC

Programming Your Station's Web Site

Soon every radio station will have its own Web site, but most of them will not be profit centers for those stations. This session combines the latest research on what listeners want from your station's Web site with Dan O'Day's unique insight and delivery. Find out how to drive listeners to your station and dollars to your bottom line.

Presenter: Dan O'Day, O'LINERS/L.A. AIR FORCE, Los Angeles, CA

2:00 - 6:00 pm • Sands Lower Level

E-TOPIA Exhibits Premiere

On-floor cocktail reception at 4:00 pm.

4:00 - 5:30 pm • N240, LVCC

Radio Opening Reception

Start your NAB2001 experience on the right track! It's our pleasure to welcome you and extend our hospitality at the Radio Opening Reception. Don't miss this great opportunity to set appointments and network!

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Sunday, 6:00 - 9:00 pm
Ballroom I Venetian

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To exhibit, call 1-800-NAB-EXPO or 1-202-775-4988.

Visit our booth in the LVCC lobby.

World Radio History

General Information

9:00 - 10:30 am • Barron Room, LVH

All Industry Opening & Keynote

See page 33 for complete details.

Super Sessions

9:00 am - 6:00 pm • LVCC & Sands

Broadcast Engineering

Exhibit Halls Open

See page 110 for booth listings.

Business, Law & Regulation

10:30 - 11:45 am • N242, LVCC

The 107th Congress and The Business of Broadcasting

Join a panel of key House and Senate staffers as they discuss congressional action on key issues that effect your station.

Digital Video Production

MultiMedia World

10:45 am - Noon • N240, LVCC

Producing Effective Radio Ads: The New Bag of Tricks

Technology has dramatically increased the "bag of tricks" production staffers have at their disposal. However, the basic challenge of producing advertisements that grab attention and get inside listeners' minds has not changed. In this session, hear the results of a four-year research project on the effects of specific radio production features on audience attention, emotional response and memory.

Moderator: Dirk Freeman, SteeleBoy Productions, Denver, CO

Panelists: Dr. Paul Bolls, Ph.D., Edward R. Murrow School of Communication, Washington State University, Pullman, WA; Dr. Robert F. Potter, Ph.D., College of Communication and Information Sciences, University of Alabama, Tuscaloosa, AL; Mike Spencer, KLUC-FM, Las Vegas, NV

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

10:45 am - Noon • N241, LVCC

The MIW Forum: Radio's Most Influential Women Speak Out

Each year *Radio Ink* magazine chooses the women who most influence our industry. Several of this year's MIWs (Most Influential Women) will present their plan for mentoring women who are moving up in the industry.

Moderator: Mary Beth Garber, Southern California Broadcasters Association, Los Angeles, CA

Panelists: Edie Hilliard, Jones Broadcast Programming, Seattle, WA; Diane Sutter, Shooting Star Broadcasting, Sherman Oaks, CA; The Honorable Susan Ness, FCC, Washington, DC

1:00 - 2:15 pm • N240, LVCC

DAB: How Soon is Now?

Do you want to know what the big news is in digital? This information packed session will give you a status update on iBiquity's progress, how soon receivers will be on the consumer market, and how they plan to compete with the SDARS companies. Plus, we'll open the floor for you to ask the questions!

Moderator: John Dille, Federated Media, Elkhart, IN

Panelist: Robert Struble, iBIQUITY Digital Corporation, Columbia, MD

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April 5-8, 2002
Las Vegas, NV

www.beaweb.org

1:00 - 2:15 pm • N241, LVCC

Radio and The Internet: What Do We Do Now?

Twelve months after the Internet was poised to take over our business, things are less clear. The next wave of Internet business models and new digital technology is here. "Click and Mortar" businesses are finding new Internet business channels. The wireless Web is taking steps toward the American mainstream, and a new collection of Internet appliances is emerging on the consumer market. The Internet is not CB radio or 8-track tapes. In this session we'll explore the competitive threats and new opportunities of the ongoing Internet revolution.

Presenters: **Dave Casper**, RAB, Dallas, TX;
Mike Mahone, RAB, Dallas, TX

2:30 - 4:30 pm • N233, LVCC

Small Market Radio Idea Exchange

Attention small market broadcasters! You won't want to miss this year's radio idea exchange. This unique roundtable discussion provides an opportunity for you to give and receive great ideas. This session is created exclusively for small market broadcasters!

Facilitator: **Ron Davis**, KBOW-AM/KOPR-FM, Butte, MT

EVERYDAY!

*Mobile Media
Margarita Town*

Mobile Media Exhibit Area,
Noon - 4:00 pm

Come spend a few hours in Mobile Media MargaritaTown! And while you are exploring the latest mobile media exhibits, grab a complimentary margarita on us. Starting at Noon each day we will be giving away free drinks to the first 300 visitors.

2:30 - 3:45 pm • N241, LVCC

The New Psychology of Radio Sales: Pressure Point Selling

Real World Selling vs. Same-Old-Same-Old Selling best describes this session. International sales and management consultant Dave Gifford introduces you to the "corrective" selling concepts of Silent Partner, Tough Love and Pressure Point selling. Gifford reveals psychological pressure points that activate today's customer and gives you the keys to close the deal sooner.

Presenter: **Dave Gifford**, Gifford International, Sante Fe, NM

3:00 - 6:00 pm • Sands Lower Level

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5:30 - 7:00 pm • Birm I, Venetian

International Reception

Open to all international attendees, this annual reception celebrating the world of electronic media has moved to the Venetian.

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Radio

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Television

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Information

7:30 - 8:45 am • Blrm A, LVH

FCC Chairman's Breakfast

See page 59 for complete details.

Super
Sessions

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Broadcast
Engineering

9:00 - 10:15 am • N240, LVCC

Satellite Radio: The Rest of the Story

What impact will satellite radio really have on the industry? Is it a fad? Or, as its proponents claim, is it going to become to radio what cable and DSS have become to TV?

Presenters: Bishop Cheen, First Union Securites, Charlotte, NC; Drew Marcus, Deutsche Banc Alex.Brown, Greenwich, CT

Business, Law
& RegulationDigital Video
ProductionMultiMedia
World

9:00 - 10:15 am • N241, LVCC

Are You an NTR Thinker?

With budgets growing to unheard-of levels, more and more managers are counting on a variety of NTR strategies to help them hit their numbers. But NTR has changed as much as radio. Discover strategies that you, your manager and your sellers must use to ensure that your NTR plan helps you fulfill your promises.

Presenter: Bill Barr, RAB, Dallas, TX

Radio

Satellite &
Telecom-
munications

Television

Exhibitors

Hospitality
Suites

10:30 - 11:45 am • N240, LVCC

The Art of Voice-Tracking

Nearly every radio station in America is voice-tracking at least one daypart. Each station's style and approach varies to some extent. This session will address the essential elements, techniques and procedures to create voice-tracking that sounds more like a live show. How do you know which voice-tracks are the best fit for your station and market size? Hear many real examples of great (and not-so-great) voice-tracks. If you create voice-tracks, or coach and critique voice-tracking talent, don't miss this session!

Moderator: L.J. Smith, Jones Broadcast Programming, Seattle, WA

Panelists: Warren Banholzer, Jones Broadcast Programming, Seattle, WA; Brad Chambers, Clear Channel Communications, Boise, ID; Tom Zarecki, RCS, White Plains, NY

10:30 - 11:45 am • N241, LVCC

Finding, Recruiting, Hiring and Retaining Sales Superstars

The best managers have learned that keeping your sales staff filled with top performers is a process, not an event. Find out how this process works and make it work for your sellers today!

Presenter: Lynn Anderson, RAB, Dallas, TX



E-TOPIA Pub

3:00 - 6:00 pm

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Opportunity knocks and knocks and knocks ... Let it in with the one resource for all your custom MPEG solutions.



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agement solutions for video, audio, data and IP, we'll customize a solution to maximize all your bandwidth. Backed by the industry's most versatile portfolio of digital products, services and training, the Thomcast team can open new doors for growth and profitability. Make us the single source for all your solutions.



NAB Booth L-9000

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12:15 - 1:45 pm • Barron Rm, LVH

Radio Luncheon

(Ticket Required)

Three great ways to celebrate great radio! Join us at the NAB2001 Radio Luncheon featuring this year's radio inductee into the NAB Broadcasting Hall of Fame – Bruce "Cousin Brucie" Morrow, WCBS-FM and keynote speaker Mort Crim, chairman & CEO of Mort Crim Communications and creator of radio's "Second Thoughts," a daily motivational series heard on more than 1200 stations! It's time to hear good news about us — and our world. Crim is the man to deliver it. Plus, the ten winners of the NAB Crystal Radio Awards will be announced. These awards are given out to radio stations from around the country for their exemplary commitment to community service. It's all at the NAB2001 Radio Luncheon in Las Vegas!



Radio Recipient:
**Bruce "Cousin Brucie"
Morrow**
WCBS-FM



Keynote Speaker:
Mort Crim
Mort Crim Communications

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ASCAP
WHERE MUSIC BEGINS

2:00 - 3:15 pm • N240, LVCC

Radio & New Technology: A Consumer's View

What do consumers think about the new audio technology that's hitting the stores? Find out what's moving in on the marketplace and how satellite receivers, MP3 players, wireless Internet appliances and other devices will affect radio as we know it.

Moderator: **Marcia De Sonne**, NAB, Washington, DC

Presenters: **Ralph Justus**, CEA, Arlington, VA, **Jay Srivasta**, Gartner DataQuest, San Jose, CA; **Tom Campbell**, Ken Cranes Home Entertainment Systems, Rancho Palos Verdes, CA

2:00 - 3:15 pm • N241, LVCC

Power Tools for 21st Century Managers & Sellers

Nobody in radio is exposed to more great ideas than RAB's executive vp of training. Hear about the hottest new weapons for personal success, hardware and software that you can put to use right away.

Presenter: **George Hyde**, RAB, Lutz, FL

*Check Out The
Exhibits!*



Hours:

Monday-Wednesday
9:00 a.m. - 6:00 p.m.

Thursday
9:00 a.m. - 4:00 p.m.

Congratulations **FINALISTS**

*The following stations have been selected as finalists in
the NAB Crystal Radio Awards competition:*

KABC, Los Angeles, CA

KELO, Sioux Falls, SD

KFOG, San Francisco, CA

KLOS, Los Angeles, CA

KMBQ, Wasilla, AK

KNX, Los Angeles, CA

KOZT, Fort Bragg, CA

KPAM, Portland, OR

KPLA, Columbia, MO

KPRS, Kansas City, MO

KQRS, Minneapolis, MN

KRLC, Lewiston, ID

KSL, Salt Lake City, UT

KUDL, Kansas City, MO

KUZZ, Bakersfield, CA

KXRO, Aberdeen, WA

KZLA, Los Angeles, CA

KZQZ, San Francisco, CA

WAXX, Eau Claire, WI

WBEB, Philadelphia, PA

WCMT, Martin, TN

WEGR, Memphis, TN

WENS, Indianapolis, IN

WHIZ, Zanesville, OH

WHUR, Washington, DC

WIVK, Knoxville, TN

WJBR, Wilmington, DE

WJJY, Brainerd, MN

WKDF, Nashville, TN

WKHY, Lafayette, IN

WLEN, Adrian, MI

WLQT, Dayton, OH

WLTE, Minneapolis, MN

WNND, Chicago, IL

WPEG, Charlotte, NC

WQCS, Fort Pierce, FL

WRAL, Raleigh, NC

WUGO, Grayson, KY

WUSL, Philadelphia, PA

WWZZ, Washington, DC

*NAB salutes these and all the other stations
dedicated to serving their communities.*

*N***AB CRYSTAL
RADIO AWARDS**
for excellence in community service



General
Information

3:30 - 5:00 pm • N253, LVCC

Regulatory Dialogue & Coffee Break

See page 61 for complete details.

Super
Sessions

3:30 - 4:45 pm • N240, LVCC

The Elements of Streaming: Let the River Run!

Streaming is a key reason listeners seek out radio station Web sites. Yet most of us have no idea how to get started or keep up with the new technology. This session gives the information needed to stay on top of radio's new wave. Learn how your broadcast goes from studio audio, to encoder, to server, to the player on your listeners' computers. We'll define common terms used in webcasting and look at issues from bandwidth selection to outsourcing some streaming operations.

Presenter: **Mike Powers**, About.com, Marquette, MI

Broadcast
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& RegulationDigital Video
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3:30 - 4:45 pm • N241, LVCC

Database Marketing for Sales Managers

Database marketing has earned its stripes as a programming/promotions weapon. But, what if sales managers could focus on their top clients the way PDs do with their P1s? Here's the how & why of this powerful new process.

Moderator: **Ruth Presslaff**, Presslaff Interactive Revenue, Torrance, CA

Panelists: **Jim Taszarek**, TazMedia, Scottsdale, AZ; **Roger Coryell**, Bonneville International Corp., San Francisco, CA

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3:00 - 6:00 pm • Sands Lower Level

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the NAB Radio Membership
Booth in the NAB Zone
or call 202/775-3511.

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:15 am • N240, LVCC

What You Might Have Missed on the Exhibit Floor

We've got our fingers on the pulse of the biggest show on earth. We'll be your guide to all of the must-see exhibits for radio.

Moderator: Chriss Scherer, BE Radio Magazine, Overland Park, KS

Panelists: Keith Swartz, Yahoo!Broadcast, Dallas, TX; Andy Laird, Journal Broadcast Group, Milwaukee, WI; Milford Smith, Greater Media, East Brunswick, NJ

9:00 - 10:15 am • N241, LVCC

Independent Record Promoters:

Why Those People Want To Give You All That Money (and why it's OK to take it!)

Independent record promotion companies and stations that use them correctly have built powerful partnerships, well within the law. Hear from the company that brought legitimacy to this business and learn about the potential from this NON-traditional revenue source.

Presenter: Tom Barsanti, Jeff McCluskey & Associates, Chicago, IL

10:30 - 11:45 am • N241, LVCC

25-54: Are You Kidding?

Demographic shifts have made the traditional qualitative measures increasingly obsolete. RAB's senior vp for training reveals why, and what statistics are likely to become the next demographic "Holy Grail."

Presenter: Roger Dodson, RAB, Lincoln, NE

10:30 - 11:45 am • N240, LVCC

www.What'sNext.com

The Internet is changing every day. Each change brings new challenges and opportunities for radio. How do you recognize new potential and manage your station's Internet investment? This session will give you a sneak-peek at radio's future on the Internet.

Presenter: Peter Waak, Waak International, Stockholm, Sweden



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9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening & Keynote

See page 33 for complete details.

10:30 am - Noon • 701, Venetian

DBS and the Local Broadcaster

Over the past year, television stations in more than 42 major markets have increased their reach as DBS has begun beaming "local-into-local" stations. While more than 60% of DBS viewers are taking available signals, there are still markets 45-plus with no local access as yet. Further, the Jan. 1, 2002, deadline looms forcing a must-carry regime in those major markets. DBS providers want the rule modified.

Moderator: **Lloyd Covens**, DBS Digest, Pueblo, CO

Panelists: **James Goodman**, Capitol Broadcasting Co. Inc. Raleigh, NC; **David Baylor**, DirecTV; **Bob Phillips**, National Rural Telecom Cooperative, Herndon, VA

1:00 - 2:15 pm • 705, Venetian

Delivery of Internet Content — The View from the Content & Retail Partners

Learn why companies such as Microsoft, AOL, Radio Shack, and others are partnering with satellite companies to reach a broader base of Internet and multimedia users. This roundtable discussion will address how existing and proposed satellite providers are working to achieve the goal of high-speed, reliable delivery to as many customers as possible; the satellite-based Internet and multimedia solutions needed to reach more viewers and deliver high-quality services; and what consumers are saying about satellite services.

Moderator: **Scott Sacknoff**, International Space Business Council, Bethesda, MD

Panelists: **Kevin Taylor**, Radio Shack, Ft. Worth, TX; **Tom Andrus**, Earthlink, Pasadena, CA; **Adam Selipsky**, Real Networks, Seattle, WA

2:30 - 3:45 pm • 705, Venetian

The Changing Internet Opportunity for Satellite Service Providers

In this session, Internet via satellite veterans trade case studies and forecasts with the new pioneers in multicasting and data broadcasting.

Moderator: **Robert Bell**, World Teleport Association, New York, NY

Panelists: **Xavier Perret**, GlobeCast snr, Paris, France; **Chris Stengrim**, PanAmSat, Atlanta, GA; **Thomas Vagoun**, Verestar, Fairfax, VA; **Ong Wee Cheong**, Singapore Telecom, Singapore

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NAB Satellite and Telecommunications Conference

INFO SESSION

PanAmSat Corporation presents...

PanAmSat's Global Satellite Update Breakfast

Tuesday, April 24 8:30 - 10:30 a.m. • Venetian Hotel, Venetian Ballroom J

Broadcasters and other satellite service users are invited to participate in a comprehensive discussion of PanAmSat's global satellite-based communications operations. Mike Antonovich, PanAmSat's senior vice-president, global service, will outline the company's latest service offerings on PanAmSat's global satellite system. Other topics to be discussed:

- Global satellite fleet overview
- 2001 launch plan (PAS-10, Galaxy III-C)
- New Internet, IP-delivery and store-and forward service offerings
- Special event activities around the world
- Update on PanAmSat's new 24-hour customer service center

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4:00 - 5:15 pm • 705, Venetian

When Satellite Delivered Video Becomes an Interactive Data Stream

Streaming media and the Internet data center concept are fast transforming former "video ports" — where the majority of traffic was broadcast and cable video-into-satellite-connected server farms, where IP is the core business. This session examines the experience of veteran broadband facility operators, and looks at how competitive providers are merging satellite operations with Internet-based content distribution to create fast-growing businesses.

Moderator: Robert Bell, World Teleport Association, New York, NY

Panelists: Tim Jackson, PanAmSat, Atlanta, GA; Markham Sivak, Merlin Communications, London, UK; Robert Behar, GlobeCast America, Miami, FL

3:00 - 6:00 pm • Sands Lower Level

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5:30 - 7:00 pm • Blrm 1, Venetian

International Reception

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NAB TELEJOURNAL

The News Magazine for Television Executives

2001 Schedule

January 19
February 16
March 16
April 20
May 18
June 15
July 20
August 17
September 21
October 19
November 16
December 21

11:30 am - 12:30 pm
Eastern Time

See the NAB Members
Only Website for
Telejournal coordinates.



Exclusively for NAB members and produced monthly, NAB Telejournal updates broadcasters on key legislative, regulatory, and industry issues developing on Capitol Hill and at the FCC. The first half hour covers topical issues facing the broadcasting industry and timely public service announcements are packaged together in the second half hour.

Questions? Contact Carole Moore, NAB Television at (202) 429-5374 or cmoore@nab.org

INFO SESSION

Bird Electronic Corporation & Harris Broadcast, Inc. presents...

DTV Power Measurement and Maximization: "Why You Should Care"

Tuesday, April 24th, 3:00 - 5:00 p.m. • LVCC, N255

- **Power Measurement — What Works?**
- **How does type of modulation effect power measurement?**
- **Where are the errors?**
- **DTV transmission that will allow you to increase transmitter power.**
- **Reduce transmitter electricity costs.**
- **Combine adjacent channels.**
- **Ensure outstanding compliance to the FCC's transmission mask.**

**To register: tel: 440.519.2277 / fax: 440.248.5426
email: marketing@bird-technologies.com**

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Electronic Corporation

General
Information

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Super
Sessions

9:00 - 10:15 am • 703, Venetian

Building Quality into Satellite Communications

This session examines how industry leaders are applying quality management disciplines, and implementing new technologies, to ensure uninterrupted, high-throughput operation of their networks, while controlling their operating costs in the process.

Moderator: **Stephen G. Tom**, Teleport Consulting Group International, Sandwich, MA

Panelists: **Si Jun Huang**, Scientific-Atlanta, Inc., Norcross, GA; **Mike Noon**, GE Americom, Princeton, NJ; **Randy Zadra**, Orblynx Inc., Fairfax, VA

Broadcast
EngineeringBusiness, Law
& RegulationDigital Video
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9:00 - 10:15 am • 701, Venetian

Broadband Wireless Network Interoperability: Options and Opportunities

This panel takes a comprehensive look at broadband wireless, potential applications, roll-out timetables and synergies between broadcasting and wireless.

Moderator: **T. Lauriston Hardin**, MSI, Virginia Beach, VA

Panelists: **Robert Rini**, Rini, Coran & Lancellotta, Washington, DC; **Nitin Shah**, ArrayComm, San Jose, CA; **John Desmond**, ADC Telecommunications, Minneapolis, MN

Satellite &
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10:30 - 11:45 am • 703, Venetian

Satellites for Consumer and Business Applications — A Forum on the State of the Industry

A panel of satellite industry executives will answer questions regarding how, where and why satellite-enabled solutions can be used to provide services to consumers and businesses as competitive alternatives to existing terrestrial technology.

Moderator: **Scott Sacknoff**, International Space Business Council, Bethesda, MD

Panelists: **J. Armand Musey**, Banc of America Securities, New York, NY; **Mark Oderman**, CSP Associates, Cambridge, MA

10:30 - 11:45 am • 701, Venetian

Regulating Wireless Broadband Services

When Congress deregulated the local telephone and cable businesses in 1996, consumers cheered — and emerging businesses (many relying on newly allocated wireless spectrum) rushed to fill competitive markets. Now, a new Congress and reconstituted FCC are expected to review how competition is faring. Issues with vital importance for wireless providers include bottlenecks that give former monopolies better access to customers than new competitors, and also a trend whereby new entrants seek to "share" spectrum in ways causing interference or other harm to existing licensees. Learn how these and other issues unfolding this spring can affect your business.

Moderator: **Nicholas Allard**, Latham & Watkins, Washington, DC

Panelists: **S. Merrill Weiss**, Merrill Weiss Group, Plainfield, NJ; **Richard Turbolski**, Thomcast Communications, Comwave Division, Mountaintop, PA; **Paul Sinderbrand**, Wilkinson, Barker, Knauer, LLP, Washington, DC

1:00 - 2:15 pm • 705, Venetian

The Future of Bandwidth: Location, Capacity & Cost

This session examines how teleport and carrier executives are dealing with supply and demand problems today, their views about the future of bandwidth, and the investment and service decisions they are making based on their visions.

Moderator: **Louis Zacharilla**, World Teleport Association, New York, NY

Panelists: **Dennis Billard**, Telesat Canada, Gloucester, Ontario, Canada; **Michael Ready**, Transcendent Technologies, Sunnyvale, CA; **Frank Genin**, London Satellite Exchange, London, United Kingdom

2:30 - 3:45 pm • 703, Venetian

Satellite vs. Terrestrial Broadband — An Integrated Environment

An increasing number of firms are offering or using services that provide broadband access, distribution, and streaming media. The question that many ask is where satellites fit into this equation. Our panel, comprised of companies working in this field, will discuss the roles and discern the differences of satellite and terrestrial broadband solutions in this integrated environment.

Moderator: **Leslie Taylor**, Leslie Taylor & Associates, Bethesda, MD

Panelists: **David Puente**, Loral Cyberstar, Rockville, MD; **Erik Wallsten**, Satelitron, Mexico City, Mexico; **Abhi Chaki**, Edgix, New York, NY; **Sriram Iyler**, Cidera, Laurel, MD; **David Kestenbaum**, ING Barings, New York, NY

4:00 - 5:15 pm • 703, Venetian

Development and Trends in Groundstations and Equipment

Session presentations will cover the latest developments in high-power amplifier design such as "Multi-stage Depressed Collector Amplifiers" and where they are being used in the broadcast environment; how and where new digital modulation techniques are being used in broadcast applications; how new satellite designs are affecting earth station design and how the Internet fits into new ground station design and development; as well as the latest trends.

Moderator: **Tom Parish**, Globecom Systems, Inc., Hauppauge, NY

Panelists: **Ron Clifton**, International Datacasting Corp. Ottawa, Ontario; **Robert Bucher**, Norsat International, Burnaby, British Columbia; **Paul Houle**, Newpoint Technologies, Salem, NH

3:00 - 6:00 pm • Sands Lower Level

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Mobile Media Exhibit Area,
Noon - 4:00 pm

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Hospitality Suites

General Information

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

Super Sessions

9:00 - 10:15 am • 701, Venetian

Content Distribution Networks: How Satellites are Increasing the Efficiency of the Web

Satellites are proving their value as a means of pushing broadband content closer to the "edge of the net," increasing distribution efficiency for rich media content. Multicasting, streaming, caching and other services are growing exponentially to improve the speed and access to IP traffic for ISPs, businesses and ultimately the consumer. This panel will discuss the markets, applications and technological breakthroughs being developed to support growth in the multimedia industry.

Moderator: Susan Irwin, Irwin Communications, Washington, DC

Panelists: David Crenshaw, Aerocast Broadcasting, Potomac, MD; Paresh Shah, Cidera, Laurel, MD; James Britain, NDS America

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10:30 - 11:45 am • 701, Venetian

Building the Bridge to Ka-Band Deployment

Even as DSL and cable continue their broadband push into high-density markets, the satellite technology for two-way, high-speed access is coming to market with direct small business and consumer applications. This session lets you hear direct from leaders of this deployment initiative.

Moderator: David Bross, Phillips Business Information, Potomac, MD

Panelists: Mike Cook, Hughes Network Sys, Germantown, MD; Jeremy Rose, Communications System Ltd., London; Bruce Jacobs, Shaw Pittman, Washington, DC

2:00 - 3:15 pm • 701, Venetian

Satellite Finance Horizons: Money for the Next Wave

Top satellite analysts give us the Wall Street view of satellite industry stock performance, and the mood on the Street for funding new multibillion-dollar operations. This panel looks at financial market thinking, insurance issues, satellite launch options, and the general tone of communications technology in world equity markets.

Moderator: Steve Blum, Tellus Venture Associates, Marina del Rey, CA

Panelists: Mike French, ING Barings, New York, NY; Frank DiBello, Spacevest; Robert Berzins, Lehman Brothers, New York, NY

3:00 - 6:00 pm • Sands Lower Level

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9:00 a.m. - 6:00 p.m.**Thursday**
9:00 a.m. - 4:00 p.m.



Zenith Electronics Corporation is demonstrating a variety of DTV products targeted at the broadcast industry. Zenith is introducing a new 1RU DTV modulator, Professional IRD, Translator and Transcoder. Also in the Zenith booth is an "Affordable Digital" television targeted to sell for under \$1,000.

Broadcast ATSC Modulator

- Integral component in various digital transmitters
- Modulates a VSB output as a standard IF signal at 44 MHz
- SMPTE 310 input for ATSC transport stream



Professional Receiver/Decoder

- High quality VSB tuner/demod
- Configurable output for SD, ED and HD monitors
- Integrated digital decoder

ATSC Translator

- Enables translation of VSB off-air signals for retransmission to remote markets
- Standard VSB IF output at 44 MHz
- Alters PSIP information to reflect new channel assignment

ATSC Transcoder

- High Quality VSB tuner/demod
- Enables transcoding of VSB off-air signals to digital cable systems.
- Standard QAM IF output at 44 MHz

Affordable Digital Television

- Low-cost integrated NTSC and ATSC reception
- DTV off-air and digital cable reception capability
- Flat CRT technology

Enhanced VSB Technology

- ATSC 8T-VSB compatible EVSB enables a more robust stream in specially coded packets
- The number of EVSB packets in a frame can be changed dynamically to deliver optimum service
- Legacy ATSC receivers ignore EVSB packets
- EVSB Applications include software downloading, program related internet links, audio that remains unaffected when there are picture dropouts, etc.

For more information contact:

Mike Gianneschi - ATSC Promotions Manager

Zenith Electronics Corporation

2000 Millbrook Drive - Lincolnshire IL 60069

Toll Free: 877-936-4843 Fax: 847 941-8826

E-mail: Mike.Gianneschi@zenith.com

Visit our web site at: <http://www.zenith.com/digitalbroadcast>

2:15 - 3:30 pm • N231, LVCC

NAB Research Grant Recipient Summaries

This panel features the 2000 NAB Research Grants recipients, who will discuss the findings that resulted from projects.

Moderator: **David Gunzerath**, NAB

Panelists: **Connie Book**, Elon College, "Early Adopters of DTV Receivers"; **Todd Chambers**, **Dennis Harp**, and **Jimmie Reeves**, Texas Tech University, "The Local Television News Joint Venture & News Content Diversity"; **Marina Krmar**, University of Connecticut - Storrs and **Michelle Pulaski**, Pace University, "Using Ratings & Advisories: Parents' and Children's Attention To and Use Of the New Rating System"; **Rob Potter** and **Glenda Williams**, The University of Alabama - Tuscaloosa & **Greg Newton**, University of Oklahoma - Norman, "Juggling Brands: The Pressures and Perks for Radio Promotion Directors in the Age of Acquisition"; **James Walker**, St. Xavier University, "The Impact of the Distance and Construction in Program Promotion"

3:45 - 5:00 pm • N238, LVCC

NAB/BEA Broadcast Research Initiative: Town Meeting for Teachers of Broadcast Research

This session will cover all key issues on how academia and the industry are working together to grow the research profession, and the newly established NAB/BEA Research Clearinghouse will be presented. We'll discuss how to better teach the subject, the impact research has on the broadcasting business and review entry-level positions in research and sales. How the research profession can do a better job in marketing the profession by documenting the importance of research in growing audience and sales to stations and networks will also be covered. This is a must attend session for anyone teaching broadcast research.

Moderator: **Gary Corbitt**, WJXT-TV/Post-Newsweek Co., Jacksonville, FL

Panelists: **Phil Auter**, University of West Florida, Pensacola, FL; **Kathleen Fox**, WBKI-TV, Louisville, KY; **David Gunzerath**, NAB; **Sylvia Chan-Olmsted**, University of Florida, Gainesville, FL

6:00 - 8:15 pm • Events Ctr. C Mirage

Freedom Sings

Featuring Jefferson Starship

Explore the connection between music and the First Amendment when the NAB Education Foundation (NABEF) and the Freedom Forum present "Freedom Sings" on Saturday evening, April 21. This live performance will feature songs banned by the government, censored for broadcast or deemed offensive by a significant percentage of the public. The program will be held at Mirage and will include a reception.



EVERYDAY!

Mobile Media Margarita Town

Mobile Media Exhibit Area,
Noon - 4:00 pm

Come spend a few hours in Mobile Media MargaritaTown! And while you are exploring the latest mobile media exhibits, grab a complimentary margarita on us. Starting at Noon each day we will be giving away free drinks to the first 300 visitors.

General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

MultiMedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

10:30 - 11:45 am • N232, LVCC

NAB/BEA Career Employment Seminar

How to Land Your First Job or Your Next Job

Get expert advice from experienced broadcast professionals and knowledgeable communications educators. Panelists will discuss the current job market; how to best prepare for employment; special challenges and opportunities for minority job seekers; skills sought by employers; how to work the career fair; and how to prepare for job interviews and other employment topics.

Moderator: Alex Hitz-Sanchez, NAB

Panelists: Dr. Brian Naughton, Morgan State University, Baltimore, MD; Mitchell Pink, Media Staffing Network, Chicago, IL; Patty Talahongva, White Spider Communications and Native American Journalists Assn., Tempe, AZ; Gary Wordlaw, WTVH-TV, Syracuse, NY

Noon - 4:45 pm • N255, LVCC

NAB/BEA Career Fair

JOBS! JOBS! JOBS! Looking for a career opportunity? Then visit the largest career fair in the broadcast industry. Interview with recruiters and meet hiring managers from radio and TV stations and related industries seeking communications professionals. Presented by NAB's Department of Human Resource Development and the Broadcast Education Association (BEA).



Sponsored by

2:00 - 6:00 pm • Sands Lower Level

E-TOPIA Exhibits Premiere

On-floor cocktail reception at 4:00 pm.

General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

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Multimedia World

Radio

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INFORMATION RESOURCE
Center

Contact us when you are looking for answers...

Reference Line: 202-429-5490

Open Monday - Friday

8:30 a.m. - 5:00 p.m.

Website: www.nab.org/irc

Email: irc@nab.org

Stop by the NAB Zone to pick up a free sewing kit!

NAB Television Management Conference

Facing the Realities of the Digital Television Age

Roadblocks and mandates, dot.com growth and layoffs, target and mass marketing, free and pay-per-view, or clicks and bricks retailing, these contrasting issues could — or should — affect many choices confronting television decision-makers today. The NAB Television Management Conference will bring together "in-the-know" professionals to examine, cross-examine and determine marketplace realities that will help operators set practical short-term strategies and more defined long-range goals for their stations.

12:30 - 4:30 pm • Pavilion 4-8, LVH

1:30 - 2:45 pm • Pavilion 2, LVH

Television Broadcast Sales Exhibit Hall Open

The Television Broadcast Sales Exhibit Hall is the only exhibit area dedicated to advertising, sales and consulting products and services for the broadcast sales industry. See page 99 for a complete list of exhibitors.

12:30 - 1:30 pm • Pavilion 4-8, LVH

DTV Walk Around Lunch

Pull up a chair, grab a sandwich and exchange concerns, tips and suggestions with other digital managers from across the country.

Sponsored by

THOMCAST
 COMMUNICATIONS inc
COMMERCIAL SERVICES

Sponsored by

Over-the-Air Digital: Crossing the Finish Line!

The first few laps of the digital race are completed, yet some big hurdles remain. Take a breather and hear from our panel of digital experts on pending technical, regulatory and developmental issues that are challenging your transition team. This session will help you finalize your game plan, increase your stride and glide over the finish line. Attendees will receive binders containing handouts and a comprehensive list of DTV exhibitors.

Binders sponsored by



Moderator: **Richard E. Wiley**, Wiley, Rein & Fielding, Washington, DC

Panelists: **Lynn Claudy**, NAB; **Paul Karpowicz**, LIN Television Corporation, Providence, RI; **Joseph Kraemer**, LECG, Washington, DC; **Robert Pepper**, FCC, Washington DC; **Valerie Schulte**, NAB; **Gary Shapiro**, CEA, Arlington, VA

2:45 - 3:00 pm • Pavilion 4-8, LVH

Coffee Break

Enjoy a cup of coffee and check out the exhibits that can help save you time and money. You may win a prize!

Check in with TV Broadcast Sales Exhibitors and you may check out with a 64" Digital TV!

Courtesy of

zenith 

General Information

Super Sessions

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MultiMedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

Television Broadcast Sales Exhibit Hall

Hours: Sunday 12:30 pm – 4:30 pm
Monday & Tuesday 8:30 am – 5:00 pm

| | |
|--|---|
| AdConnections | Kelly Scott Madison |
| AdSpies.com | Leigh Stowell & Company |
| American Women in Radio and Television | The Media Audit |
| Apex Media | MediaOcean |
| Arbitron | NewsProNet Interactive, LLC |
| Ask The Pros Inc. | Nielsen Media Research |
| Audience Analysis, Inc. | Peter Storer & Associates, Inc. |
| Avail Me | Scarborough Research |
| AVI Communications | SQAD |
| AWS Convergence Technology | Television Music Licensing Committee |
| CMR | TVScan |
| eMadison | VCI |
| Emma Bowen Foundation for Minority Interests in Media | VoiceTrak |
| | Zenith |

Check in with the Broadcast Sales Exhibitors
and you may check out with a 64" Zenith digital HDTV!

National Association of
NAB
BROADCASTERS

TVP

General
InformationSuper
SessionsBroadcast
EngineeringBusiness, Law
& RegulationDigital Video
ProductionMultiMedia
World

Radio

Satellite &
Telecom
communications

Television

Exhibitors

Hospitality
Suites

3:00 - 4:00 pm • Pavilion 2, LVH

Not.com: Should Advertisers Reboot?

One of the great promises of the digital age is that advertisers who include online advertising in their media mix will know exactly how many people view each ad...measurable, quantifiable, exact marketing. However, the spurning of online ads in recent months may signal that online advertising is not clicking. This session will link together financial, Internet, advertising and broadcast entrepreneurs to discuss whether this is good news or bad news for over-the-air broadcasters.

Moderator: **Victor Miller**, Bear Stearns, New York, NY

Panelists: **Myer Berlow**, AOL Time Warner, Dulles, VA; **David Moore**, 24/7, New York, NY; **Jon Mandel**, Media Com, Grey Advertising, New York, NY; **Mark Zagorski**, WorldNow, New York, NY; **Maryann Schulze**, Frank N. Magid Associates Limited, Marion, IA

4:00 - 4:30 pm • Pavilion 4-8, LVH

Reception

Check out the advertising, sales and research exhibits that will work in tandem with the important information you gathered from the day's valuable agenda.

Complete a Broadcast Sales Passport and you may win a Zenith 64" wide screen HDTV!

Sponsored by



6:00 - 9:00 pm • Blrm I, Venetian

Global Business Event

See page 78 for details.

2001 Service to America Summit

A day to recognize and encourage outstanding efforts by broadcasters and their community partners



June 11, 2001
Ronald Reagan Building and
International Trade Center
Washington, DC

Presented by the NAB
Education Foundation and Bonneville
International Corporation



For more information on the day's activities or the Service to America Awards Program, visit www.nabef.org

Be a senior broadcast executive
OF THE NEW MILLENNIUM

2001 NAB MANAGEMENT DEVELOPMENT SEMINAR FOR TELEVISION EXECUTIVES

July 7 - 13, 2001
Northwestern University
Evanston, IL



Conducted by the J.L. Kellogg Graduate School of Management and the Medill School of Journalism.

For more information, stop by the NAB membership booth in the NAB Zone or contact Dianna Coleman at (202) 429-5367, e-mail dcoleman@nab.org.



Fellowship opportunities are available, including the NABEF Professional Fellowship and the Robert R. McCormick Tribune Fellowship. To find out more, visit www.nabef.org, e-mail hbirks@nab.org, or call (202) 775-2559.

8:30 am - 5 pm • Pavilion 4-8, LVH

Television Broadcast Sales Exhibit Hall Open

See page 99 for exhibitor listings.

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

9:00 - 10:30 am • Barron Rm, LVH

All Industry Opening & Keynote

See page 33 for complete details.

10:30 - 11:45 am • Rm N242, LVCC

The 107th Congress and The Business of Broadcasting

Join a panel of key House and Senate staffers as they discuss congressional action on key issues that effect your station.

10:30 am - Noon • Pavilion 2, LVH

TVB Annual Marketing Conference

Media Marketplace: 2001

General Sessions:

"Iceberg Ahead or Clear Sailing? The Economic Outlook"

An overview of the current U.S. economic conditions and the factors influencing them. This session will segue into the auto industry's impact on the economy and broadcasting.

Presenter: **Tom Wolzien**, Sanford C. Bernstein, part of Alliance Capital, New York, NY

"The Auto Show"

The automotive category is No. 1 at most television stations. This in-depth, multi-dimensional session will feature leading automotive industry executives and industry observers discussing what's ahead.

Presenters: **Dr. David Cole**, Center for Automotive Research, Ann Arbor, MI; **H. Carter Myers III**, National Auto Dealers Association, Charlottesville, VA; **Rick Sirvaitis**, GM Mediaworks, New York, NY

Money-Makers Club — Join Now!

NAB HUNDRED PLUS EXCHANGE

September 8-10, 2001
Loews Vanderbilt Plaza
Nashville, TN



For details, call NAB Television at (202) 429-5366 or check out www.nab.org/television



General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

MultiMedia World

Radio

Satellite & Telecommunications

Television

Exhibitors

Hospitality Suites

**Discover the
advantages of
custom financing.**

At CIT
Structured Finance
our Communications
and Media professionals
provide tailored secured debt
and equity financing as well
as underwriting and structuring
solutions for the broadcast industry in North
America. With an investment of over \$1.5
billion, this team of experts understand the unique
challenges to provide financing solutions to help grow
your business.

**To discover how the advantages of custom
financing can work for you, please visit our Hospitality
Suite at the Bellagio, April 22-29 or call Kathy Simmons,
Vice President, Marketing at 770-551-7870.**

**Today's business leaders put their trust in today's
financing leader.**



C I T . c o m

© 2001 The CIT Group, Inc.

12:30 - 2:15 pm • Barron Rm, LVH

The Television Luncheon

Ticket required.

Hosted by: **Ben Tucker**, NAB Television Board Chair, Fisher Broadcasting Inc., Seattle, WA and **Grace Gilchrist**, TVB Board Chair, WXYZ-TV, Detroit, MI



NAB Broadcasting Hall of Fame Induction
Television Recipient:
Ted Koppel
ABC News "Nightline"



Keynote Speaker:
Rob Glaser
Chairman and CEO
RealNetworks



Spirit of Broadcasting Award:
Margita White
President, Association for
Maximum Service Television
(MSTV)

Sponsored by

PETRY ♦ MEDIA

4:00 - 5:00 pm • Pavilion 4 - 8, LVH

Television Welcoming Reception

Top off your day by comparing notes and chatting with old acquaintances and new friends at the joint NAB/TVB Welcoming Reception. Take a leisurely stroll and check out the great marketing, research and consulting products that are guaranteed to increase your bottom line.

2:30 - 4:00 pm • Pavilion 2, LVH

The Programming Edge: Over-the-Air, Cable or Internet

Joint NAB/TVB Super Session

Joint NAB/TVB Super Session. The characteristic that connects all audience segments and delivery protocols lies in good programming. Industry newsmakers who have spent their careers developing, guiding or analyzing programming will exchange their insights on how content developers will address these marketplace realities and produce cutting-edge programs that have realistic financial returns.



Moderator:
Sam Donaldson
ABC News
Washington, DC

Panellists:



Garth Ancier
Turner Networks
Burbank, CA



Caryn Mandabach
Carsey-Warner-Mandabach
Company
Studio City, CA



David Mandelbrot
Yahoo! Inc.
Santa Clara, CA

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7:30 - 8:45 am • Blrm A, LVH

FCC Chairman's Breakfast

See page 59 for complete details.

8:30 - 5:00 pm, Pavilion 4-8, LVH

Television Broadcast Sales Exhibit Hall Open

See page 99 for exhibitor listings

9:00 am - 6:00 pm • LVCC & Sands

Exhibit Halls Open

See page 110 for booth listings.

8:30 am - 5:00 pm • Pvln 2, LVH

TVB Annual Marketing Conference Media Marketplace: 2001

The Television Bureau of Advertising's Annual Marketing Conference will once again address the critical issues affecting today's volatile broadcasting industry. Leading industry experts will provide you with new concepts and sales strategies that you can take back to your market and implement immediately.

TVB Conference Bags courtesy of
Katz Television Group



Early-Bird Coffee

Enjoy a cup of coffee and take a tour of the Broadcast Sales Exhibit Hall. You may win a prize!

Courtesy of TVB

Welcome and TVB Update

Introduction: Chris Rohrs, president, TVB, New York, NY

Remarks: Grace Gilchrist, TVB board chairman, vice president and general manager, WXYZ-TV, Detroit, MI

Keynote: Dennis J. FitzSimons, executive vice president of the Tribune Company and president of the Tribune Broadcasting Company, Chicago, IL

"Developing Dollars in Your Market"

In a softer economic environment, finding new dollars takes on added urgency. This session will concentrate on what TVB is doing — and what stations can do themselves — to get those dollars.

- National Business: Today's research and planning guru, Erwin Ephron, Ephron, Papazian, Ephron, New York, NY, will present TVB's new geotargeting campaign that revitalizes the importance of geography in media planning.

- Local: How TVB's website and other resources can produce real dollars locally.

Coffee Break

Save money, make money, win money! Complete your Broadcast Sales Exhibit passport and win a prize!



Encoda Systems™

Sponsored by

"Moving Local TV Up the Food Chain of Ad Buying"

This session will focus on what can be done to create a better environment for buying local broadcast television by improving the nuts-and-bolts of the business.

- EDI: How TVB and its partners are improving Spot's back-end business process

- Upfront Spot: Getting Spot dealt into the upfront game for "network" dollars.

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General Information

Walk Around Lunch

Food for thought – enjoy a sandwich and find out how the Broadcast Sales Exhibitors can help you grow your bottom line.

Sponsored by



Encoda Systems™

Super Sessions

Broadcast Engineering

General Sessions

Guest Speaker
Breakout Sessions

Business, Law & Regulation

“Hiring and Retaining Sales Talent”

In a fiercely competitive marketplace, learn how to hire and retain quality executives.

Presenter: **Jim Hopes**, The Center for Sales Strategy, Tampa, FL

Digital Video Production

MultiMedia World

“What’s New in Research” (Peplemeters, Diaries, and Modeling)

4:00 - 5:00 pm, Pavilion 2, LVH

Radio

Walk Around Reception

This may be your last chance to complete your Broadcast Sales Exhibit passport. It could be your ticket to a Zenith 64" wide screen HDTV and other great prizes.

Satellite & Telecommunications

Television

Sponsored by



Encoda Systems™

Exhibitors

Hospitality Suites

NAB TELEJOURNAL

The News Magazine for Television Executives

2001 Schedule

January 19
February 16
March 16
April 20
May 18
June 15
July 20
August 17
September 21
October 19
November 16
December 21

11:30 am - 12:30 pm
Eastern Time

See the NAB Members Only Website for Telejournal coordinates.

National Association of
NAB
BROADCASTERS

Exclusively for NAB members and produced monthly, NAB Telejournal updates broadcasters on key legislative, regulatory, and industry issues developing on Capitol Hill and at the FCC. The first half hour covers topical issues facing the broadcasting industry and timely public service announcements are packaged together in the second half hour.

Questions? Contact Carole Moore, NAB Television at (202) 429-5374 or cmoore@nab.org

NAB2002 • Conferences: April 6-11 • Exhibits: April 8-11 • Las Vegas, NV

**I'll see you back here
in Vegas at NAB2002.**



Watch for updates from Joe Attendee on the NAB2002 Web site and don't forget, this year's exhibitor listings will be online for your reference all year long.

NAB
The
Convergence
Marketplace **2002**

www.nab.org/conventions

General
Information

On-Site Exhibits-Only Registration

Anyone who has not yet registered and is interested in attending only the exhibits can register on site only at the Registration Area in Hall G of the SANDS.

Super
Sessions

Super Sessions

A Full Convention registration or Super Session Package registration is required for admittance. If you are an Exhibits-Only or Guest Pass registrant and would like to attend these sessions, you may purchase tickets at the Registration Area in Hall G of the SANDS.

Broadcast
Engineering

Featured Exhibit Areas

E-TOPIA — Destination Innovation

NAB is thrilled to announce the launch of E-TOPIA, the first exhibit hall completely dedicated to showcasing the products and services of up-and-coming electronic media companies. Visit E-TOPIA to discover the innovators of today – and uncover the technologies on the verge of becoming industry standards. And while you're in E-TOPIA, be sure to visit the Pub.

Pub sponsored by

Business, Law
& RegulationDigital Video
Production

Interactive Living at NAB2001

New to the show is Interactive Living at NAB2001 produced in partnership with TV-Anytime Forum. This premier platform within E-TOPIA will showcase the most advanced interactive technologies to the broadcast community. Come to this area to see interactive technology companies featuring products and services in areas including television and personal entertainment.

MultiMedia
World

Partner Pavilions

Microsoft Windows Partner Pavilion

(All exhibitors feature Windows Media-based products.) See the latest tools and solutions for developing, hosting and delivering Windows Media content. Leading third-party service and tools companies show how to create and distribute live streamed and on-demand Windows media, audio and video, at all data rates. Location: Internet/Streaming exhibit area, SANDS.

Radio

Satellite &
Telecom-
munications

Real Networks Real Partner Pavilion

(All exhibitors features Real Networks-based products.) Find the products and services to generate success when leveraging RealNetworks streaming technologies with your client engagements. Come face to face with professionals in product manufacturing, professional services, reselling and media hosting/ISP partners. Location: Internet/Streaming exhibit area, SANDS.

Television

FCIA Solutions Pavilion

(All exhibitors feature fiber-based products.) At FCIA Solutions, members of the Fibre Channel Industry Association exhibit products in a co-operative effort that provides one-stop shopping attendees. An operating fabric in the booth links exhibitors and provides the opportunity for attendees to see a Storage Area Network (SAN) in operation. The FCIA consists of more than 200 companies worldwide. Location: NAB MultiMedia World exhibit area, SANDS.

Exhibitors

Hospitality
Suites

German Pavilions

NAB2001 features two different pavilions showcasing German-based products. Location: E-TOPIA exhibit area, SANDS.

Mobile Media Exhibits

The newest in remote broadcasting technologies has a special place at NAB2001. Just outside the LVCC, you'll find cutting-edge equipment used by news, sports, television and radio professionals. Mobile satellite and uplink technologies, power generators for backup and protection and large-scale video projection equipment are just a few of the technologies you'll find. And while you're there, visit Mobile Media MargaritaTown... Beginning at Noon each day, we will give away free margaritas to the first 300 visitors.

Radio/Audio Exhibits

Established industry leaders who display radio's traditional products and services are also showcasing new-to-market technology. See the newest in streaming, Internet and rich media technologies, brought to you by the experts who know radio inside and out. Location: LVCC.

InternetTheater@NAB2001

Experience the future of the Internet first-hand at the InternetTheater@NAB2001, where you'll find breakthrough business applications, cutting-edge technologies, demos, special showcases and everything you wanted to know about the world of the Internet. Location: Internet/Streaming area, SANDS. Sponsored by **Microsoft**

Exhibit Locations

| | |
|---|---|
| TV/Video/Film | LVCC Halls C1 - C4 and N3 - N4; SANDS Halls C |
| Radio/Audio | LVCC Halls N1 - N2 |
| Satellite & Telecommunications | SANDS Halls D |
| NAB MultiMedia World | SANDS Hall A-B |
| Internet/Streaming@NAB2001 | SANDS Hall B |
| E-TOPIA | SANDS Hall G |
| Mobile Media..... | LVCC Across from the Main Entrance |
| Television Broadcast Sales Exhibits | LVH Pavilions 4-8 |

General Exhibit Hours

| | |
|---|-------------------|
| Sunday - E-TOPIA Opening Premiere | 2:00 pm - 6:00 pm |
| Monday - Wednesday..... | 9:00 am - 6:00 pm |
| Thursday | 9:00 am - 4:00 pm |

Television Broadcast Sales Exhibit Hours

| | |
|---------------|--------------------|
| Sunday..... | 12:30 pm - 4:30 pm |
| Monday | 8:30 am - 5:00 pm |
| Tuesday | 8:30 am - 5:00 pm |

Exhibit Floor Maps

LVCC & SANDS Information Centers

Detailed maps in the NAB2001 Floor Plans booklet help you locate specific companies.

Sponsored by



| |
|--------------------------------|
| General Information |
| Super Sessions |
| Broadcast Engineering |
| Business, Law & Regulation |
| Digital Video Production |
| Multimedia World |
| Radio |
| Satellite & Telecommunications |
| Television |
| Exhibitors |
| Hospitality Suites |

| |
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| Television |
| Exhibitors |
| Hospitality Suites |

Las Vegas Hilton
 LVH = Television Broadcast Sales Exhibits
Sands Expo Center
 E = E-TOPIA Exhibits, Lower Level
 i = Internet/Streaming Exhibits, Upper Level
 M = Multimedia World Exhibits, Upper Level
 S = TV/Video/Film Exhibits, Upper Level
 T = Satellite & Telecommunications Exhibits, Upper Level
Las Vegas Convention Center (LVCC)
 L = TV/Video/Film Exhibits, Central and North Halls
 MM = Mobile Media Exhibits, Parking lot in the front of the Las Vegas Convention Center
 R = Radio/Audio Exhibits, N1-N2 Halls of the Las Vegas Convention Center

A

16x9, IncL11368
 24/7 Media, Broadband & Professional Services.....E5635
 2netFXE5545
 360 Systems.....R2741
 3DV Systems Ltd.....M10219
 4DVision GmbHE4406
 5D SolutionsS3054
 615 Music Library.....S2647
 A.F. Associates, Inc.i5942, L9012, S4823
 A.N.N. Systems.....L5128
 ABC ProductsL319
 ABE Elettronica S.p.A.L1571, L6333
 ABS SpAL777
 Access DTV.....Interactive Living
 Accom, Inc.S4806
 AccurackMM217
 AccuWeatheri5949, L10768
 Acoustic Systems.....L7777
 Acoustical SolutionsL6218
 Acoustics First CorporationR1856
 Acrodyne Industries Inc.....L8645
 ActernaL671
 ActivateE3536
 ActiveLight, Inc.E5307
 AdAcousticsMS Pavilion
 ADCL9857
 AdConnections.....LVH
 Addenda ElectronicsE2805
 ADiCE2923
 Adobe Systems IncorporatedM9619
 Adrienne Electronics Corp.L5831
 AdSpies.comLVH
 ADS Technologies.....T1025
 Adtec Digital, Inc.i5760
 Advanced Broadcast Systems {ABS} ..L6431

Advanced Designs Corp.....L12564
 Advanced Rendering Technology.....S4169
 Advanced Television Systems Committee (ATSC)LVCC Lobby
 AdvanstarM9971
 AdvantechT750
 Advent
 Communications Ltd.MM318, T1650
 AEQ, S.A.R1863
 Aeta Audio CorporationR2752
 AEVR2063
 Affinysys Inc.E1740
 AgileVisionL141
 AircodeE3355
 Aircraft Production Music LibrariesL6138
 Airstar Space LightingL1077
 AIST Inc.M9877
 AJA Video.....L10286
 Akamai Technologies.....i7231
 AKG AcousticsE5606
 AlcatelL241, T1743
 Alcorn McBride IncM9371
 Alex TemexMultimedia IncM9577
 Alias\WavefrontS4812
 All Mobile VideoL465, MM524
 Allen Avionics, IncL9052
 Allen Osborne Assoc. Inc.....L9772
 Allied Tower Co.L120
 Alpeg UltramE2229
 Alticast CorporationE4617
 Altinex.....M10418
 Altronic Research Inc.....R1841
 Ambient RecordingE2847
 Amco Engineering Co.L6110
 Amek USAR1629
 American Capital Group.....L5843
 American CinematographerL714
 American Computer HardwareE3102
 American Inflatables Inc.L115
 American Radio Relay League2
 American Red CrossL214
 American Studio EquipmentL4947
 American TowerL5231
 American Women in Radio and Television.....LVH
 Amnis Systems
 {Formerly Optivision}M9749
 AMPEX Data SystemsL365
 AmpliX Wireless & SatcomT1024
 AMS NEVEL9945
 Analog WayM9177
 Anark CorporationE4708
 Andalucia Digital MultimediaE2842
 Andrew CorporationL9510, S2722
 Angenieux SA.....L9046

Television Broadcast Sales Exhibit Hall

Hours: Sunday 12:30 pm – 4:30 pm
Monday & Tuesday 8:30 am – 5:00 pm

AdConnections

AdSpies.com

American Women in
Radio and Television

Apex Media

Arbitron

Ask The Pros Inc.

Audience Analysis, Inc.

Avail Me

AVI Communications

AWS Convergence Technology

CMR

eMadison

Emma Bowen Foundation for
Minority Interests in Media

Kelly Scott Madison

Leigh Stowell & Company

The Media Audit

MediaOcean

NewsProNet Interactive, LLC

Nielsen Media Research

Peter Storer & Associates, Inc.

Scarborough Research

SQAD

Television Music

Licensing Committee

TVScan

VCI

VoiceTrak

Zenith

Check in with the Broadcast Sales Exhibitors
and you may check out with a 64" Zenith digital HDTV!

National Association of
NAB
BROADCASTERS

TVP

| | | | | |
|--------------------------------|--|--------------|---|---------------|
| General Information | Animation Magazine | M9653 | Aurora Video Systems..... | E2255 |
| | Antenna Concepts Inc. | L7163 | auto.des.sys, Inc. | i5649 |
| Super Sessions | Antex Electronics | i6671 | Autogram Corp. | R2915 |
| | Anton/Bauer, Inc. | L7030 | Automated Data Systems | L12154 |
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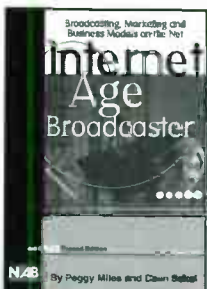
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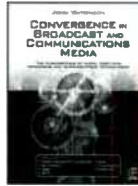
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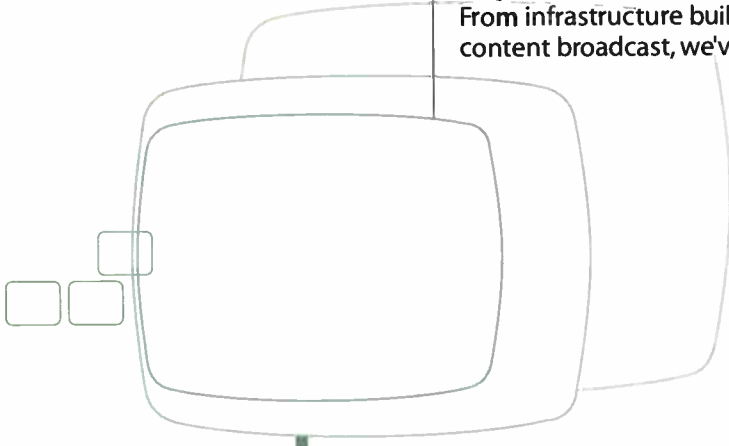
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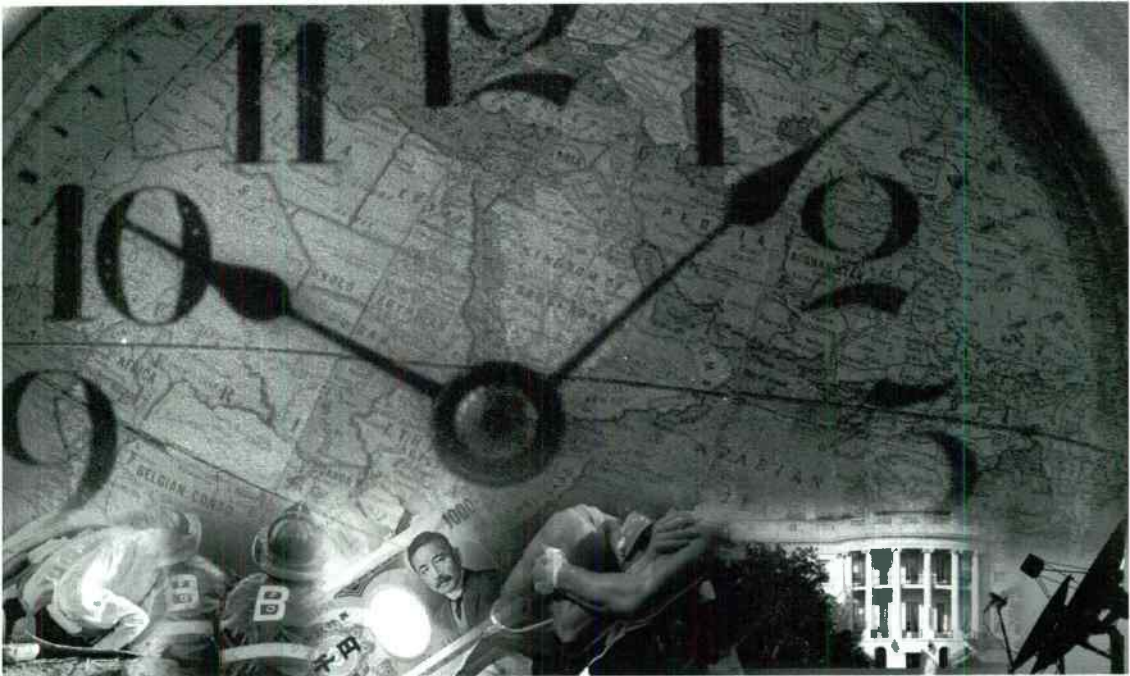


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| Spacecraft Components | L11955 | | | | | | | | | |

What's in Store

LOOK! The DTV Store is showcasing a variety of the newest and most exciting DTV products from:

- Hitachi
- Mitsubishi
- Panasonic
- Philips
- Pioneer
- Samsung
- Sony
- Thomson/RCA
- Toshiba
- Zenith
- And more!

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| General Information | SpectralogicE4408 SpectraSite Broadcast Group.....L12611 Speedera Networks, Inc.....E2342 Spider Support SystemsL9880 Spottaxi.comE5035 SpotVaultE2817 Sprocket DigitalL5047 Spruce Technologies, Inc.i5972 SQADLVH SSE TelecomT1651 Staco Energy Products CompanyL12252 STAGETEC GmbHR2181 Standard Communications Corp.T1134 Stanton Video Services, Inc.L8383 Starbak CommunicationsE3855 StarmazeT2353 Station 12E4706 SteadicamL9551 Steinberg North AmericaE3517 Stellat.....T1743 STE-MAN, Inc.L9034 Storage Computer CorporationE5927 Storage Concepts, Inc.S3051 StorageTekE4901 Storeel CorporationL6106 Stradis, Inc.M10445 Strand Lighting, Inc.L9016 StratosT459 Stratos LightwaveE4747 StreamAudioT5912 Streaming21E3239 Streampipe.comE2347 StuderR2125 Studio Technologies, Inc.R1852 Sun Microsystemsi7215 Sundance Digital Inc.L1355 SuperColor DigitalE5209 Superior Broadcast ProductsL1535 Superior Electric.....L4738 Sure Shot Transmissions, Inc.T2250 Svetlana Electron DevicesR3014 SVS, Inc.M7859 SWE DISH Wahlberg & Selin ABMM300 Switchcraft, Inc.L4403 Symah Visioni6656 Symetrix, Inc.....M9338, R2153 Synelec USA, Inc.M9349 Synergistic TechnologiesL1277 SyntheSys Research Inc.....i5952 Synthetik Software.....M10423 Syntrillium Software Corp.E2539 SysMedia LimitedE2918 Systembase Ltd.R2045 |
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| Satellite & Telecommunications | |
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| Exhibitors | |
| Hospitality Suites | |
| T | |
| | Taber Mfg & Engr Co.L7786 Tadiran Scopus.....S5372 TAI AUDIOS3860 Talk America Radio Network.....R2702 Tally Display Corp. (TDC)L8780 TAMURA CorporationR1854 TandbergE2630 Tandberg TelevisionMM1409 Tannoy/TGI North America Inc.R3126 TASCAM.....R2141 TBC Consolesi7272 TC Electronic, Inc.R2101, M9639 Techflex, Inc.....L9072 Techni-ToolL8970 Technology Exchange Ltd.L434 Technology for Communication Int'lL9539 Technology Rentals & Services.....E5306 Technosystem S.P.A.L1377 TECHNOTREND AGE3202 Tecmath AGE5650 TecNec DistributorsL9577 Tekskil Industries Inc.L9768 Tektronix Inc.L9534 Tela Viva.....L5744 Telecast Fiber Systems, Inc.L9568 Telecast Group ASR1663 Teledyne Electronic Technologies.....T1559 Teleglobe Communications CorporationE3817 Telemetry, Inc.L6054 Telenor Conax AS.....E3605 TelesatT728 Telescript Inc.....L11073 Telestream, Inc.i7242 TelevueL313 Television Engineering Corporation...L4607 Television Music Licensing CommitteeLVH Television Systems, Ltd.L913 Telex Communications Inc.L8763 TelisarE5921 Telos SystemsR2263 TELSOFTV.comE2641 Tentel Corp.....L9025 Teracom Components.....R1909 Teranex, Inc.....L1255 Terayon Communication SystemsE5142 Texas Memory Systems, Inc.E2945 Texscan MSI/OutSource EngineeringL11983 TFT, Inc.R2109 |

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| Videomagnetics, Inc..... | L4419 |
| VIDEONICS | S5309 |
| Videotek Research Limited | R2001 |
| Videotek, Inc. | L9622 |
| Videssence, Inc. | E1939 |
| VidiPax | M9827 |
| View Tronics GmbH | S5366 |
| Viewcast.com | E2905 |
| Vincor Ltd. | MM1009, MM328 |
| Vingage Corp | i6516 |
| Vinten Inc. | L11145 |
| Virage, Inc. | M10053 |
| Vista Control Systems | M9168 |
| Vistek Electronics Ltd. | L9064 |
| Visual Circuits Corporation | M9655 |
| Visual Matrix Corp..... | L4623 |
| Vitec Multimedia Inc. | E4447 |
| VIZRT | S4147 |
| VNCI | E5608 |
| Vocalux | R3152 |
| VoiceTrak | LVH |
| V-SOFT Communications | R3118 |
| Vsoft Ltd. | S3555 |
| VST Technologies, Inc. | E3236 |

W

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| Wadsworth | E5207 |
| Walters-Storyk Design Group | i5963 |
| WAMINET | M7868 |
| Ward-Beck Systems Ltd. | R2124 |
| Wavecom Electronics Inc. | S2719 |
| WaveFrame Inc. | R1905 |
| Waves | E2913 |
| Weather Central | L11651 |
| Weather Metrics, Inc. | L154 |
| WeatherOne as | E2345 |
| WebAdTV | i5918 |
| webantz GmbH..... | L12234 |
| Wegener Communications | S3420 |
| Wenger Corporation | M7571 |
| Wescam | L1365 |
| Westcott (F.J. Westcott Co.) | L9586 |
| Westlake Electronic Supply | E4442 |
| Weston Antennas | T1123 |
| Wheatstone Corporation | R2205 |
| Whirlwind..... | L4645 |
| WhisperRoom, Inc. | M10451 |
| Wicks Broadcast Solutions | R2133 |
| Will-Burt | L12415 |
| Williams Vyvx Services..... | i6936 |
| Wind River - Doctor Design Services | M9374 |
| Winemiller Communications | L7133 |
| Winnov | i5819 |

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| Winsted Corporation | L9517 |
| WiredHub.com Pte Ltd | E2527 |
| Wireworks Corporation..... | L8204 |
| Wohler Technologies, Inc. | L6049 |
| Wold International, Inc. | E2930 |
| Wolf Coach, Inc. | L12216 |
| Wolfvision Inc. | M9553 |
| World Broadcast Engineering | L7765, S3566 |
| World Tower Company, Inc. | E2529 |
| World Video Group..... | L9051 |
| World Wide Packets | E5350, E5555 |
| WorldCom..... | i6435 |
| WSI Corporation..... | L4153 |

X

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| Xicom Technology..... | MM1104, T856 |
| Xilinx Inc. | E3209 |
| XOrbit Software..... | M9061 |
| Xytech Systems Corporation | i6763 |

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| Yamaha Corp. of America | R2275 |
| YEM Inc. | L340 |
| Yoga Electronics Co., Ltd. | R2027 |
| Yokogawa Electric Corporation | L7768 |

Z

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| Z Microsystems..... | E3100 |
| Z Technology, Inc. | L614 |
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| Zapex Technologies, Inc. | i6167 |
| Zaxcom Inc. | L8473 |
| Zenith Electronics | LVH, L1577 |
| Zone Systems | E3210 |
| Zzyzx Peripherals, Inc. | M8757 |

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General Information

Super Sessions

Broadcast Engineering

Business, Law & Regulation

Digital Video Production

Multimedia World

Radio

Satellite & Telecommunications

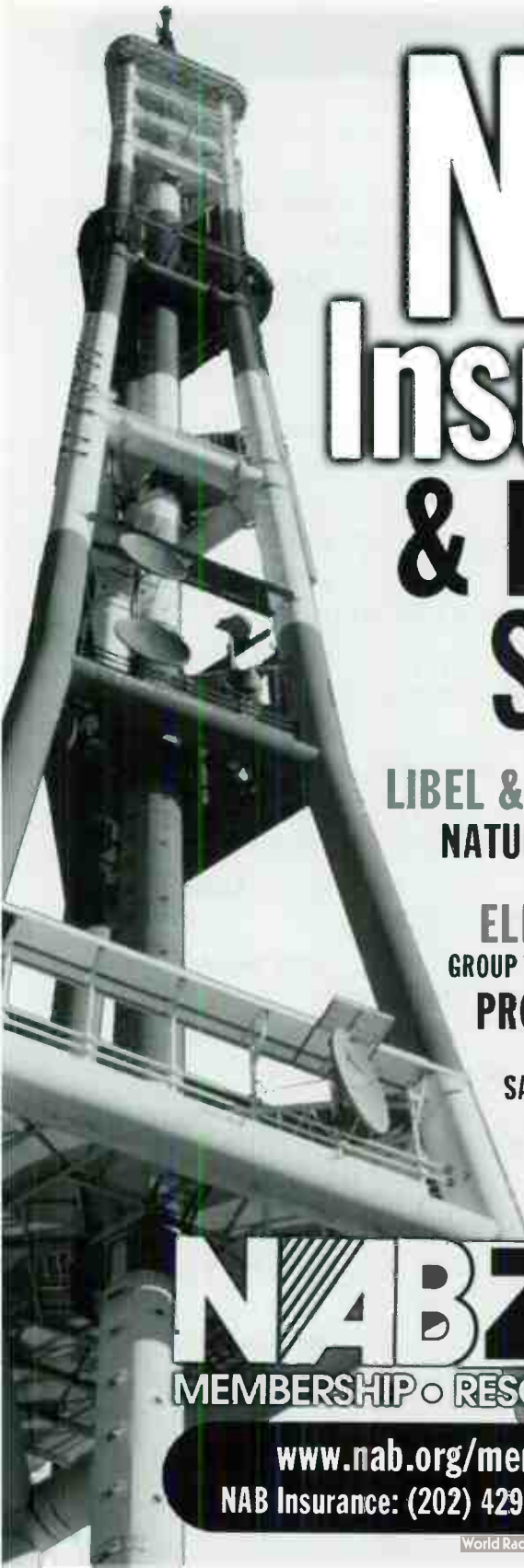
Television

Exhibitors

Hospitality Suites

*The suites listed below are accurate at the time of publication.
For any last-minute changes, please check the NAB Daily News.*

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|--------------------------------|---|
| General Information | <p>ABC Radio Networks 28-135, Las Vegas Hilton 13725 Montfort Drive • Dallas, TX 75240 • 972-448-3374</p> |
| Super Sessions | <p>Advanced Micro Devices 1950, Las Vegas Hilton One Amd Place • Sunnyvale, CA 94088 • 408-749-4581</p> |
| Broadcast Engineering | <p>American Media Services 2569, Las Vegas Hilton P.O. Box 20696 • Charleston, SC 25413 • 843-849-0076</p> |
| Business, Law & Regulation | <p>Ask The Pros Inc./Century Interactive 1150, Las Vegas Hilton 9974 Scripps Ranch Blvd., #311 • San Diego, CA 92131 • 858-530-9800</p> |
| Digital Video Production | <p>BIA Financial Network 950, Las Vegas Hilton 15120 Enterprise Court • Chantilly, VA 20151 • 703-818-2425</p> |
| MultiMedia World | <p>Burst Communications 364, Las Vegas Hilton 8200 S. Akron Street • Englewood, CO 80112 • 303-649-9600</p> |
| Radio | <p>CBS Corporation 2910, Las Vegas Hilton 524 West 57th Street • New York, NY 10019 • 212-975-1732</p> |
| Satellite & Telecommunications | <p>CIBC World Markets. Bellagio 425 Lexington Avenue • New York, NY 10017 • 212-856-6501</p> |
| Television | <p>CIT/Communications & Media Finance. Bellagio 900 Ashwood Parkway • Atlanta, GA 30338 • 770-551-7870</p> |
| Exhibitors | <p>Communications Equity Associates, LLC Bellagio 101 E. Kennedy Blvd. • Tampa, FL 33602 • 813-226-8844</p> |
| Hospitality Suites | <p>Compression Science. 1310, Las Vegas Hilton 901 Campisi Way • Campbell, CA 95008 • 408-626-1750</p> |
| | <p>CUE Corporation 17-121, Las Vegas Hilton Corporate Park, Suite 100 • Irvine, CA 92606 • 949-862-8800, Ext. 3040</p> |
| | <p>Digital Fountain 2210, Las Vegas Hilton 600 Alabama Street • San Francisco, CA 94110 • 415-401-2178</p> |
| | <p>Diversified Systems, Inc. 377, Las Vegas Hilton 385 Market Street • Kenilworth, NJ 07033 • 908-245-4833</p> |
| | <p>eVision Mirage 1 S. 450 Summit Avenue • Oakbrook Terrace, IL 60181 • 630-932-8920</p> |
| | <p>Exline Company 1250, Las Vegas Hilton 4340 Redwood Highway • San Rafael, CA 94903 • 415-479-3484</p> |



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| General Information | <p>Firstar Bank/U.S. Bank Aladdin 7th & Washington • St. Louis, MO 63101 • 314-418-2024</p> |
| Super Sessions | <p>Geocast Network Systems, Inc. 2903, Las Vegas Hilton 190 Independence Drive • Menlo Park, CA 94025 • 650-566-3204</p> |
| Broadcast Engineering | <p>Globo TV Network-Brazil 2310, Las Vegas Hilton Rua Lopes Quintas 303 - Sala 804 • Rio de Janeiro, Brazil 22-460-010 • 55-21-540-2151</p> |
| Business, Law & Regulation | <p>Group W Network Services Paris 250 Harbor Drive • Stamford, CT 06904 • 203-965-6332</p> |
| Digital Video Production | <p>Iberica de Componentes S.A. 2750, Las Vegas Hilton Avenida Somosierra 12 • San Sebastian Reyes, Madrid, Spain 28709 • 34-9165-92970</p> |
| MultiMedia World | <p>IBS (Internet Broadcasting Systems, Inc.) Mirage 1333 Northland Drive • Mendota Heights, MN 55120 • 651-365-4033</p> |
| Radio | <p>Intelligent Paradigm 5109, Las Vegas Hilton 1501 Woodfield Road • Schaumburg, IL 60173-5415 • 847-413-1808 Ext. 235</p> |
| Satellite & Telecommunications | <p>Intellocity 2550, Las Vegas Hilton 1400 Market Street • Denver, CO 80202 • 303-572-8200 Ext. 515</p> |
| Television | <p>John Pierce & Company Mirage 11 Spiral Drive, Suite 3 • Florence, KY 41042 • 859-647-0101</p> |
| Exhibitors | <p>Kalil & Co., Inc. 2669, Las Vegas Hilton 3444 N. Country Club Road, Suite 200 • Tucson, AZ 85716 • 520-795-1050</p> |
| Hospitality Suites | <p>Kewazinga Corporation Caesars Palace 191 Post Road West • Westport, CT 06880 • 203-221-2750</p> |
| | <p>LeBlanc Broadcast 373, Las Vegas Hilton 1390 Overlook Drive, #2 • Lafayette, CO 800226 • 303-665-5016</p> |
| | <p>Management Data AG 380, Las Vegas Hilton Gertgstrasse 28 • Hamburg, HH, Germany 22303 • 49-40-27814 Ext. 307</p> |
| | <p>Management Science Associates, Inc. 5-118, Las Vegas Hilton 6566 Penn Avenue • Pittsburgh, PA 15206 • 412-362-2000</p> |
| | <p>Media Services Group, Inc. Bellagio 6802 Patterson Avenue • Richmond, VA 23226 • 804-282-5561</p> |
| | <p>Mediabolic, Inc. 910, Las Vegas Hilton 1525 Union Street • San Francisco, CA 94123 • 415-346-2270</p> |
| | <p>Metropolitan Area Networks 2962, Las Vegas Hilton 1299 Pennsylvania Avenue, NW • Washington, DC 20004 • 202-585-1300</p> |

- Music Master** **446, Las Vegas Hilton**
20225 Watertower Blvd. • Brookfield, WI 53045 • 262-717-2220
- N2 Broadcasting, Inc.** **1769, Las Vegas Hilton**
4250 River Green Parkway • Duluth, GA 30096 • 770-814-9383
- National TeleConsultants** **473, Las Vegas Hilton**
700 N. Brand Blvd. • Glendale, CA 91203-1202 • 818-265-4400
- Orban/CRL Systems, Inc.** **4-112, Las Vegas Hilton**
1525 Alvarado Street • San Leandro, CA 94577 • 510-351-3500
- Oren Semiconductor, Inc.** **1569, Las Vegas Hilton**
2700 Augustine Drive, #140 • Santa Clara, CA 95125 • 408-330-0300
- Pathfire** **2510, Las Vegas Hilton**
245 Hembree Park Drive • Roswell, GA 30076 • 770-610-0801
- Patrick Communications** **28-110, Las Vegas Hilton**
5074 Dorsey Hall Drive • Ellicott City, MD 21042 • 410-740-0250
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- Picture PipeLine** **Mirage**
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- R.E. Meador & Assoc. Inc.** **1265, Las Vegas Hilton**
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- Richland Towers** **28-121, Las Vegas Hilton**
4890 W. Kennedy Blvd. • Tampa, FL 33609 • 813-286-4140
- Sekani, Inc.** **2610, Las Vegas Hilton**
1926 Broadway • New York, NY 10023 • 212-787-7500
- Shaw Pittman** **18-121, Las Vegas Hilton**
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- Signasys, Inc.** **Caesars Palace**
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- Silicon Valley Bank** **1650, Las Vegas Hilton**
160 Spear Street • San Francisco, CA 94109 • 415-344-4830 Ext. 4837
- Sound Creations, Inc.** **2164, Las Vegas Hilton**
2820 Azalea Place • Nashville, TN 37204 • 615-460-7330

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| General Information |
| Super Sessions |
| Broadcast Engineering |
| Business, Law & Regulation |
| Digital Video Production |
| Multimedia World |
| Radio |
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| Television |
| Exhibitors |
| Hospitality Suites |

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| General Information | <p>Sportvision, Inc. Bally's 1240 La Avenida, Suite C • Mountain View, CA 94043 • 650-961-7825 Ext. 6324</p> <p>SynaPix Treasure Island 650 Suffolk Street • Lowell, MA 01854 • 978-805-2869</p> |
| Super Sessions | <p>TeraLogic. 4-109, Las Vegas Hilton 1240 Villa Street • Mountain View, CA 94041 • 650-526-6055</p> |
| Broadcast Engineering | <p>The Systems Group 1965, Las Vegas Hilton 317 Newark Street • Hoboken, NJ 07030 • 201-795-4672</p> <p>The Whitlock Group 1510 Las Vegas Hilton & Harrahs 3900 Gaskins Road • Richmond, VA 23233 • 804-273-9100 Ext. 150</p> |
| Business, Law & Regulation | <p>Trompeter Electronics 1850, Las Vegas Hilton 299 W. Hillcrest Drive • Thousand Oaks, CA 91360 • 805-497-9199</p> <p>TrueSAN Networks. Treasure Island 60 S. Market Street, Suite 1050 • San Jose, CA 95113 • 408-817-9079</p> |
| Digital Video Production | <p>Vividon. Bally's 142 North Road • Sudbury, MA 01776 • 978-371-9550</p> |
| MultiMedia World | <p>Wavexpress 2010, Las Vegas Hilton 1 Pennsylvania Plaza, Suite 2400 • New York, NY 10119 • 917-339-9000</p> <p>Wells Fargo Communications Finance 1710, Las Vegas Hilton Sixth & Marquette, MAC N9305-072 • Minneapolis, MN 55479 • 612-667-6571</p> |
| Radio | <p>Wilkinson Barker Knauer, LLP. 1450, Las Vegas Hilton 2300 N Street, N.W. • Washington, DC 20037 • 202-783-4141</p> <p>Zenith Electronics Corp. 2450, Las Vegas Hilton</p> |

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Service to Children Television Award, Medium Market
WXIX-TV, Cincinnati, OH

Service to Children Television Award, Large Market
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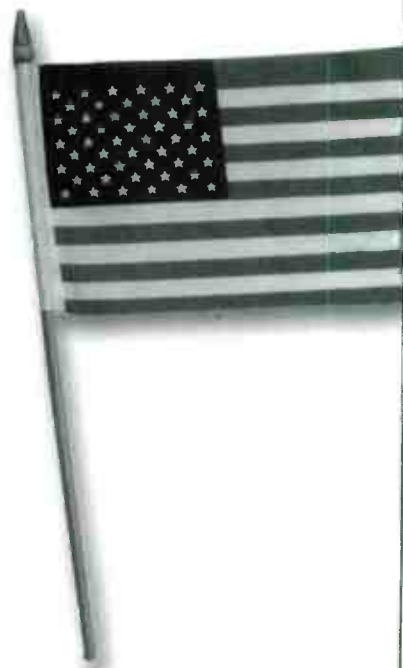
Friend in Need Television Award
WNCT-TV, Greenville, NC

Friend in Need Radio Award
KPWR-FM, Burbank, CA

Service to America Award
KMGH-TV, Denver, CO

Radio Partnership Award
WSYR-AM, Syracuse, NY
Partner: McMahon Ryan Child Advocacy Site

Television Partnership Award
WTAE-TV, Pittsburgh, PA
Partner: Salvation Army of Southwestern Pennsylvania



For information on the 2001 Awards see the ad on page 100
or visit www.nabef.org

The logo for the National Association of Broadcasters Education Foundation (NABEF), consisting of the word "NABEF" in a bold, sans-serif font. The letter "A" is stylized with diagonal lines.

Registration Locations

If you need registration assistance, please go to the Registration Area in Hall G of the Sands or Room C110 in the LVCC.

Attendee Registration Hours

Saturday - Wednesday7:30 am - 6:00 pm
Thursday7:30 am - 2:00 pm

Attendee Registration Categories

Full Convention — includes access to all conference sessions (except the Digital Video Production Workshop which must be purchased separately), Super Sessions, exhibits and one luncheon ticket. Spouse registration includes the same benefits and must be accompanied by a Full Convention registration.

Digital Video Production Workshop Package — includes the two day Digital Video Production Workshop and all exhibits. Full Convention registrants must purchase this package separately.

Exhibits-Only — includes only admission to all exhibits. Super Session and Luncheon tickets may be purchased separately.

Super Sessions — All Full Convention registrants can attend any of the five Super Sessions. Digital Video Production Workshop registrants and Exhibits-Only registrants may purchase tickets separately — \$95 for one or \$195 for all five - at the Registration Area in Hall G of the SANDS or Room C110 in the LVCC.

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Attendees who lose or misplace their badges can receive new ones at the Registration Area in Hall G of the SANDS or in Room C110 at the LVCC. Replacement fee for a Full Convention badge is \$100; for an Exhibits-Only badge, the fee is \$75.

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www.nab.org/meetings/americas

For more information contact Mark Rebholz at mrebholz@nab.org

General Information

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Newsrooms, LVCC N260 & SANDS 202

To obtain a media badge, members of the media must have pre-registered. Those who have not pre-registered may purchase either a Full Convention or an Exhibits-Only badge at the Registration Area, located in Hall G of the SANDS.

Hours:

Saturday - Wednesday7:30 am - 6:00 pm
 Thursday.....7:30 am - 2:00 pm

Super Sessions

Broadcast Engineering

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Radio

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Exhibitors

For more information on the day's activities or the Service to America Awards Program, visit www.nabef.org

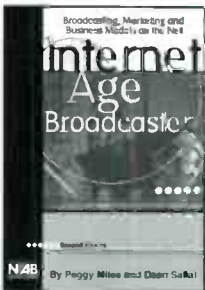
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Broadcast Engineering

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Business, Law & Regulation

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 Wednesday9:00 am - 4:00 pm

LVH, Ballroom Foyer Lobby • 892-3411
 Sat. - Sun.2:00 - 7:00 pm

Information Centers

LVCC Lobby • 943-3565
 SANDS Lobby • 691-8073

LVCC Center sponsored by



International Import/Export Matching System

International Trade Center (ITC)
 LVCC & SANDS Lobbies
 System matches international attendees with exhibitors who carry the products they are seeking and who export to their country. It also helps exhibitors find distributors around the world. Onsite updates will be accepted.

International Trade Centers (ITC)

LVCC Lobby • 943-3562
 SANDS Lobby • 691-8011
 Translation assistance, meeting rooms, membership services, message boards and import/export matching kiosks are all available to our international visitors.
 Saturday7:30 am - 5:00 pm
 Sunday - Wednesday7:30 am - 6:00 pm
 Thursday.....7:30 am - 4:00 pm

Sponsored by Deutsche Telekom

Lanyards

Look for the bins in the LVCC and SANDS lobbies.

Sponsored by RealNetworks

Literature Bags

Pick these up at each entrance to the Exhibit Hall to easily store the literature and items you collect in the halls.

Sponsored by The Broadband Company™

Literature Service Centers

LVCC Lobby; SANDS Upper Level
 Find literature from participating exhibitors. Trained staff will help you find what you need quickly and answer any questions.

Lost & Found

LVCC Security, LVCC Lobby
 SOA Security, LVCC Lobby
 Sands Security, SANDS Lobby
 Protect Security, SANDS Upper Lobby

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General Information

Messages

E-Mail Stations, LVCC Lobby, LVH & SANDS Cyber Cave

Use Show Mail on our e-mail stations to send and receive messages to/from fellow attendees.

Super Sessions

NAB Daily News

LVCC N264

NAB Daily News, the official newspaper of NAB2001, is published Monday, Tuesday and Wednesday mornings and afternoons. The morning edition is circulated at major hotels and the convention centers. The afternoon edition is distributed at the convention centers. You can also access NAB Daily News on the Web at www.nab.org/conventions/.

Broadcast Engineering

Business, Law & Regulation

NAB Directories

We have placed 13 "You Are Here" maps in the exhibit halls to assist you in finding your way.

Digital Video Production

MultiMedia World



BROADLOGIC™

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NAB Store

LVCC & SANDS Lobbies

Saturday - Wednesday8:00 am - 6:00 pm
Thursday8:00 am - 4:00 pm

Radio

NAB Zone

LVCC Lobby

Learn more about the National Association of Broadcasters including membership, career assistance, insurance and financial services, public service campaigns, TARPAC and more.

Satellite & Telecommunications

Hours:

Saturday - Sunday9:00am - 5:00pm
Monday - Wednesday9:00am - 6:00pm
Thursday9:00am - 4:00pm

Television



Exhibitors

Phone Cards

LVCC Lobby

Purchase phone cards for \$10 or \$20

Hospitality Suites

Product Locators

LVCC Lobby; SANDS Upper Level
Find sessions, speakers, exhibitors and products quickly with this electronic system. You can also access your personal online scheduler and download exhibitor information into your Palm Pilot.



ARTEL

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Restaurant Reservations

Dine Direct, LVCC Lobby & SANDS Registration Area

Trade Publications Bins

LVCC Lobby and Lower Concourse
SANDS Upper Level

For more information, LVCC N252
• 943-3735



INFORMATION RESOURCE Center

*Contact us when you are
looking for answers...*

Reference Line: 202-429-5490

Open Monday - Friday

8:30 a.m. - 5:00 p.m.

Website: www.nab.org/irc

Email: irc@nab.org

*Stop by the NAB Zone to
pick up a free sewing kit!*



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TARPAC, c/o NAB
1771 N Street, NW, Washington, DC 20036
This is not a solicitation

NAB Staff

General office hours are Sunday - Wednesday 8:00 am - 6:00 pm
 Limited hours on Thursday. Area code: 702

Advertising & Event Marketing

LVCC N252 • 943-3724
 SANDS 303 • 691-8049

Attendee Services/Registration

LVCC C110 • 943-3584
 SANDS 303 • 691-8043

Career Center

NAB Zone, LVCC Lobby • 943-3567

Exhibit Sales & Services

Exhibit Floor, C204 • 943-3553
 Exhibit Floor, LVCC N4 • 943-3551
 Exhibit Floor, SANDS 302 • 691-8041

Government Relations

LVCC N252 • 943-3722

Information Centers

LVCC Lobby • 943-3565
 SANDS Lobby • 691-8073

Insurance & Financial Services

NAB Zone, LVCC Lobby • 943-3567

International & Associate Group

LVCC N213 • 943-3568

Legal & Regulatory Affairs

LVCC N252 • 943-3726

Meetings & Conference Services

LVCC N252 • 943-3728

Membership

Radio, NAB Zone, LVCC Lobby • 943-3566
 Television, NAB Zone, LVCC Lobby • 943-3566
 International, SANDS ITC • 691-8011
 Associate, NAB Zone, LVCC Lobby • 943-3567

NAB Education Foundation

NAB Zone, LVCC Lobby • 943-3567

NAB Services/NAB Store

LVCC Lobby • 943-3589
 LVCC Lower Concourse • 943-3587
 SANDS Lower Lobby • 691-8095
 SANDS Upper Level • 691-8093

National Campaigns

NAB Zone, LVCC Lobby • 943-3567

Newsroom/Corporate Communications

LVCC N260 • 943-3587
 SANDS 202 • 691-8024

News Media Briefing Room

LVCC N262
 SANDS 205

Research & Information Group

LVCC N252 • 943-3720

Radio

LVCC N252 • 943-3733

Science & Technology

LVCC N256 • 943-3715
 Venetian 707 • 691-8100

TARPAC

NAB Zone, LVCC Lobby • 943-3527

Television

LVH Conference Room 2 • 892-3489

Other Offices**Broadcast Education Association (BEA)**

LVCC N261 • 943-3527

NAB Daily News

LVCC N264 • 943-3543

Radio Advertising Bureau (RAB)

LVCC N261 • 943-3713

Television Bureau of Advertising (TVB)

LVH Conference Room 1 • 892-3491

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**BEA 47th Annual
 Convention & Exhibition
 April 5-8, 2002
 Las Vegas, NV**

www.beaweb.org
ASSOCIATION

Direct Airport Bus Service

NAB provides bus service from the entrance of the LVCC to McCarran International Airport on Wednesday, Noon - 6:30 pm and Thursday, Noon - 4:30 pm. Buses depart every 30 minutes; tickets may be purchased at the departure point for \$5.00 per person, one-way.

Attendee Parking

Paid Parking is available at both Convention Centers.

LVCC: Gold Lot at the intersection of Paradise & Convention Center Drives. Cost is \$5.00 a day.

SANDS: Lot adjacent to the Sands Expo Center. Cost is \$8.00 a day.

Taxis

Taxi stands are located outside the SANDS and the LVCC.

Ace Cab (702) 873-8383; Yellow Cab (702) 873-2000; Whittlesea Cab (702) 384-6111

Shuttle Bus Service

NAB is pleased to offer complimentary shuttle bus service between most hotels and both convention centers. Signs with shuttle updates will be posted in the hotels so please refer to them when you arrive. Please see Shuttle Schedule on page 154



In addition to our regular service, we also offer ADA accessible buses for those with special needs. To arrange your transportation, please call CMAC at 943-3518 or visit one of our Special Assistance Kiosks.

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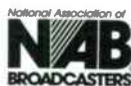
Conducted by the J.L. Kellogg Graduate School of Management and the Medill School of Journalism.

July 7 - 13, 2001

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Fellowship opportunities are available, including the NABEF Professional Fellowship and the Robert R. McCormick Tribune Fellowship. To find out more, visit www.nabcf.org, e-mail hbirks@nab.org, or call (202) 775-2559.

For more information, stop by the NAB membership booth in the NAB Zone or contact Dianna Coleman at (202) 429-5367, e-mail dcoleman@nab.org.



Shuttle Schedule

| Day | Route # | Inbound (am) |
|--------------------|----------------|--------------------------------|
| Sunday | 2-10 | 7:30, 8:30, 9:30 |
| Monday - Wednesday | 2,3,5,6,7,8,10 | 7:30 - 11:00 (Every 20 min) |
| Monday - Wednesday | 4,9 | 7:30 - 11:00 (Every 20 min) |
| Thursday | 2,3,5,6,7,8,10 | 7:30 - 11:00 (Every 20 min) |
| Thursday | 4,9 | 7:30 - 11:00 (Every 20 min) |

Service will be provided for the Congressional Breakfast on Monday and the FCC Breakfast on Tuesday at 7:00 am ONLY, from all participating hotels to the LVCC. Allow a 5-minute time variance to accommodate variations on traffic conditions

Hotel Information & Shuttle Boarding Points

| Hotel | Route | Boarding Point |
|-------------------------|-------|-------------------------|
| Aladdin | 6 | Tour Bus Area |
| Alexis Park | 6 | Front Entrance |
| Bally's | 5 | North Casino Entrance |
| Bellagio | 4 | Tour Bus Area |
| Best Western Mardi Gras | 6 | Front Entrance |
| Caesars Palace | 7 | Omni Max Entrance |
| Circus Circus | 10 | Skyrise Tower |
| Embassy Suites | 6 | Entrance on Swenson |
| Excalibur | 3 | At Luxor |
| Flamingo Hilton | 7 | North Tour Bus Lobby |
| Four Seasons | 3 | Tour Bus Area |
| Gold Coast | 5 | Valet Parking Entrance |
| Hard Rock | 6 | Paradise Side Door |
| Harrah's | 7 | Tour Bus Area |
| LaQuinta | 6 | Front Entrance |
| Las Vegas Hilton | WD | Walking Distance |
| Luxor | 3 | Tour Bus Area |
| Mandalay Bay | 3 | Tour Bus Area |
| MGM Grand | 4 | Grand Garden Entrance |
| Mirage | 8 | Tour Bus Area |
| Monte Carlo | 4 | Tour Bus Area |
| New York, New York | 2 | Tour Bus Area |
| Palace Station | 10 | Registration Entrance |
| Paris | 5 | At Bally's |
| Rio | 5 | Outside Front Entrance |
| Riviera | 9 | Convention Center Entr. |
| Sahara | 9 | Tour Bus Area |
| San Remo | 2 | Front Entrance |
| Stardust | 8 | South Casino Entrance |
| Stratosphere | 9 | North Tour Door |
| Treasure Island | 8 | Tour Bus Area |
| Tropicana | 2 | Tour Bus Area |

| Mid-day | Outbound (pm) |
|--------------------------------------|-------------------------------|
| No Service | 3:30, 4:30, 5:30, 6:30 |
| Use Alt. Routes 4,9 | 4:00 - 6:30 (Every 30 min) |
| 11:00 am - 4:00 pm (Every 30 min) | 4:00 - 6:30 (Every 30 min) |
| Use Alt. Routes 4,9 | 2:00 - 4:30 (Every 30 min) |
| 11:00 am - 2:00 pm Every 30 min) | 2:00 - 4:30 (Every 30 min) |

| Phone (702) | Fax (702) |
|-------------|-----------|
| 736-7114 | 785-5556 |
| 796-3300 | 796-4334 |
| 739-4111 | 739-4405 |
| 693-7111 | 693-8585 |
| 731-2020 | 733-6994 |
| 731-7110 | 731-6636 |
| 734-0410 | 734-2268 |
| 795-2800 | 795-1520 |
| 597-7777 | 597-7009 |
| 733-3111 | 733-3528 |
| 632-5000 | 632-5195 |
| 367-7111 | 367-8575 |
| 693-5000 | 693-5010 |
| 369-5000 | 369-6014 |
| 796-9000 | 796-3537 |
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| 262-4000 | 262-4404 |
| 632-7777 | 632-7234 |
| 891-1111 | 891-3036 |
| 791-7111 | 791-7414 |
| 730-7777 | 730-7200 |
| 740-6969 | 740-6700 |
| 367-2411 | 367-2478 |
| 946-7000 | 946-4405 |
| 252-7777 | 252-8909 |
| 734-5110 | 794-9663 |
| 737-2111 | 791-2027 |
| 739-9000 | 736-1120 |
| 732-6111 | 732-6296 |
| 380-7777 | 380-7700 |
| 894-7111 | 894-7414 |
| 739-2222 | 739-3649 |

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