


THE ROTARY EYE



The Official Bulletin of the Rotary Club of Lubbock, Texas • District 5730 • Rotary International

Officers	Today's Program July 28, 2010
President of Rotary International Ray Klinginsmith Missouri	Kevin McMahon "IRS Regulations"
District 5730 Governor Cesar Caro Sweetwater, Texas	Upcoming Programs
Assistant District Gov. Peter Wierzba Lubbock, TX	<ul style="list-style-type: none"> • August 4: CASA • August 11: Rich Parks, CEO, Covenant Health System • August 18: Bill Kubricht • August 24: United Way Luncheon
President Ann Graham President-Elect Charles Joplin Vice President Charles Key Past President Monte Monroe Secretary Casey Carson Treasurer Regina Johnston Assistant Treasurer Tim Wooten Sergeant-At-Arms Chris Lane	Rotary News and Events
Board of Directors 2008-11 Jack Nelson Laura Monroe Alice White Brian Yearwood 2009-12 Charles Joplin Charles Key Calvin Lewis Gary McCoy 2010-13 Sid Chance Ron Chandler Bill Tarbox Wade Wilson	<p>Aug 31: deadline for nominating District Governor 2013-2014</p> <p>Dec 15: deadline for early registration to the RI Convention from 21-25 May, 2011 in New Orleans. For event info and registration : http://www.rotary.org/en/Members/Events/Convention/Pages/ridefault.aspx?housead</p>
Rotary Eye Editor Dee Beam	Rotarian of the Week
	<div style="display: flex; align-items: flex-start;">  <div> <p>Dee Beam</p> <p>Member since: 2007</p> <p>What I like about Rotary: Rotary makes a <u>real</u> impact in the world</p> <p>Interests: Raising our son, reading, writing</p> <p>Special moments in my life: seeing my son sleep for the first time</p> <p>My friends would say that I: I am hard to get to know.</p> <p>If I could change one thing in this world it would be: Radicalism</p> <p>Places I have seen and why I enjoyed them: The Sahara desert, solitude</p> <p>Places I want to see: The Scottish Highlands, The Alhambra</p> <p>Wisdom that I live by: "Get to work. You aren't being paid to believe in the power of your dreams " –www.despair.com</p> </div> </div>
Coming up: August is Rotary 'Membership and Extension Month'	

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Marjan Wilkins – Executive Director www.lubbockrotary.org

Rotary Meeting Report July 21, 2010

Brad Moran, president of RAMA Communications, spoke to the Club about digital communication in radio and television. RAMAR, the Fox 34 Channel, is Lubbock's only locally owned and operated communications company, broadcasting Fox TV 34, Telemundo, Channel 22, Fox News, 100.7 FM, Magic 93 FM, Stars 93, and Double T 100.4. All of the other television stations and the major FM and AM stations are owned by communications companies outside of Lubbock.

Brad reminded those present that when he last spoke to us, the conversion of television broadcasting from an analog signal to a digital signal was looming over the public much like the Y2K scare, and much like Y2K, the conversion came and went with few of the anticipated problems actually happening. The transition was successful, in good measure due to the fact that 80% of the Lubbock viewers get their signals from cable or satellite, and the cost was minimal to the consumers. The cost to the broadcasters, on the other hand, was in the millions of dollars, as outdated analog equipment was replaced with digital equipment.

Broadcasting is unique in the United States because the broadcasters are allowed to use the public airwaves free. In exchange for that, they are charged with serving the public by providing information about news, sports, entertainment, and public safety, all for free. Of course, they are also allowed to pay for the cost of the transmission and their other overhead by selling advertising.

With the old analog signal transmission, each frequency could only transmit one signal. Digital broadcasting allows the same frequency to broadcast several frequencies. The signal may go out on only one "channel" but be recognized at the television receiver as, in the case of Fox, channel 34, Fox News, or Telemundo. Digital broadcasting allows an increase in the use of a finite amount of bandwidth. In addition, it allows the transmission of HD signals. Presently, ABC, NBC, CBS, FOX, and CW all broadcast an HD network signal for all network programming.

HD programming presented its own set of criteria for maximum use:

1. The local broadcaster had to have the equipment to pass the HD signal from the network to the consumer;
2. The local broadcaster which aired syndicated programming—such as O)pra—had to install equipment to change the analog recorded show in HD (RAMAR is the only broadcaster in Lubbock which has done this)
3. The local broadcasters had to purchase equipment which would produce local commercials in HD. Research has shown that running commercials in HD produces a 55% increase in "commercial recall" by viewers
4. The broadcasters had to convert news programs to HD, which means that the portable cameras which do remote shooting, and in-house cameras which shoot the anchors must be digital cameras. None of the local broadcasters have completed this fourth item.

Speaking briefly about HD radio, Broad pointed out that it allows radio stations to do the same thing television stations do, and send out more than one signal over a single frequency.

Make up missed meetings any time through Rotary E-club at <http://www.rotaryclubone.org/>

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