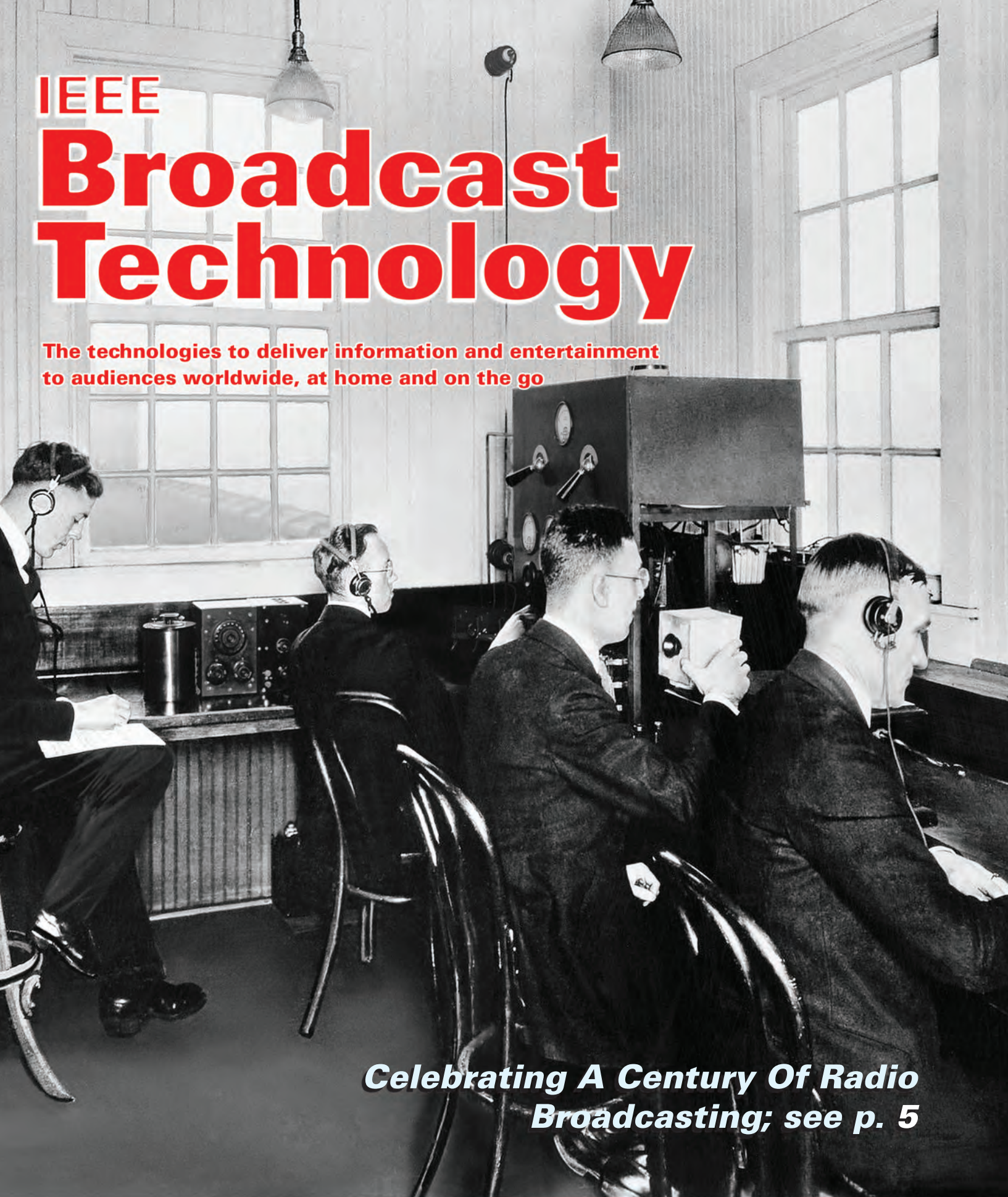


IEEE

# Broadcast Technology

The technologies to deliver information and entertainment  
to audiences worldwide, at home and on the go



*Celebrating A Century Of Radio  
Broadcasting; see p. 5*

# President's Message

## Ralph Hogan, BTS President



As I write this article, the pandemic is starting to surge again in parts of the world. This will mean that we will in all probability still be meeting and working virtually in 2021. I would like to once again express my concern and support for all the members of the IEEE Broadcast Technology Society (BTS) community and others affected by the ongoing global health crisis. The health and safety

of the members of our community is our first priority. Our two flagship conferences, the IEEE BTS Annual Broadcast Conference (ABS) 2020 and the 15th IEEE Symposium on Broadband Multimedia Systems and Broadcasting (BMSB), were affected by the virus. This resulted in the ABS 2020 not being held, and the BMSB being virtualized, which has resulted in potential reduction of revenues for BTS. To ensure that our members are supported during these trying times an all-virtual conference, IEEE BTS Pulse, has been created, which covers timely topics of international flavor. The first one was held in October 2020, and going forward, will be held twice a year starting in February 2021.

The pandemic has resulted in a 2020 loss of revenue for all of IEEE and BTS. In order to balance our budget, we will be dipping into our reserves. Since IEEE finances are budgeted with a forecast model and the uncertainties of the virus impact in 2021, the BTS treasurer and staff, with approval of the BTS AdCom, had to make some very tough decisions for forecasting 2021 BTS revenues and expenses.

Society members have received a communication regarding the decision to not produce printed copies of the BTS publications starting in 2021. Covid-19 has required organizations around the world to adapt their business processes due to reduced revenues, and this is one of the ways BTS is changing. This decision was not taken lightly; however, we have viewed it as a necessity. We are asking for your support as we navigate through this changing environment.

While members will not be receiving printed copies, electronic versions which are a safer alternative will be distributed to everyone. To support the efforts of decreasing the spread of this virus, electronic copies may aid in the reduction of possible exposure. This will also reduce expenses for BTS during a time when the economy is unstable. It is important for BTS to make wise financial decisions on behalf of our society and our members.

We have shifted our focus to developing a greater number of virtual member benefits. Members are able to access all of them anytime in the IEEE BTS Resource Center. BTS is consistently hosting webinars with industry experts at industry leading events and educational podcasts.

These are difficult times, but we will get through them together. Thank you for your continued support of BTS programs and activities.

Please be safe and stay well.

Ralph Hogan  
BTS President  
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## Inside

President's Message .....	2
From The Editor .....	3
A Century Of Broadcasting: KDKA Celebrates Its 100th Birthday .....	5
How KDKA Was Launched .....	10
New ATSC 3.0-Enabled Smartphone Creates Opportunities Worldwide .....	14
BTS Launches October 'Pulse' Virtual Tech Con .....	16
Dawson And Nass Receive Awards At Fall AdCom Meeting .....	19
Four BTS Members Honored By SMPTE Organization .....	20
2020 'Women In Technology' Recognized By Industry Publication .....	21
ATSC 3.0 For Today And Tomorrow; NextGen TV's Coming Fast .....	23
All-Digital MW Takes Center Stage At 2020 NAB Radio Show .....	26
U. S. Repack Sends Hundreds Of Tube Transmitters To Technology Graveyard .....	29
RF Report .....	33
The Downward Path To Broadcast Engineering—No. 21 .....	36
Upgrading Ubuntu To 20.04 LTS Without 'Trashing' TVStudy 2.2.5 .....	37
Providing Distance Education Without The Internet .....	39
Women In Broadcast .....	42
Audio Processing For Broadcast Plants .....	46
Book Review: "New York Power" .....	50
ITU Report .....	53
Letters To The Editor .....	54
Upcoming Events Of Interest To BTS Members .....	55
What's New .....	57

U.S. radio station KDKA in Pittsburgh, Pennsylvania began broadcasting on Nov. 2, 1920 from this radio facility that was located in one of the Westinghouse Electric & Manufacturing Corporation factory buildings. (PHOTO CREDIT: John Schneider Collection)

# From The Editor

## Hitting Broadcasting's Century Mark!

By James E. O'Neal, Editor-in-Chief,  
BTS Life Member



Here in the United States, we're readying for fall elections of governmental officials, and by the time you're reading this, the November 3 date mandated nationwide for this referendum will have come and gone, and we'll (hopefully) know the outcomes of the various state and national races.

I mention this, not in a strictly political vein, but rather to call attention to an event that was sparked by a similar nationwide balloting 100 years ago. This was the 1920 election that pitted two gentlemen from Ohio—Warren G. Harding and James M. Cox—

against each other in the presidential race. Mr. Harding was triumphant then, becoming our 29th president. Aside from putting a new president in the White House and ushering in a new decade in which the world was finally getting clear of another pandemic and rebuilding following the first-ever world war, November 2, 1920, according to many historians, marks the birth of radio broadcasting as we know it. It was on that date that the Westinghouse Electric & Manufacturing Company launched a 100-Watt radiotelephone (as they were known then) station with the express purpose of providing “listeners in” the results of that election as they were tabulated throughout the evening.

I won't go into a lot of detail here, as a good friend, Brian Belanger, has stepped up to the plate and provided us with our cover story for this issue of **Broadcast Technology**, which



As we mark radio broadcasting's the 100th anniversary, it's interesting to observe how the public followed breaking news events in the pre-broadcasting era. The crowd in this early 1920s photograph has its eyes trained on upper floor of a newspaper office in a U.S. city of about 11,000. The time was late October and the event was baseball's World Series. The newspaper posted inning-by-inning updates on a chalkboard about the game in progress as they were received from the paper's press service. (A decade would pass before the city's first radio station took to the air.)