

FOR IMMEDIATE RELEASE

WASHINGTON, D.C. – JULY 10, 2012 – The Advanced Television Systems Committee (ATSC) and the Society of Broadcast Engineers (SBE) are pleased to announce an upcoming series of educational seminar for broadcasters, manufacturers, and others interested in audio loudness management.

Series

The 2012 Audio Loudness Management

will kick off with the first one-day

seminar scheduled for August 23, 2012 in Chicago, Illinois hosted by WTTW PBS Chicago.

Leading industry experts will discuss critically important topics including:

- In-depth tutorial on ATSC's Recommended Practice A/85
- FCC rules regarding Commercial Audio Loudness Mitigation (CALM) Act
- Practical solutions for implementation including loudness measurement and processing technology

"The ATSC and SBE are excited to offer insight on current issues relating to audio loudness management" said Jerry Whitaker, ATSC Vice President of Standards Development. "This educational program is a must-attend event for television professionals who have questions regarding implementation of the CALM Act."

This informative program is a can't-miss day for station engineers, broadcast executives, the content creation community, and other industry professionals.

Additional audio loudness seminars are scheduled for later in the year; September 27, 2012 in Los Angeles, Ca. and November 13, 2012 in Atlanta, Ga.

For more information and to register to attend, please visit the [ATSC web site](#) or contact [Lindsay Shelton-Gross](#)

Written by Administrator

Tuesday, 10 July 2012 14:30 - Last Updated Wednesday, 11 July 2012 06:39

---

You can also register by visiting

[SBE's registration page](#)

###

## About the ATSC

The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite and semiconductor industries.

For more information visit [www.atsc.org](http://www.atsc.org).

## About the SBE

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has more than 5,600 members in 114 chapters in the United States and Hong Kong. There are also members in more than 20 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other engineers. The SBE offers the largest and most recognized certification program for broadcast engineers, operators and technicians, with more than 5,000 certifications currently active. The SBE offers a diverse schedule of continuing educational programs for the broadcast engineer, both online and in-person.

### Contacts:

Lindsay Shelton-Gross, ATSC: [isheltongross@atsc.org](mailto:isheltongross@atsc.org)  
(202) 872-9160

Kimberly Kissel, SBE: [kkissel@sbe.org](mailto:kkissel@sbe.org)  
(317) 846-9000