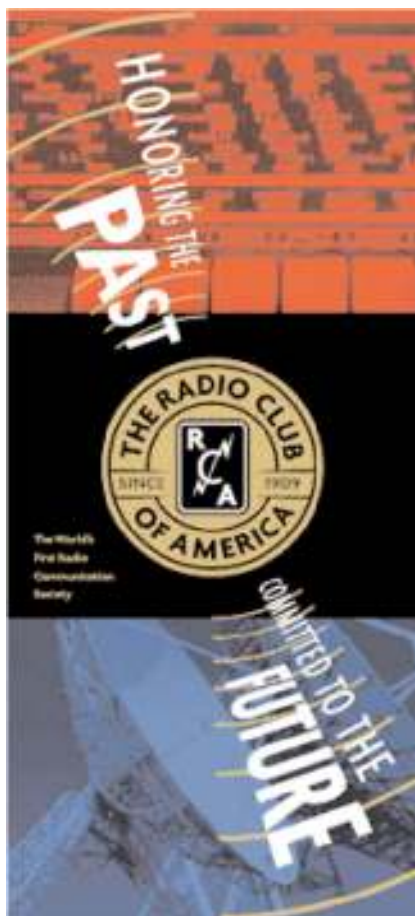




# April Online



*Welcome to the first **Radio Club of America e-newsletter**. Besides bringing you news, updates and other interesting information, the Club believes this will become a community-building vehicle for you and other Club members.*

Many of you may have attended IWCE's RCA breakfast and heard Glenn Bischoff, editor of MRT , speak about his passion for journalism and for the communications industry. Why not share it with industry peers and friends by hitting "reply" this email and sending it on? It's a great way to share the Club with others that may not be as familiar, as well as introducing them to this newsletter. Photos of Ray Trott, Glenn Bischoff, and the IWCE breakfast group.



Here is his speech

Good morning and thank you for your warm welcome. When Ray Trott first approached me about speaking at this event, I was a little hesitant. Of course, I was flattered by the invitation, partly because

Ray is an icon in our industry, but primarily because of the deep, abiding respect and admiration I have for Radio Club and its members.

But even though I now am privileged to call myself an RCA member, I told Ray that I didn't really know what I would say to you this morning, as I am not a radio frequency engineer, nor am I an amateur radio operator. Upon hearing this Ray offered me some pretty sage advice. He simply told me to talk about something I know a great deal about, preferably something I'm also passionate about. It's the same advice that has been offered to writers since the time quill pen first touched parchment, and I wisely took it. So, I hope you're all baseball fans ...

Seriously, I am going to talk about two things I am quite passionate about. One is journalism, a career in which I have been involved in one form or another since I was a teenager. I'm going to try to give you some perspective on how journalists think and how that impacts MRT in its various forms—monthly print edition, weekly electronic newsletter and daily online news updates.

The other passion I'm going to address this morning came to me much later in life. Since becoming editor of MRT more than three years ago, the mobile voice and data communications industry has sparked a fire in me that burns bright, and which is well reflected by our aggressive and thorough coverage of the industry. Note that I referred to the industry in terms of mobile voice and data communications, and not land mobile radio or two-way radio. More on that later.

Journalism—when it is taken seriously—is a grueling profession. We work very long hours, under intensely stressful conditions caused by unrelenting deadline pressure. Though we possess a singular skill, we toil for relatively little compensation. I'm hoping Mark Hickey, MRT's publisher, who has joined us this morning, will pay rapt attention to this part of the talk.

Usually, when one is able to do something others can't—and most people find writing a challenge, even when no deadline is looming—they are compensated handsomely. It doesn't work that way for the vast majority of journalists, I'm sorry to report. This is nothing new. Since the late 18th Century, journalists have been referred to as members of the Fourth Estate, which equated to the proletariat—the lowest social class—of the French Ancien Regime.

My father warned me about this. He toiled for a quarter century at the Chicago Tribune, so I guess that makes me a legacy of sorts. He started as a printer back in the days of copy boys, Linotype machines and Hellboxes. Let me explain: Reporters back then wrote their copy on a manual typewriter, ripped it out of the carriage when done and handed it to an editor, who would festoon it with all sorts of typographical symbols representing his edits. And I say his, literally, for this was a completely male-dominated industry at the time.

Once the editor was done, he handed the story to a copy boy who, quite literally, would run it down to the composing room. There, a technician would decipher the markings and retype the story into the Linotype machine, which then would spit out lead bars that contained the type. My father, and his cohorts, would then place the type in giant trays—hence the term composing room—which would be used to make the plates for the printing press. After the plates were made, the lead type was tossed into the Hellbox, which was connected to a chute that led to a blast furnace, which melted the lead so it could be used again and again. Later my father became a paste-up artist when the technology evolved and lead type became a thing of the past.

My father knew a great many editors and reporters and, based on these relationships, he told me not to pursue journalism, but rather to take some business classes and then open up a hot dog stand—it's well known that we love our franks in Chicago—across the street from a high school. He was right—I certainly would have made more money. This wasn't the first—or last—time, unfortunately, that I ignored my father's sage advice.

So, why does anyone become a journalist? Believe me, I've asked myself that question many times. The answer is fairly simple, I think: we get to witness and experience things that most people don't.

How many people here are from the Seattle area? For those of you who are, you are well aware of the majesty that is Mount Rainier. If you've never been to Seattle, Rainier is reason enough to go. It is strikingly beautiful as seen from the city, and even more beautiful when you get there. I was quite thrilled two decades ago when my publisher at the time decided I should head to Rainier to participate in a seminar.

It was very unique as far as seminars go, as it involved a climb of Rainier. It was an annual event sponsored by a company headquartered north of Seattle that made mountaineering gear. The purpose of the event was to bring together dealers from coast to coast to field test the newest gear. I had been named editor of Outside Business, the B2B magazine published by Outside magazine, only a short time before, so my publisher thought it would be a great learning experience. I agreed, and I couldn't wait to go.

Part of my enthusiasm stemmed from the fact Lou Whittaker was going to lead the climb. Lou was a world-renowned climber who worked as a consultant to the mountaineering gear company. His brother, Jim, was the first American to scale Mount Everest, the world's tallest peak at over 29,000 feet, which he accomplished in 1963. I had gotten to know both Lou and Jim a little bit, and was looking forward to hearing more of Lou's stories. I couldn't think of a better place than around a camp stove on Mount Rainier.

My zeal eroded very quickly once I was on the slope. I can tell you from experience that Rainier looks nowhere near as beautiful when you're heading back down it on the seat of your pants, which is exactly what happened to me. Though I was in tip-top physical shape at the time—and about 50 pounds lighter—I was ill prepared for the rigors and nuances of mountain climbing.

Two factors immediately worked against me to great detriment. When we first arrived at the mountain, the temperature was in the 20s and it was snowing. Keep in mind that this was June, and the base of the mountain is 5000 feet above sea level. We were going first to 10,000 feet, where we would set up base camp and be given a two-day crash course on mountaineering techniques. Then we would make our ascent of the peak, which is at about 14,000 feet.

Being from the Midwest—and thus a veteran of wintry conditions—I immediately layered up. Big mistake. As we were waiting to begin the trek to base camp, the guides came out of the guide house dressed in shorts and t-shirts. I immediately surmised—wrongly—that they were having a little fun with us. What I learned—the hard way—is that your body works extremely hard when it heads up a mountain, which was exacerbated by Rainier's extreme slope.

Eventually, I perspired so much that I was gulping huge handfuls of snow in a vain attempt to ward off dehydration—there was no time to peel off layers and even if there had been, I was soaked and almost certainly would have succumbed to hypothermia if I had. I became so dehydrated that my legs turned to jelly and I could no longer support my body weight. So I was sent back to the base of the mountain after reaching just the 8000-foot mark, well short of base camp, where all the fun would be—which is how I came to slide back down the mountain on my seat.

I turned the experience into a terrific story—it just wasn't the story I intended to write. That happens a lot in journalism. Every time we begin our pursuit of a story, we have an angle in mind, but often a story leads us in a direction we didn't expect. I often get calls from MRT's writers telling me that that they uncovered something far more interesting than what we originally envisioned. Enterprising reporting is good for our readers.

Another unique experience in my reporting career occurred about a month after the September 11 attacks. When the World Trade Center collapsed, debris severely damaged a Verizon facility—which was built in 1926 as the original headquarters for the New York Telephone Company. In a matter of moments the 43 stories of 7 World Trade Center had been reduced to 7 stories of rubble, most of which rolled in avalanche fashion into the Verizon facility.

The devastation was mind-boggling. The damage to 140 West Street was beyond comprehension. Five of the building's sub-levels were flooded with 10 million gallons of water cascading into the building from broken mains and sprinkler systems, as well as fire department hoses. The water destroyed the facility's power plant, including portable diesel generators that were unable to provide critical power to switches and the air conditioning system when Consolidated Edison lost its ability to provide juice.

Steel beams javelined through the air, ripping gaping holes in the building's exterior and tearing up vital cables. The dust and soot stirred up by the collapse combined with the water coursing into the building to cake switches with grime, rendering them inoperable.

Copper lines and optical fiber connecting the facility to its customers were destroyed when falling debris crushed duct banks. So too was the compression system, which kept tide water from the nearby Hudson River from filling manholes containing sensitive cabling. All told, more than 200,000 access lines and 3.5 million data circuits were put out of service.

I was working for MRT's sister publication, Telephony, at the time and had been the lead writer for the magazine's award-winning coverage of the impact 9/11 had on commercial wireline and wireless communications systems that day. So, I was one of three reporters invited on a personal tour of the facility by Verizon's president at the time, Larry Babbio. It was awesome enough to be at Ground Zero

so soon after 9/11, but looking down on the site through a 40-foot-wide hole on the 7th floor was even more amazing. As I mentioned a few moments before, it is the opportunity to experience events such as this that motivates many of us to become journalists in the first place, and keeps us in the profession.

Another motivator is the desire to get the story right. The vast majority of journalists go to great lengths to tell all sides of a story in an unbiased manner and to ensure that the information reported is accurate. To get a better idea of what I'm talking about, go to Blockbuster and rent the movie "The Paper." When you watch it, pay close attention to the character played by Michael Keaton, who followed his instincts and went to extraordinary lengths to get the story right. For the vast majority of journalists, accuracy is all.

That is not to say that journalists are infallible. We make mistakes, and credible media outlets of all types run corrections when we do—and that includes MRT. But we always strive for objectivity and accuracy. It also is not to say that there are no bad journalists. There are. The paparazzi immediately come to mind, as does Jayson Blair, the disgraced New York Times reporter who fabricated many of his stories. But they clearly are in the minority, and I think journalists far too often are painted with too broad a brush. As a group we generally are seen as vultures at best, piranhas at worst.

About a year ago, I attended Sunday Mass and the celebrant—who happens to be the pastor—sharply rebuked the media regarding its coverage of the sex abuse scandal that has afflicted the Catholic Church for far too many years. He took particular issue with the media's zeal in covering this story and suggested that journalists had been unfair in both their reporting and their commentary.

I was attending Mass with a friend, who took note of the scowl that had appeared on my face and asked what was up. I told her I was thinking of strangling Father Bob and had decided communion would be my best shot. This caused her to immediately slide away from me, which in turn prompted me to ask her what was up—I figured she was annoyed that I would contemplate such an action, especially on a man of the cloth. It turned out she was expecting the lightning bolt to come through the ceiling at any moment and was trying to get out of harm's way.

It took me quite a while to get over my anger over hearing my profession disparaged in public—and quite unfairly, in my opinion. Eventually, I wrote a letter to Father Bob in which I expressed my dismay and—more importantly—explained why I thought he had it wrong. One of the reasons, I think, that reporters attacked the sex abuse story with an unusual fervor is that journalists instinctively do not like lies or cover-ups. In retrospect, church officials should have come forward with the news immediately and told the media of a decisive plan of action to correct the situation. This would have saved the archdiocese a lot of grief.

I suppose that when entities evade or tell half-truths—if not out and out lie—they do so in the hope the furor eventually will die down and the media will move on to the next story. However, in most cases, exactly the opposite happens. When journalists come to believe they have been deceived, it only toughens their resolve to get to the truth. The Washington Post's groundbreaking coverage of the Watergate burglary serves as a classic example. Though reporters Carl Bernstein and Bob Woodward encountered roadblocks every step of the way, they doggedly pursued the story until they had all the pieces. The result was a landmark piece of journalism that changed the country's attitudes towards its government and its media. The lesson of the Watergate scandal does not concern the skulduggery of which our elected officials are capable; rather, it concerns the lengths to which they are willing to go to cover up their unscrupulous behavior. We all should be thankful that the Founding Fathers had the foresight to establish the First Amendment and that the media exists to serve collectively as our nation's watchdog.

Responsible journalists—and most can be described that way—do not look for ways to hurt people, and do not choose to write stories based on the damage or pain they might be able to inflict. But sometimes people get hurt as a result of the stories they write. We also do not pursue stories based on our personal beliefs, or our likes and dislikes. Instead, we pursue the stories that demand pursuing, and we

strive to tell all sides of the story. Case in point: Last summer, I wrote a story about a two-way radio dealer who had run afoul with the FCC over some issues concerning the dealer's licensing applications.

I received several e-mails from readers wondering why I had pursued that story; some suggested that I had been wrong to do so, accusing me of perpetrating a witch-hunt of sorts. The truth of the matter is that I sat on that story for nearly a year, because I hadn't seen enough evidence to justify writing it. That changed when the FCC formally launched an inquiry. The story then became news—and we were honor-bound to cover it.

We get a lot of feedback from readers. Most of the time it is complimentary, but often it is not. You can't do this job without having a thick skin. I have been called just about every name in the book over a career that has spanned three decades—I think my favorite still is “neo-Marxist.” It comes with the territory. A journalist is a lot like a baseball umpire—did anyone think it would take me this long to work a baseball reference into this talk? Considering that we're in Vegas, I'd love to see what the over/under was.

Like an umpire, a journalist has to make snap judgments and has to call 'em as he sees 'em. It takes a lot of fortitude to do that, especially when you know before you even file a column that your perspective is going to be unpopular with somebody, maybe everybody. Not long after Donny Jackson and I joined MRT, we began to write that the Consensus Plan—which had been suggested as the approach to solve the interference afflicting the 800 MHz band and negatively affecting first responder communications—was a bad deal for public safety. There were several things we didn't like, but chief among them was the \$850 million cap that Nextel was suggesting for its financial contribution to the effort. We didn't like the idea of a cap at all, and were certain \$850 million wasn't going to be enough money.

We took a lot of heat from public-safety officials—including some big names that all of you would recognize—but we held firm. It wasn't easy to do, but I'm glad we did. For starters, we wouldn't have been doing our jobs—and we take this job very seriously—if we hadn't. And history has showed that we were correct in our assessment. Our perseverance and sound analysis, I think, helped to establish our credibility—and enhanced MRT's reputation in this industry.

Analysis is a big part of a journalist's job. I like to describe members of the Fourth Estate as historians working in real-time. Like historians, we observe and chronicle. But when it comes to analysis, we part ways. A historian's analysis is based on hindsight, while a journalist's is predicated on foresight. It's not enough for us to tell our readers what's happening—we also have to give them some idea of how the developments we're describing will affect them in the short- and long-term.

As a result, we try to make every story we write forward-looking, and we are constantly on the lookout for disruptive technology. Shortly after I took MRT's helm, Harold Kinley asked me whether I was sure coverage of radio frequency identification, or RFID, technology belonged in the magazine. Now, Harold is an icon in this industry, and he really knows his stuff, so this wasn't a question to be taken lightly. Nevertheless, I didn't hesitate with my answer. We believed then—and still do—that RFID is going to change a great many industries, and not just those associated with the supply chain. That is the definition of a disruptive technology

It is simply amazing what is being done with RFID. In the April edition of MRT, which is here at IWCE, associate editor Mary Rose Roberts wrote a story on how researchers are using RFID to track the migration patterns of wasps. They actually attach a tiny tag to the wasp's body, and antennas that are affixed to the entrances of nests read the tag. Every time a wasp stops by, the activity is recorded. It's absolutely amazing, and fascinating.

Recall at the beginning of this talk that I described our industry in terms of mobile voice and data communications. While land mobile radio undeniably represents our heritage and the foundation of MRT's coverage, the industry has evolved, particularly from a data standpoint, driven by the advancement of IP technologies. Three years ago, IP wasn't on anyone's radar screen in this industry.

Voice over IP at the time was fraught with latency and reliability problems, and very few in the enterprise sector—much less the first responder community—was giving it much heed.

But Donny and I had spent several years covering telecommunications for Telephony and were aware of the strides that VoIP vendors were making to correct the problems. We believed that IP technologies represented the future for voice and data communications, and we weren't shy about saying it in print. We got a lot of questions back then from readers—especially in the public-safety community—who questioned our sanity. We no longer get those questions.

A magazine must evolve with the industry it covers. Ideally, the magazine will lead the evolution by keeping ahead of the technology curve. That's something we strive for every day, in all of our products.

In the current edition's cover story, you'll find an excellent example of what I'm talking about when I say that a magazine has a responsibility to its readers to stay ahead of the technology curve. The story describes supercomputing chips that are cryogenically cooled to 4 degrees Kelvin, or minus 452 degrees Fahrenheit. The result is a chip that purportedly offers much better frequency agility and improved bandwidth, along with reduced power consumption, compared to what's available today. Will it work? We'll let you know—I promise.

Thank you for your attention this morning. I hope enjoyed it as much as I did.

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CTIA Wireless 2007 Wrap-Up: Customer Focus, Mobile Music And The Presidency

Did you know that:

Wireless penetration in Europe is 110 percent, while the United States hovers in the high Seventies and China adds 25 new customers every second?

Worldwide wireless subscribership has been growing at 25 percent per annum?

2006 wireless data revenues hit \$7.2 billion, up from \$600 million in 1996, with 20 percent of subscribers using data of some sort (and 45 percent of the kid demographic using it all the time)?

"We are now in a user-generated industry," said AT&T COO Randall Stephenson during his opening-day keynote speech at CTIA Wireless 2007, held last week at the Orange County Convention Center in Orlando. "The new killer app is ease of use. The companies that make things simple on the three screens (TV, the PC and the wireless handset) will win." Stephenson also said AT&T continues to push more fiber to bolster its stake in faster broadband, adding the carrier serves 12 million landline broadband customers and 61 million wireless broadband users.

Prior to Stephenson's monologue, CTIA President and CEO Steve Largent trotted Federal Communications Commission Chairman Kevin Martin out for his views on the now and future of wireless, with the chairman concentrating on the upcoming 700 MHz auction as being all three of the Top Three issues of most importance to the commission this year.

To Martin, wireless means "the promise of competition today and the promise of competition for tomorrow," adding "it's critical that wireless can provide the same services as wireline and cable, and that's why we gave the industry parity last week by declaring it an 'information service.'"

Martin's colleagues Jonathan Adelstein and Robert McDowell talked more about wireless regulation later during a special policy panel, with McDowell saying, "We are entering the Golden Era of Wireless, and we need to get out of the [regulatory] way." Regarding wireless broadband, Adelstein said the states and the FCC should be collecting more data regarding usage to fight allegations that the United States lags far behind the rest of the world when it comes to broadband proliferation. "Everyone benefits from this," he added.

Looking ahead, McDowell said the biggest wireless-industry issues revolve around dropping regulation where it isn't necessary and getting rid of the "walled garden" approach many carriers still take when it comes to services. Adelstein pointed to "meeting consumer expectation and looking at completion."

## The Future of Mobile Music

And if Jon Stewart's video introduction of Viacom President and CEO Philippe Dauman at a subsequent keynote doesn't make the Top 10 on YouTube, all bets are off. After deciding he didn't like being morphed down to a handset-sized presence ("when you split my face into a dozen pixels, I'm actually quite handsome"), Stewart alluded to CTIA's planned appearance of former presidents Bill Clinton and George Bush by speculating on how CTIA was paying each of them: Bush in ringtones and Clinton in "booth bunnies."

"Jon Stewart and Comedy Central shows are in the zeitgeist, perfect for snacking," said Dauman. "We are the leading provider of video to the handset, and this is core to where we are headed in the video-content market. Wireless is the way we win."

Viacom produces 100 hours of wireless programming monthly for the global market, and it appears on 40 mobile channels and with 80 carriers. It has access to a potential 1.2 billion wireless viewers, and it streams 1 million wireless shows per month in the United States.

Viacom's next frontier, Dauman said, is incorporating more ads and sponsorships on the handset, and he announced Pepsi and Intel signed on as sponsors for two microsites Viacom just launched. "We offer our sponsors multiple platforms," he said. "We believe ads will work on mobile because we have a presence everywhere, and marketers know TV and social networks won't give them sufficient reach."

## Mobile Music, M-Commerce And More Mobile Music

Following Dauman (a hard act, considering Will Ferrell dropped in via video to plug ringtones and wallpaper for his new ice-skating movie) was John Philip Coghlan, president and CEO of Visa USA, who noted the results of a recent survey:

>>57 percent of mobile subscribers are interested in m-commerce,

>>90 percent would consider buying a new handset if it were m-commerce compatible,

>>64 percent of the youth market would drop a carrier if it didn't offer m-commerce, and

>>80 percent want their m-commerce purchases noted on their bank statements rather than on their wireless bills.

Juniper Research has reported 2009 and 2010 will represent the start of the wider adoption of m-commerce applications and services, resulting in nearly \$1 billion in worldwide mobile payments.

As such, Visa launched its mobile platform in January and has made strategic investments in .mobi, ecio (for barcode coupons and ticket purchases) and VeriSign (which will support the mobile platform). What's need now, he said, is an industrywide interoperability standard along with added security.

And then Joss Stone (okay, a video set to her newest release) was in the house, introducing the U.K's EMI Group and its CEO, Eric Nicoli. " Mobile is our biggest source of digital revenue," he said, adding that 10 percent of EMI's total revenues could be attributed to mobile sales. Asia-Pac purchases the most music and its attendant products, but the United States is the largest area for growth.

Nicoli's goal is to push mobile music downloads to reach \$30 billion by 2010 but, to do that, things will have to change. "We will not reach our goals if we simply carry on the way we've been doing," he said.

"We must put the consumer at the forefront of every campaign, with personalization and custom choice. If the consumer isn't motivated to buy, the rest doesn't mean much."

And here's what he says consumers want, what he calls his "three-step test": value for money, product offering and ease of use.

"We have in our grasp tremendous opportunity, but only if we change the status quo," he concluded, and this means knocking down all the barriers and getting rid of the walled gardens.

### Life After The White House

It's really too bad there aren't more coalitions as solid as that between former presidents and political foes George Bush and Bill Clinton, who came off looking a lot better than did Karl Rove in their respective public moments last week.

No, there was no dancing or rapping between the two world leaders as they took the stage at the last keynote event in Orlando, and there were no fancy videos or wild music accompanying the gentlemen. But the audience still went wild when these two political rock stars were introduced. Many had been standing in line in the convention center for more than 90 minutes before the doors to the auditorium were opened.

"You know what we call the speakers' circuit?" posited Bush, who had first crack at the podium. "White-collar crime. You come in, you speak, you get paid and you leave town." While relating a few tales on how communications technology helped him handle national and international crises when he was remote from the White House during his presidency and taking some good-natured swipes at Clinton, who was waiting in the wings for his turn, Bush admitted he's a BlackBerry addict. This statement is particularly funny if one remembers back to the day when Bush visited a local Washington, D.C., grocery store and didn't know what a bar-code scanner was. However, the 83-year-old now says he's a "black-belt wireless e-mailer."

But he spoke about the impact wireless technology can have in countries such as China - a country he knows well after visiting there 14 times since his ambassadorship that preceded his presidency - by allowing people to better communicate with each other and to provide them universal access to information.

And when Clinton stepped up to the microphone, he said, "My punishment for defeated Bush in 1992 is to live the rest of my natural life his straight man." The Democrat also took a shot at CTIA President and CEO Steve Largent, a former congressman from Oklahoma and a former pro football player, saying, "Steve was a part of the Republican Congress and the Newt Gingrich group, and I had to keep reminding myself how much I loved him on the football field."

Clinton also cited legislation signed while in office that created a national framework for the wireless industry and a study conducted by the World Bank in 2006 that revealed a significant link between wireless penetration and economic gains in developing countries. As such, he urged the crowd of more than 4,000 to consider the positive repercussions their work in the wireless industry can have for generations to come.

He also commended the industry for developing the Wireless AMBER Alerts initiative that allows U.S. wireless subscribers to enter their zip codes into their phones to receive SMS regarding missing children (for more information, go to <http://www.wirelessamberalerts.org/index.jsp>). During the Q&A period, he also said wireless technology allowed him to reduce by half the time it took him to write his latest book.

A few final CTIA Wireless 2007 tidbits:

-There were 375 million CDMA subscribers as of 4Q06, with 190 carriers offering the service and another 60 waiting in the wings

- There now are 450 members in the Mobile Marketing Association
- Hispanics make up the largest user group when it comes to Verizon Wireless' VCast service
- 25 million wireless subscribers were added last year in the United States
- Nearly 94 billion text messages worldwide were sent during the second half of 2006
- Teens spend between \$80 and \$100 per year on mobile music
- 50 percent of downloaded data is peer to peer
- At the end of 2006, there were 160 HSPA devices and 108 HSPA networks
- Mobile data revenues reached \$15.2 billion, up 77 percent from 2005