



The

Broadcasters' Desktop Resource

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... edited by Barry Mishkind – the Eclectic Engineer

Ellis Feinstein

1935 - 2017

The Broadcast Community was shocked by Ellis Feinstein's sudden passing away on July 8th, after a strange accident on I-5 in Southern Oregon. He was 81.



Ellis P. Feinstein

August 3, 1935 – July 8, 2017

I am saddened to report that Ellis Feinstein, K7MFR Rogue Valley Amateur Radio Club (RVARC) member and Director, Consultant of Kathrein USA, Scala Division (retired), former President, Scala Electronics; former Dir. of Engineering, KMED Radio/KTVL(TV), KTVZ(TV) and other stations, antenna designer and manufacturer is no longer with us.

Ellis was born in San Francisco, CA on August 3, 1935. He was educated in the Petaluma, CA public schools, graduating High School in 1952. After a year's study of electronics and broadcast operations, he found employment at Bechtel Corporation as an engineering clerk.

From 1954 to 1978, Ellis was Chief Engineer or Director of Engineering for Radio Medford (later Sierra Cascade Communications). This led to his buying the Scala Electronic Corp., famous for manufacturing high quality antenna systems for broadcast and communications.

FILLING THE NEED

I can think of no other greater accomplishment for a man whose career efforts quite literally enabled communications that has touched and enhanced all of our lives at some point in time.

For example, during the early eighties, his company even supplied antennae for a low-power, satellite based VHF-TV service that covered every Eskimo village in Alaska. It delivered communications antennae to most US Federal Government agencies, the FBI, the Forest Service, the Coast Guard and even to dairy cow farms. Also, many TV translator sites surrounding us in the valleys and beyond, along with radio and TV broadcasters throughout North America, specified and are using Scala Antennas.

FROM SF TO MEDFORD

Ellis was one of the first to bring high tech to the Rogue Valley.

In 1979, Bruno Zucconi, owner of a up and coming antenna company based in the San Francisco bay area, and known as the Scala Radio Corp-oration, chose to retire from the business world, and sold his assets to a investment group headed up by Ellis. In the same year of 1979, Ellis Feinstein moved the business, renamed Scala Electronics Corporation, from the Bay area of California to Medford, Oregon.

At first, with only 11 employees, the company flourished and served markets worldwide, including Canada, China, India, Chile, Israel, Taiwan, Syria, South Korea, Grenada and other countries. (Mike Bach, WB6FFC joined the company in 1991)

During those early years in Medford, the company's sales grew at the rate of 20% per year. Don Benent (KG7BP) still works there and at times, many other RVARC members were employed by Scala. Even I tested and repaired cellular panels and assembled Gold Line antennas at the plant.

Over the years, Ellis served on a number of committees for the NAB, the National Translator Association, and the Southern Oregon Public Television (SOPT), as well as holding memberships in the Association of Federal Communications Consulting Engineers (AFCCE), SMPTE, SBE, and the Radio Club of America

KATHREIN TAKES OVER

In 1988, a purchase agreement was signed between the Scala Electronics Corporation and Kathrein, a German company that bills itself as the oldest and biggest antenna maker in the world.

The result was a steady reduction of responsibilities – and retired life – for Ellis.

A REAL NATURE LOVER

Among other causes that mattered to him was as a long time Nature Conservancy volunteer.

Ellis donated his time and expertise to install improved communications systems at the Sycan and Zumwalt Prairie preserves here in Oregon. He received accolades for increased safety and dependability among the park rangers. He also enjoyed restoring mahogany speedboats.

Ellis leaves behind his wife, Patty, whom he married right in the company cafeteria at Scala.

Along with everyone else, I will miss Ellis.

I am sure his passing is even more felt by others, but to me, he was a antenna rock star. I was quite fortunate that I had the opportunity to enjoy his company at times on the road of life.

Our sincere thanks to Scott Commings and Mike Bach for their kind assistance with this piece. Tom Warner supplied the picture of Ellis from the years he was on the SOPT Board.

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