



A Message From the Past-President

As I LOOK BACK at the end of a most interesting, challenging, and pleasant two years as your President, I have many thoughts: Most of all, I have a deep feeling of appreciation for the wonderful support and cooperation that the Officers, Board of Governors, Committee Chairmen, members of Committees, and the membership have given me. The continuing success of SMPTE is a result of the interest and effort of the members—and one of our greatest assets is membership participation.

There were several activities which I believed would improve and advance the aims and accomplishments of the Society. In the February 1963 *Journal* several of the suggested actions listed were: (a) a new Society Headquarters; (b) a review of office and records procedures; (c) priority for *Journal* publication; (d) a public relations program; (e) continuing inter-society committee liaison; (f) closer relationship between affairs on the national level and local Sections; and (g) establishment of scholarships.

The first three items received careful planning and there has been a marked improvement in headquarters office procedures. Office procedures are continuing to be actively programmed by Executive Secretary Lew Bernhard, and there appears to be increasing efficiency as well as opportunity for individuals to carry out their own responsibilities.

Editorial Vice-President Farmer has coordinated the various activities of the editorial staff so that priority for the *Journal* has resulted in improved schedules. The 1964 Volume was the largest year's *Journal* ever published by the Society. With a recent change in organization of the editorial staff, further improvement is expected. Our public relations information program, long under study, is still in a state of evolution. Under Lew Bernhard's personal direction, the press releases and Society newsletter are now scheduled and under good control. SMPTE does need to tell a particular "public" of its aims and explain how it serves those industries whose specifications are based on the engineering standards sponsored by the Society. For more than six years the public relations question has been a recurring item considered by your Executive Committee and the Board of Governors.

Your President and others two years ago had high hopes that by this date the inter-society committees' activity would have brought us to the threshold of merger with one or more other photographic societies. At present, there are still a few wholly unresolved aspects to the possible merger of SMPTE and SPSE. We should not, however, lose sight of a future that will bring together the talents of scientists and engineers for the beneficial and purposeful contributions to the arts and sciences now represented within the two societies.

Sections Vice-President Will Holm has initiated a program in local Sections affairs and has increased understanding by inviting Local Section Chairmen to Board of Governors Sessions to discuss items relative to Section problems. New sections at Cape Kennedy and Denver were established during 1963-64.

The scholarship program suggested by your President elicited from the Advisors to the SMPTE President on Education and on Instrumentation and High-Speed Photography a most important development for a program of education in the related fields of service performed by SMPTE. Several plans for a scholarship program were advanced during the past two

years, and a larger overall program for an accredited college or university course giving a degree of Photographic Engineer (or similar title) is now actively under investigation by the Advisors to the President. We have made progress and may serve a need in education of dedicated students for the rapidly advancing and interrelated fields of scientific photography, photosciences, electronics, instrumentation, and television.

Our Engineering Vice-President, Dr. Deane White, has given the Society many accomplishments, only one of which is detailed here. The test film operations, except for one transfer still to be made, have been consolidated at Society headquarters in New York. With the addition of an Assistant Engineer (Joseph Stiffler) during 1964, under the direction of Alex Alden, Staff Engineer, the test film program has the precedence it should have, as it is one of the most important service activities of SMPTE. The new arrangement is more efficient and economical in several respects, and the test films will have close, constant and critical attention. These accomplishments were possible because of more space in the new headquarters.

Financial Vice-President Joe Dougherty and Ed Stifle have been most helpful in the past 24 months in the important responsibility for the financial operations of the Society. Due to prudent management, actual expenses have run very close to budget estimates, and the staff at Headquarters always cooperates in the achievement of economies.

In our Executive Secretary, Lew Bernhard, we have an inspired, competent, and thoroughly experienced person who, in his few months at headquarters, has brought inspiration and renewed cooperation to the staff.

In retrospect, there are many things we might have done differently, but I believe that progress has been made during 1963-64. This progress can continue only if the Society is alert to the interests of members and we do not lose sight of the new and changing demands of engineering in all fields of communication using all types of "carriers" and standards for materials. The SMPTE (SMPE) has prospered for 48 years, during which we have endeavored to keep abreast of the demands and requirements of the areas served. Let us not now become complacent but be ever alert to recognize and serve well the various engineering fields in which our many loyal members are engaged.

Although, as Past-President, I shall continue active interest and participation in SMPTE, let me express once again my thanks to each one of you for all you have done these past two years. It has been a wonderful experience, as well as an honor, to have worked with dedicated members who faithfully and graciously gave their time to Society affairs.

Sincerely,