

# President's Message, 1965

As I EMBARK on my two-year term as President of the SMPTE, I want to thank our members for expressing their confidence in me by giving me this high honor. I accept it with deep humility but with great confidence — with humility for being included in the succession of those who have preceded me in this high office, and with confidence that all of us working together will build on the progress achieved in the past.

## *Attention to New Members*

One of the major problems requiring our attention is the lack of growth in our membership for several years past. There are many reasons for this, including the fact that, while some of our areas of technical interest have shown growth, others have been relatively static or have declined. The setting up a year from now of vice presidencies for our five major interest areas — motion pictures, television, high-speed photography and instrumentation, education, and photoscience — should spark renewed growth. On the shoulders of these new leaders will rest the responsibility for generating explicit activity to increase the interest of present members and to attract new ones.

We also want to concentrate considerable effort on creating interest on the part of young people in belonging to SMPTE. Only by attracting the newcomers can we maintain our vitality or, in the long run, our arts, science and industry. Such growth will be aided by a continuation and, we hope, enhancement of our educational program. An Advisory Committee on Education, comprised of experts in the field, will help foster curricula in colleges aimed at establishing Bachelor of Science Degrees in various phases of photographic and television engineering. This committee, which will begin functioning in 1966 under a Vice-President for Educational Affairs, will also deal with many other aspects of education ranging from the establishment of short courses for the training of technicians to broadening the use of audio-visual media in all phases of education.

Our effort to attract new people and, at the same time, broaden the interest of members at all levels, will be enhanced by special attention to basically scientific areas from the Vice-Presidency for Photoscience Affairs to be established in January 1966. With broadened activity in this area, we should have greater appeal to the personnel in research laboratories and educational institutions.

## *Merger of Societies*

Negotiations to bring about a merger of SMPTE with one or more of the other existing photographic engineering societies have been long and arduous, and setbacks have been encountered due to inability to reach agreement on a few basic problems. We still believe that mergers are exceedingly desirable as a means of concentrating the divided efforts of like-minded people on similar problems, thus saving scarce manpower, as well as the money of the individuals and companies that supply the manpower. Through mergers, there could be drastic reduction in the effort now required by the several societies in carrying on basically similar activities, such as

publishing a *Journal*, holding technical conferences and maintaining local sections, as well as the record-keeping and other headquarters procedures. We shall continue to strive toward mergers with other societies on the basis of creating a stronger Society in which all members will work together as a team, in place of the several divided groups working hard separately.

## *Financing the Society's Programs*

It is appropriate to speak about Society financing. The SMPTE now takes in and expends almost a half million dollars annually. While it has reserves of almost half that amount, there is still the problem of acquiring enough money to carry out the many worthwhile activities in which we are engaged. At the same time, new programs are proposed from time to time that bring with them the need for more funds. In order to keep on a long-range, sound financial basis, we shall insist that recommendations for new programs requiring new financing be accompanied by economic justification. The Society's activities and proposals enjoy the continuous scrutiny of its Financial Vice-President — an office administered by Joe Dougherty since 1963. His activities also include supervision of the Society's Sustaining Membership program.

## *Professional Resources and the Future*

With so much time and energy devoted to continuing the work patterns established in the past, we must not be too timid to "strike out boldly in new directions" when golden opportunities present themselves. Our Advisor on Television has pointed out, among other matters, the urgent need for work in the general area of closed-circuit television systems for educational purposes and in the technical aspects of community-antenna developments. If it seems appropriate for SMPTE to carry on this work, let us not tarry. We should strive for innovation in all our activities, be it the *Journal*, our standards activities, our sections, or, particularly, our technical conferences. Close scrutiny may indicate that many of our activities have become stereotyped and therefore less interesting to our members and the other "publics" we serve. Perhaps some ingenuity and innovation will provide an interesting uplift. At least, let us all contribute ideas for changes that will improve our image. There could be no better public relations program than this.

We are fortunate in having many devoted members who contribute many hours of their time to the work of the Society. This has made it possible for the Society to maintain a unique and honored position throughout its history — a history that will reach back 50 years in the last year of my presidency in 1966. We are likewise fortunate in having an eminently capable Headquarters staff to take care of the myriad of problems delegated to it — from the publishing of the foremost journal in the motion-picture/television engineering field, to the maintenance of membership records. Fortunately, also, Headquarters was provided with suitable office space and facilities in 1963. With close teamwork between our entire membership, our officers and governors, and our Headquarters staff, we look forward to a productive two years.

Sincerely,

