



President's Message, 1966

THE SMPTE ENTERS ITS Fiftieth Anniversary year in such a solid position as to augur well for its second half-century. Those few brave and dedicated individuals who founded this Society in 1916 could not have predicted what its stature might be fifty years hence. However, it is not my intent to recite our accomplishments over a span of fifty years but to review the major events of the year 1965 just past, and those anticipated in 1966.

On almost every count, 1965 was a banner year. Our two technical conferences in Los Angeles and Montreal set new records for attendance, papers, exhibits, and satisfaction for those in attendance. The conferences in Washington, D.C., and Los Angeles this year will attempt to top the previous two.

New Activities

An event of historic importance to the Society occurred in Montreal when a scholarship for study leading to the Bachelor of Science for advanced degrees in Photographic Science was established by the Society. This followed the establishment of a Degree course for the first time in Photographic Science in the United States at the Rochester Institute of Technology. Advanced degree courses in the same area have been established at the same institution. It is hoped that other colleges and universities will provide similar courses. The immediate establishment of the scholarships became possible as the result of a sizable grant from Movielab, Inc., of New York City, through its President, Mr. Saul Jeffce, long active in the affairs of the Society. It is hoped and expected that other grants will be forthcoming from others for the same purpose.

Another notable event was the success at the Montreal Conference of a special committee in arriving at temporary standards for color films for color television broadcasting. The Society will soon produce and distribute color test films to help the motion picture and television industries in establishing these standards in their operations.

A special television task force committee is hard at work on a study to determine areas in which our Society can work to fill gaps that exist in the standardization of practices employed throughout television—commercial broadcast, closed circuit, educational television, and community antenna systems.

New Organization

In the fall of 1965 the Society elected its first Affairs Vice Presidents—five in number—to operate in the areas of *motion pictures, television, instrumentation and high-speed photography, education, and photo-science*, respectively. This reorganization will be of historic importance to our Society in its second half-century inasmuch as it is expected to give us the breadth of five societies with the efficiency of one. It is the duty of these officers

to see that all of the prime interest areas in which our Society operates are given proper attention in all Society activities at all levels.

At the first Board of Governors meeting at which I presided in February of 1965, I asked that we bring innovations into our operations and break away from the stereotyped procedures of the past. Success in this direction has already been achieved in some areas. Notable among these was the inauguration of preprints of Conference papers at the two conferences in 1965. Success of the present program at these conferences has resulted in agreement to continue the practice in the current year.

Another innovation was the presenting of Society Awards at the Monday luncheon rather than at a special evening session at our Fall Conferences. The new procedure was inaugurated at the Montreal Conference with outstanding success and will be employed again at the Fall Conference in 1966 in Los Angeles. Both the Award recipients and the audience expressed overwhelming approval of this procedure.

Our next innovation will be the holding of an interim Board of Governors Meeting at a location other than in our Headquarters City of New York, when our first meeting of the Board in 1966 will be held in Kansas City, Mo., in February.

Other Achievements

I am gratified by the achievements of our Society which have been brought about by the dedicated effort of many people working together harmoniously as a team. This includes members at all levels, our many committees, our Sections, our Board of Governors and our Officers. All our 6,500 individual members and 200 Sustaining Members should likewise feel gratified that this Society has not grown old and slothful on the completion of its first fifty years, but is showing a new vitality and youth that will give it a big boost as it goes into the second half of its first century.

I want here to emphasize the importance of the work performed by our Headquarters Office Staff. Under Executive Secretary Lew Bernhard, Headquarters has shown a new vitality and *esprit de corps* which have been of inestimable value in keeping all operations at top efficiency. With the dedication of the Executive Secretary and all the Headquarters staff to the operation of the Society, its engineering activities, test films, conferences and publications, we know that we enter our second half-century with the kind of logistical and back-up support that is essential to our progress.

And, lastly, I want to thank all you members for your support. I solicit your suggestions and criticisms which I assure you will be given thorough consideration toward the betterment of your Society.

Sincerely,

Ethan M. Stifle