

President's Message, 1967

WE MOVE NOW INTO THE FUTURE, after our celebration of past accomplishments in 1966.

This past year our two Technical Conferences gave us an interesting look at the beginnings of our Society, a review of our accomplishments, and a personal mingling with many of the men whose names have become well known because of their technical and production achievements.

This past year also brought to a culmination and decision the question of whether or not to combine the Society of Motion Picture and Television Engineers with the Society of Photographic Scientists and Engineers. Our mutual decision not to merge was a recognition that each of the two Societies has its own vital and valuable interests and activities that supplement each other, but might be better advanced by remaining separate and closely coordinated. One of my principal objectives as president will be to explore and act upon all the possibilities for such cooperation with the SPSE, as well as the SPIE and other technical societies in our fields of mutual interest.

Our program will also call for much closer liaison with the technical communities and professional organizations that are engaged primarily in day-to-day practical operations, particularly in Hollywood and New York.

We should contribute to the ideas that, once understood and accepted, will aid in reducing costs of production so that our films and tapes can compete more effectively in the world market.

We must recognize that the motion-picture and television industries, along with many other industries, are in an era of great and rapid technological change. Changes are taking place in basic technology, in applied techniques, and in the introduction of new materials and methods. We will continue to stay in close touch with this rising tide of new ideas and developments, and do our part to channel, standardize and evaluate. Much remains to be done in standardization in the television field, and even more in 8mm as a professional release film width. The move into total color on television has raised many questions which are in our field of study and standardization. The promise of 8mm, first widely recognized in the early Sixties, was postponed, but the components are now present for a solid and important growth. The implications of various new recording materials and devices, both photographic and non-photographic, need careful study. This era of communication satellites is a tremendous challenge to us all. These are all of vital interest to our Society.

The entertainment segments of our activities are of great importance, but we must keep in mind that the interests of our membership also cover other areas of communication, information storage, transmission and retrieval.

Five Affairs Vice Presidents have been elected to direct Society activities in their respective areas. We expect these men to use their prestige and influence to attract challenging speakers and programs for Section meetings as well as Semiannual Conferences.

We will develop closer coordination between our New York headquarters and our fifteen Sections. Of our nearly 7,000 members, only slightly over one-sixth have attended any one Technical Conference, and we may assume that some of our members rarely or never attend. We will do our best to bring to the Sections those Conference speakers and papers of greatest interest to each Section, and give more help to the entire Sections program. In this we will need the guidance of the Section members to tell us what changes or additions they would like to see in both our general and Sectional activities. I expect to make at least one visit to each Section during my administration.

Obviously, we will continue and expand our activities in developing standards and moving them to final acceptance under the United States of America Standards Institute. But beyond this, we also need to exert our efforts through publicity and education so that there will be a much wider understanding and acceptance of the fact that the standards developed through the SMPTE and other professional societies are absolutely essential to our industry's health and growth.

We have much of which to be proud. The *Journal* of the Society has a worldwide distribution with its articles reprinted in many languages. Our Technical Conferences have each year increased in attendance and in the quality of the papers program and the exhibits. Our fifteen regional Sections have exhibited strong local leadership and they are most important in continuing and expanding the Society's program throughout the year. The activity of our various national committees has been notable, particularly when we recognize the tremendous number of hours which have been spent by men who are busy with their regular jobs. The quality and morale of our Headquarters office staff in New York has never been better, and our Executive Secretary, Lew Bernhard, Jr., has evidenced a high degree of leadership.

The engineer and the technician depend upon management understanding to create a healthy working climate. One of my goals is the re-establishment in some form of an equivalent of the Motion Picture Research Council which contributed importantly to the development of the motion-picture industry until its abandonment.

My program as President of the Society of Motion Picture and Television Engineers will be built on leadership and listening — listening to the ideas, suggestions, and expressed needs of our members on both the Sectional and Society-wide level and leadership in improving and expanding the Society's total activity.

I ask your help in leading the Society to a position of ever greater usefulness, accomplishment and prestige.

