



## President's Message, 1968

ALL OF US IN THE BROAD AREA of modern communications find ourselves in a time of vast and accelerating change. In the Society of Motion Picture and Television Engineers, we are in the very center of this change because technological developments underlie all the broad streams of new thinking in engineering, production and distribution.

As President of the Society, I am deeply concerned with SMPTE's role in this evolutionary and revolutionary period. We must maintain leadership in reporting, evaluating and standardizing new technical developments in our fields of present interest and in the new related areas as they emerge.

How are we to strengthen SMPTE? What new activities should we undertake? What new technical areas should we include?

Before attempting to answer these vital questions, let us review the original purposes of the Society: On July 24, 1916, the day and date of the incorporation of the Society of the Motion Picture Engineers, the first address delivered to the charter members was entitled, "Standardization." The following year, 1917, the new Society published the first edition of "Standards Adopted By The Society of Motion Picture Engineers" and the foreword began with these words:

"The aim of the Society of Motion Picture Engineers is the advancement in the theory and practice of motion picture engineering and the allied arts and sciences, the standardization of the mechanisms and practices employed therein, and the maintenance of a high professional standing among its members."

To me, the most important words in this statement of purpose are *allied arts and sciences* — *standardization* — *advancement* — *high professional standing*.

### Allied Arts and Sciences

There is a special significance to the phrase "allied arts and sciences." At the very beginning the Society's founders recognized that "motion picture engineering" did not stand alone but was closely interwoven with the "allied arts and sciences." They could not have foreseen what all those arts and sciences would be; but they apparently sensed the need for an organization founded on motion-picture technology as then known, with the potential of incorporating related fields as they evolved. Since then we have welcomed several new interest areas. We now have Affairs Vice Presidents for Television, for Instrumentation and High-Speed Photography, for Education, and for Photo Science — in addition to Motion Pictures.

### Standardization

This has been the key activity of the Society. Only with the standardization of equipment and methods can an industry arrive at the interchangeability of parts, the broad base for profitable manufacture of equipment, and the equally solid base for training technicians who make possible the healthy growth of the entire industry.

The individual or the individual company may get some temporary profit advantage from a patented and restricted process. In the long run, however, everybody gains from standardized equipment and methods. A field now undergoing rapid growth is 8mm. It is an area which requires standards; otherwise we'll be needlessly creating chaos for the producer, the laboratory, and the release print buyers.

### Advancement

How can we in the Society "advance the theory and practice in motion pictures" and in our four other interest areas? The Society is a forum; it is a platform for the presentation and discussion of ideas, developments, applications and standards. It is an *active* forum — the Society attempts to bring the forum to its members. Semiannual Technical Conferences are purposely scheduled in the principal cities of various regions, not only in New York and Hollywood, but also in Chicago, Toronto, Montreal, Washington, Miami and other centers. Thus, national meetings are brought closer to our members. At sectional meetings some national conference papers of great interest are repeated. The Sections also provide demonstrations, films and discussions which cannot be provided by publications. Various Sections have combined in sponsoring regional little conferences devoted to broad subject areas, such as: films for television, color television and educational media.

The *Journal* of the Society is an internationally recognized and honored publication, mailed into nearly 70 countries. Papers from it are reprinted in many languages.

We have recently established five vice-presidential posts, each representing an area of our interest: Television, Instrumentation and High-Speed Photography, Education, Photo Science, and Motion Pictures. We have grown steadily in numbers and now have over 7,000 members who are not only in the United States and Canada but in many other countries.

### Immediate Goals

But is this enough? What more should we be doing? I believe we can agree on five areas in which we need to stress the needs and improve our efforts: First, we must

attract the younger people coming into the various fields of visual communications. We must convince them of the vital part played by the Society, of the vitality of the entire industry itself and of the need for their active participation in the Society's programs and advancing its aims. This is a job that cannot be restricted to the membership committee — it is everybody's job. Each of us must recognize potentially useful new members, bring them into the active membership and interest them in actively participating.

Second, we must encourage personal active participation of our present entire membership in the work of SMPTE committees, Sections and national programs. Active participation not only builds the Society, it also promotes the growth of the participating member himself. We particularly need the new ideas and fresh thinking of our younger members. We need their participation as committee members as well as sectional and national officers.

A third area demanding greater effort is the training of new people so that they can move into jobs in our industry. We must also re-train many people in the industry who are unaware of, and thirsty to know about, the changes that are occurring. We have a double-barrelled responsibility: We should inform people outside the Society about the Society itself and about its various fields, their activities and their vitality today; we must also let our own people within the industry know about the diversity, strength and importance of the activities which account for their own livelihoods.

The fourth area — tied in with training and education — is publication. We must produce more publishable material analyzing and summarizing the information available to us. We may need to publish more tutorial papers that would reveal and evaluate various individual developments within a single field, such as the so-called unconventional photographic systems. Examples of such subjects for report and analysis include ABC's development work aimed at producing color transmission from black-and-white prints, CBS Laboratories' work with electronic video recording, and a review of the advances in film technology and the widening and exotic uses of film in our newer fields of rocketry and missiles.

A fifth and possibly controversial area might be the selective exporting of the broader recommendations of our committees, the evaluative studies of our authors to other technical as well as non-technical but related organizations.

These are the new areas in which I propose to expend my energies this year. For these I earnestly request your comments and cooperation.

If we recognize our close relationship to the *allied arts and sciences*, continue and widen our work in *standardization*, and work together in implementing and promoting the programs to widen and strengthen the work and influence of the society, a high professional standing will be achieved for the Society and its members.

A handwritten signature in black ink, reading "Carl Hunt". The signature is written in a cursive style with a long, sweeping horizontal line extending to the right from the end of the name.