

Dr. Knopp Honored



Leslie Knopp

Dr. Leslie Knopp, internationally known for many years for his constructive participation in standardization activities in cinematography, and formerly a leading figure in the Cinematograph Exhibitors' Association of Great Britain, received a special award from SMPTE at a luncheon of the Cinematograph Exhibitors' Association at the Strand Palace Hotel, London, on 21 March 1973. The presentation was made by B. J. Davies, President of the British Kinematograph, Sound and Tele-

vision Society, who had received Dr. Knopp's plaque on his behalf at the SMPTE's 112th Technical Conference in Los Angeles in October 1972. The plaque read, "In special recognition of many outstanding contributions to motion-picture technology."

Distinguished guests, met to honor Dr. Knopp at the luncheon, included Sir Austin Strutt, C.B.E., lately Principal Permanent Secretary of State for Home Affairs; Mr. A. W. Peterson, Director-General of the Greater London Council; Mr. J. McIntyre, Assistant Under-Secretary of State for Home Affairs; Captain L. N. Goddard of the Royal Naval Film Corporation; Mr. V. D. Chapman, President of the Cinematograph Exhibitors' Association; and Mr. G. Miles-Jervis, Vice-President of the Cinematograph Exhibitors' Association.

Dr. Knopp, himself a Past-President and Honorary Fellow of the BKSTS, and a Fellow of the Royal Photographic Society, holds the Ph.D. and M.Sc. degrees and has been awarded the M.B.E. for his services to cinematography.

In expressing his appreciation to the SMPTE, Dr. Knopp said that his efforts had been devoted over the years to the cause of international standardization. In his address to the Cinematograph Exhibitors' Association, he expressed the belief

that the commercial side of the film industry takes too little interest in standardization, although it is of vital concern to the industry as a whole. Standardization, he pointed out, does not deal only with dimensions; he argued that it is not restrictive but, on the contrary, endeavors to advance the levels of quality and performance as well as of techniques.

Dr. Knopp expressed regret that the commercial side of the industry tends to debase rather than to exploit to its fullest advantage technical advancement, and cited as an example the degradation of CinemaScope from its original design with four-track magnetic sound, through the mag-optical track stage, to the final optical track only. Seventy-millimeter film was a great step forward, but the first stage of degradation was to expose on 35mm negative and blow it up to 70mm release prints. The next stage was the production of 35mm copies of 70mm subjects, which produced, as it were, two currencies: under Gresham's Law, two currencies cannot exist side by side, and the base currency always prevails. Thus 70mm productions have become fewer and fewer, and the 35mm product remains in general use.

In conclusion, Dr. Knopp again expressed his thanks and appreciation to the SMPTE for the honor bestowed on him.

Membership Questionnaire for 1974

All of us are subjected to the constant reminder that the world in which we live is changing. Editorial articles dwell at great length on the "challenge of change" or the "winds of change" and their impact on our way of life. No one can deny the historical evidence of the need to accommodate evolutionary development as individuals or corporate entities. This is particularly obvious in the field of human communication.

Organizations like the SMPTE were established to serve the identified interests of their members. It is essential to re-evaluate these needs periodically in order to develop policies and services which are relevant to current concerns. The Society's President, Byron Roudabush, has recently initiated a series of studies in order to assess the continuing validity of various activities and, more importantly, to indicate where improvements might be made. The main objective of these investigations is to establish guidelines for development of the Society's future plans.

The SMPTE is not alone in its preoccupation with the need for periodic audits of its operations by those whom it seeks to serve. In England, the British Kinematograph, Sound and Television Society recently polled its members on their interests and participation in that organization's activities. A current editorial in the publication *Educational and Industrial Television* seeks to provide some enlightenment on the paradox of diminishing attendance at national education and training association meetings despite an increasing need to be aware of the social and pedagogical significance of technological advances. Several possible causes for this condition are raised and two of these — remote locations and

expenses of conferences — were considered as important contributing factors.

On two occasions in the past, 1953 and 1967, SMPTE members were asked to complete a questionnaire, indicating their subject interest areas and opinions on various Society activities. It is interesting to note that in 1967 the priority interest categories (4,300 members responding) were:

51.59%	Motion Pictures
28.09%	Television
7.35%	Education
7.25%	Photo Science
5.72%	Instrumentation and High-Speed Photography

How does this compare with conditions prevailing in 1973? Should we plan our major conferences and publication policies to reflect this relative mix of preferences? Obviously, we can determine the current situation only through your active participation. Questionnaires for this purpose will be distributed with your next membership dues bill scheduled to be sent out in October. We earnestly solicit your cooperation in filling them out and returning them promptly. This is your Society and it is essential that its future activities should continue to represent your interests.

Results of this survey will appear in the *Journal* later in 1974.

Gerald G. Graham
Editorial Vice-President
Herbert R. Pilzer
General Membership Chairman