

New Society Emblem — Report of the Special Committee

By L. D. Grignon, Committee Chairman

The following report has been recast in the past tense for Journal reading, compared with the form in which it was presented on October 13, 1951, to the Society's Board of Governors.

Design of a new official Society emblem was proposed at the time of changing the Society's name in January 1950 and the task of producing suggested layouts, then assigned to an Emblem Committee, has now been completed. During the intervening two years, two committees worked diligently on designs that would be suitable for stationery and the *Journal* cover, and symbolize the expanded scope, implied by addition of Television to the Society's name. Since one of three proposals submitted by the second Emblem Committee received approval at the Board of Governors Meeting in Hollywood on October 13, 1951, the story of its evolution is being told here.

The final Emblem Committee decided to operate as a screening group to reduce the number of potential designs already at hand to five, those to be submitted to the Officers and Managers of the Society's Sections whose votes would further reduce the favored designs to three.

The Committee first voted on a group of ten designs made up of the two most favored designs left over from the work of the earlier Committee and all recent designs not previously considered. Designs had been submitted or proposed by a considerable number of individuals or organizations: Eastman Kodak Co.; C. R. Keith, member; Minnotte-Williams Studios; Dr. A. N. Goldsmith, member; Eric Wybrow, member; Walter Bach, member; L. D. Grignon, member; Columbia Broadcasting System, Engineer-

ing Department; Reid H. Ray, Film Industries; Naval Photographic Center; Paramount Pictures Inc., Art Department; Twentieth Century-Fox Films Corp., Art Department; Melvin Stewart, art student.

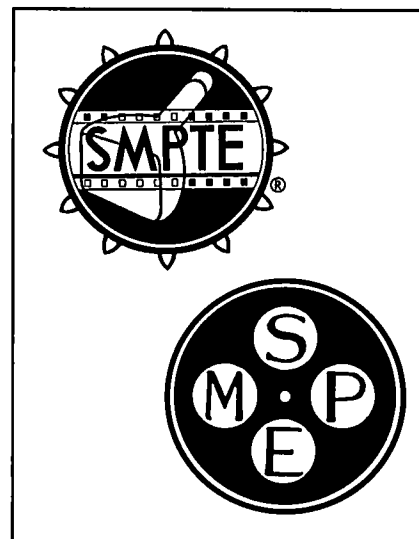
All told, the two Committees examined 37 designs based on 23 distinct ideas. Obviously, there was a substantial coverage of ideas; although with more time other, and perhaps better, designs might be obtainable.

The preferential votes of the members were tallied by three methods and in each case the same five designs were favored. One member considered none of the designs as suitable and another voted for only the one design which he considered as desirable. The other member made several suggestions for modification of the various designs. It was convenient to execute an obvious modification of one of the favored proposals prior to transmission to the Section Officers, so this was done.

The five designs screened were sent to the Chairman of the three local sections with the request that all of the officers vote preferentially for three designs and list separately the preference of as many other Society members as might be conveniently obtained. By the same methods of tally as before the three most favored designs, numbered 3, 8 and 9, were chosen. A total of 34 members were also polled and the same three designs were favored.

[The breakdown by different methods of tallying as well as brief suggestions and comments by voters are omitted here.]

There was one particularly signifi-



Two symbols of the Society marking its change over the years: (top) the current emblem of the SMPTE, adopted in 1950; and (bottom) the original SMPE emblem, dating from the Society's earliest days.

cant fact notable in the total vote: except for those few who cast their ballot for less than three designs, every person polled voted in some way for No. 8, which was not true for Nos. 3 and 9.

Of the persons polled, three thought none of the designs of high quality and one suggested we continue the temporary emblem now in use.

In view of the relative standing of the three designs in which No. 9 was always third choice, it was recommended that no further consideration be given that design. Numbers 3 and 8, being very close in the balloting, were both recommended to the Editorial Vice-President and to the Board of Governors as candidates for final selection, if they were deemed suitable. It was suggested that comments as to printability, usefulness and adaptability as a lapel pin be obtained from the *Journal* Editor. The monochrome exhibits which accompanied the report to the Board were rendered in three sizes to enable judging their suitability in small sizes. Also included were exhibits of possible color schemes.

[After discussion following Chairman Grignon's Report, the Board by secret ballot voted the adoption of No. 8 (the one submitted by Melvin Stewart, art student).]