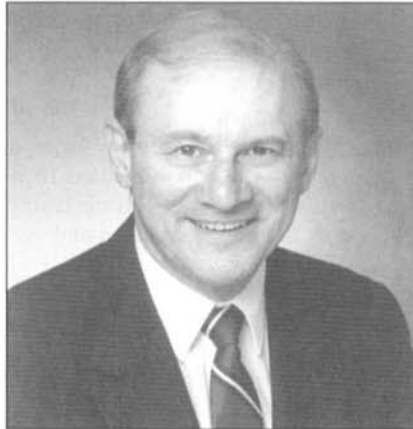


## Making SMPTE Membership More Relevant

By Stanley N. Baron

Last month, I reported to you the beginnings of the Society's move to address the challenges of the next century. The Society's officers and members of the Board of Governors have been looking at ways to make membership in the Society more valuable to you, the members, and more relevant to a broader range of industry professionals. From your point of view, the primary issue is, "How does membership benefit me?"

The Society has been involved in the technology of the motion imaging and sound media and has traditionally served as the bridge between the providers of technology and the creative users of the technology. Its focus has been on advancing the motion imaging and sound arts and sciences and assisting professionals in the field by providing both educational forums and standards of practice. Educational forums serve the professional by addressing advancements in technology and the implementation of those advancements. "Keeping up to date" is important to you as a practicing professional. Standards of practice provide a mechanism that ensures that the product of the creative process can be faithfully reproduced for viewing by the mass audience for which it was intended. The ability to faithfully reproduce the intended "experience" is also important to the practicing professional. The Society's traditional educational forums have been the *SMPTE Journal* and the conferences and exhibitions. The exhibits provide the



professional with an opportunity to observe the technology reduced to practice, while the other forums provide an opportunity to learn about and discuss the advances in technology and the implementation thereof.

As a first step in making your membership more relevant, the leadership of the Society is modifying the content of the *Journal* to make it more useful to you. The *Journal* has traditionally published articles concerning advances in the theory of the sciences and explaining the development of the technology. These articles on development will continue. Beginning last year, articles that were more tutorial in nature were introduced to help the professional practitioners develop a better understanding of the basics behind the development articles. These tutorial articles will also be continued. Two new segments of the *Journal* are being added. The first of these will present articles on the application and practice of the technology and will be focused more on operational issues and implementation. The second will be a Point of View section,

which will provide you, the members, with an Op-Ed section, a forum for expressing your views and developing a dialogue on the issues of our times.

What we intend to provide is an expanded *Journal*, presenting a more diverse perspective on the evolving issues that affect your daily endeavors. The goal is to help you better prepare yourself for the highly competitive work environment.

The effort to make SMPTE services to its members more relevant has also focused on improving the format and content of the conferences and the exhibit area. The 1994 conference provided an increased number of workshops and tutorials and sought to focus on the latest "hot" issues. The response by the membership was very positive. The good news was that attendance at the 1994 conference in Los Angeles (papers and technical sessions) was up 51% (from 985 to 1492) in comparison to the 1993 conference in Los Angeles. This was the first conference held in cooperation with the NAB, RTNDA, and SBE, and with a jointly sponsored World Media Expo. Not everything went smoothly, and the notes we brought back will enable us to further improve services to our members. We will be working with the NAB and our other partners to improve the exhibit area, and we are addressing mechanisms that will help us create a more useful conference program.

As I stated in my closing paragraph last month, "This is your Society, and I invite the members to write to me with your concerns, comments, and suggestions for improvement to the Society."

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