

## Education

### David F. E. Corley, SMPTE Director of Education

From its inception, our Society has been committed not only to the advancement of the science of image technology, but also to furthering the education of its members. With the ever-escalating development of new technology, education has become increasingly important.

#### The Year in Review

In 1997, the educational content of papers and tutorials presented at Section meetings, seminars, and national conferences has been excellent. The *SMPTE Journal* has also maintained a high standard. To complement these activities, the Education Committee has been working with Headquarters to develop effective systems and suitable educational materials for access by members through the Internet.

Progress in this area is well covered by Sections Vice-President Fung Lam in his report.

#### The Educational Committee

The 1997 SMPTE Educational Committee is comprised of the following members: Gordon Ballantyne, Jay Ballard, Fred Benedikt, John Carlson, David Corley, Allan Craig Curtis, Herbert Farmer, Gerald Finn, Harry Foulds, Ben Homenick, Fung Lam, Don McCroskey, Harold Miller, Fred Motts, Ross Mutton, Michael Pietrowski, Milton Shefter, Tom Spitzer, Winniphred Stone, Charles Swartz, and Gary Vann.

I feel privileged to work with these individuals. Their diverse experience and knowledge gives the Committee a broad perspective on the state of the industry and the educational requirements of our members.

#### Las Vegas Meeting

After numerous phone conversations and correspondence discussing issues and priorities, the Education Committee had its first meeting in Las



David F. E. Corley

Vegas during NAB. Gary Vann was accompanied by a large contingent of students from the SMPTE Chapter at Napa Valley College, and Michael Pietrowski brought two student executives from the Mashpee, Cape Cod Chapter. Committee members talked with the enthusiastic students, who proved to be fine examples of the end product of the Society's Student Chapter Program. My admiration for the work of the Student Chapter leaders under the chairmanship of Gerald Finn at Pasadena City College is beyond words.

More than half of the committee attended the Las Vegas meeting, where we discussed how to fulfill our mandate most effectively. There was consensus that SMPTE educational material should be primarily distributed through the Internet.

#### Committee Initiatives in 1997

After polling the full committee, four initiatives were proposed by members and approved by the Board of Governors. The proposals are as follows: expand the SMPTE Student Chapter Program; produce a glossary

of terms; develop SMPTE education on the Internet; and provide a listing of educational materials and courses.

#### SMPTE Student Chapters

This well-established program provides the greatest potential for the long term growth and stability of the Society. The success of the Student Chapters is beyond question, as are the benefits to all participants. The track record shows that:

- Member students, having a broader base of knowledge, are virtually assured immediate employment and a rewarding career.
- The industry benefits with an ongoing source of knowledgeable personnel, familiar with current and developing technology.
- Reputations of participating schools and colleges are enhanced through the success of the SMPTE program.
- Last but not least, our Society benefits through new, high-quality members who will be the industry leaders of tomorrow.

Gerald Finn has written an inspirational brochure outlining the benefits of the SMPTE program which will be published by Headquarters for distribution to potential student members. The following is an excerpt:

#### The SMPTE Advantage

##### *Making Your Own "Luck"*

You have carefully picked which college you will attend in order to have the "best shot" at landing that treasured job in the television or film industry. However, if the only thing you are doing to prepare yourself for a television or film career is attending classes, I have some hard and cold facts! You won't make it! This just isn't enough. If all you want is a job, then OK, you just might get one... If you are lucky. As far as what kind of a future you may expect from this job, I hope you will be able to live happily on the lowest of wages, with the minimum of job security, and be treated as a cog in the wheel. Just remember... Wheels are analog, and we are headed for a digital future. If you are satisfied

SMPTE Director of Education David F. E. Corley is with DSC Laboratories, Mississauga, Ont., Canada L4V 1R1

with mediocrity don't be surprised if you are treated accordingly. I have a friend who has a placard on the wall in her office which reads:

"People can be put into three groups...

There are those who Make things happen,  
Those who Watch things happen,  
And those who Wonder what happened."

How you see yourself is most important. Are you a self-starter? Are you one who respects yourself and treats others with respect? Are you assertive? Do you enjoy a challenge, and life in general? If you answered: "yes! Absolutely!" I say: "great!" If you answered: "no," it's not too late to do some soul searching and make some growing changes. Don't put it off, life is too short to not enjoy it to the fullest!

How many people do you know who honestly hate their jobs? Are you one of them? How many people do you know who live from week to week and yearn for vacation time to roll around? Are you one of them? Aren't they really working for 50 weeks a year, so they can live for 2 weeks? I hope you noticed that I use the words "them" and "they," because I am a testimony to the idea that a person can really enjoy what he or she does for a living. I've been teaching studio video courses for over 20 years.

Yes, I have days that I don't want to go to the campus... I'm only human. I have lost count of how many of our former students have received Emmys and other top recognition. When I see a former student after he or she has been working in the film or video industry for a number of years, one of the first questions I find myself asking is: "Would you do it again?" The response usually is amazing... It runs along the lines of: "I can't imagine doing anything else." These people love what they are doing... And it shows!

It wasn't always easy for them to get their jobs. One of my former students lived out of his car for a considerable length of time while he was earning a low wage. At his first job in this industry he took showers at the facility where he worked. He really wanted a video career... After enduring these conditions and hardships, where others would have given up—he got his break... A job with ABC-TV.

It is over ten years now... He is still there... At this point he is in a highly respected position with ABC in Los Angeles.

B.C. Forbes once said something along the lines of:

"Work done with little effort is likely to yield little result."

If working in the television or film industry is a goal, or even a dream for you, then I want to tell you: "great!" Get a firm hold of this goal or dream. Give everything

you've got... Hang on tight! If you get caught up in this dream, it will take you to new highs you've never before experienced. But, you're going to need the help of someone who is incredibly powerful; as you have probably heard, in this industry, "it's who you know." This person who I have in mind can open doors for you and also cause them to slam shut firmly in your face! You had better make friends with this person. This person can set you up to succeed, or fail miserably. You know this person already. You saw him/her early this morning when you looked in the mirror.

We've all heard about the door to success. I propose to you that this is just not a tired cliché. Just as there are doors to success, there are doors to failure. Which door are you facing? There are keys to both doors. If you are just drifting, waiting until the spirit moves you in some direction, you've already found the key that opens the failure door. If you think you can just mark time and "kick back" for a while, remember, the world is not playing the same game... It keeps on advancing. Make up your mind here and now that you are worthwhile, you are a very important person, you are a professional. Knock with confidence at the doors to success.

But remember, this door to success has more than one lock... How many does it have?... It's up to you.

Here! I'll give you a starting point. One key is attitude. Is yours a "win-win" attitude? Does someone have to lose in order for you to win? I propose to you that it isn't necessary for someone to lose for you to win. I enjoy chess... In a chess match, if I am check mated by my opponent, I should have learned by my moves that got me into trouble. I may have "lost" the match, but I won insight on what not to do next time... And yes! There is a next time.

Another key is luck. Have you ever heard someone say: "I was lucky! I just happened to be there when the job opened, or when the right person was there?" This kind of luck is a matter of your putting yourself into the situation. This one you create on your own... Being in the right place at the right time... Being ready... Preparing yourself for the best... Being the best-prepared person at the right time. I remember one evening at the Ralleigh studios in Hollywood, after an evening SMPTE meeting, standing around with a group of students. Bob Wexler from Wexler Video, Inc., came up to our group ... We started talking. Mr. Wexler was asking various questions about the topic of the evenings presentation, and areas relating to the video/film industry. One of the students was intent on what Mr. Wexler was saying; the others were interested, but were also chatting to themselves. After a short while, Mr. Wexler said to the one student,

handing his business card: "Are you looking for a job?... Come and see me on Friday." I honestly wish you could have been there to see him. He could have been knocked over with a feather. The rest, as they say, is history. At this writing, it is over eight years and Mathew Battaglia is still there! His title is Manager of the Systems Department. I must add...and Loving it!

Guess who created his luck? Note that he was not home waiting for someone to knock on his door to offer him a job. In addition to studying at college, he was getting additional information by attending evening SMPTE meetings.

Sam Goldwin once said:

"The Harder I work, The Luckier I get."

Are you just taking classes? Or, what is your strategy? Do you have an overall plan? A map that will lead to your goal—I propose to you that we need a map. . .

Finn's brochure goes on to describe the benefits of SMPTE Student Membership.

## A Taste of Student Chapter Activities

### *Tour of Mashpee Facility*

In October, Mike Pietrowski took me on a personal tour of the Mashpee facility, which was not your average one room schoolhouse. In fact, the facility would make small TV station engineers drool.

The Mashpee Student Chapter was established in 1996 and is located at Mashpee High School, situated in the center of the southeastern broad part of Cape Cod. It is built on two levels totaling 183,000 sq. ft. and features the following technologies: 56 classrooms equipped with wall mounted 32-in. television sets, five computer workstations, and a teacher workstation in each classroom. Every classroom is equipped for studio/video conferencing.

The auditorium, a theater that would be the envy of many small towns, is designed as a joint stage/video production studio with all fields wired for television. There is a central control room adjacent to the auditorium featuring an AMX Synergy control system with rack mounted editing.

The chapter runs its own web page and has also established the Mashpee Leisure Services page. Typically, the chapter has up to 50 members ranging from grade seven to college level.

### ***Napa Valley - October 17, 1997***

Tony Cox discussed his career with 40 students. He spent two years at Napa Valley College, then went to North West Electronic Institute, Wis., where he graduated in 1993. Cox started working as a contract employee at Oncore in Los Angeles. After one year he was promoted to head engineer and assigned to build the Film Core facility in San Francisco. Cox attributes his success to the training he received at Napa Valley College.

### ***Pasadena City College - February 11, 1997***

Student Chair Candace Brown introduced former Pasadena City College student Leotus Haynes, ABC. He pointed out the advantages of being both editor and director in a production and explained that the way he directs would be different if he was unaware of the editing process. He recommended that future directors have a background in everything from current affairs to acting, as well as knowing the technical side of the craft. Haynes also discussed the importance of pre-production planning and the art of thinking visually.

### ***Pasadena City College - February 25, 1997***

Former student Phil Jackson, ABC, talked about his "internship" at Pasadena's local television station. He then chronicled his career path from graduation to his current position as a tape supervisor.

### ***More "Sparkplugs" Needed***

To understand the rewards of the SMPTE Student Chapter Program, just ask dedicated educators like Gary Vann, Michael Pietrowski, or Gerald Finn. These individuals act as the vital "sparkplug" in their chapters. It is ironic that despite the incredible success of the program after many years, we still have so few active chapters. To correct this situation and bring the benefits of the program to your community, I would ask every individual member, manager, and governor to get fired up and involved. Seek out that sparkplug at your local high school or college and you will see and feel the rewards.

### **Glossary of Terms**

The Committee identified the need for a glossary, which includes new terms, abbreviations, and acronyms used in the industries we serve. This will be particularly valuable for students, and useful to the general membership.

The following is taken from subcommittee Chair Harry W. Foulds' progress report to the Educational Committee at the November meeting held during the SMPTE Conference in New York.

The main objective and goal of this subcommittee is to create a glossary containing a compilation of technical terms and words used in the film and video industry. This glossary will be particularly useful to students in our Student Chapters. Once created, it will be available on SMPTE's web page so that all members have ready access to it.

As the basis for the new SMPTE glossary, we have been gathering data from various sources including existing material from books and the Internet.

Should computer terms also be listed? This issue has come up because of the merging of video and computers. The consensus seems to be yes.

Another issue concerns what software to use: databases, spreadsheets, word processors, or some specially developed software, as well as what common brand of software to use. Due to its widespread usage, we decided to produce the first draft glossary on Microsoft's Excel. Sample disks were given to all Educational Committee Members at the November meeting in New York to proof and suggest additional terms and definitions. Our aim is for this to be a living glossary; continually adding terminology as it is introduced.

If you have any questions or comments please contact Harry Foulds at e-mail: fouldh@panasonic.com, tel: (201)-392-4274, fax: (201)-348-7950.

### **SMPTE Education on the Net**

Many members, on and off the Committee, feel we should be getting better mileage from the excellent material presented at local section meetings and seminars. The increased circulation and viewing of these presentations would be a significant benefit to both our members and the originators of the material.

PowerPoint via the Internet was chosen as the logical medium to distribute this valuable resource, particularly as many papers and seminars

originate in this format. Editing, where necessary, duplication, and distribution is fast and simple. In situations where slide or overhead versions are required, we have a lab prepared to supply these services at cost.

### ***Listing of Educational Materials and Courses***

This will be accessible by members on the Internet and should initially cover North America. More volunteers are needed to help locate and assemble this material.

### ***Future Plans***

Based on an enthusiastic endorsement by the Educational Committee, I issued a "Call for Action" and work is progressing on the four initiatives. Replies to date include numerous offers of papers in PowerPoint format and considerable glossary material.

### ***Student Chapters***

Under Gerald Finn's leadership, we plan to organize as many new chapters as manpower will permit to revitalize the dormant wherever possible, and to disenfranchise the totally inactive.

### ***Glossary***

Harry Foulds is doing a great job assembling and editing the glossary and we are currently discussing with Headquarters the most suitable distribution software and method of access.

### ***Education on the Net***

A library of papers, presentations, and seminars are being assembled. At present time, as with the glossary, the procedure and method of access to the materials have yet to be finalized. Glossary material in digital format and educational/instructional material in PowerPoint can be sent to Harry Foulds or David Corley.

### ***Summary***

The Committee has identified and focused on four worthwhile projects and the seeds have been sown. Those seeds now have to be watered, fertilized, and cultivated. If we have done our job, only then will we begin to reap the harvest for our efforts.

I would like to thank those who have contributed to these projects for their dedication, time, and support during the past year.