

MESSAGE FROM THE EDITORIAL VICE-PRESIDENT

This is the second in a series of articles by the officers of SMPTE discussing their responsibilities and their views on the society. Because I procrastinated until the publication deadline to write this, I must relay some very sad news: Jeff Friedman, longtime editor of the *Journal* and a staff member at headquarters for over 35 years, passed away on August 20 (see p. 695). Jeff was the soul of the *Journal*. His tireless efforts insured that the *Journal* always met its deadline and always had a well-chosen cross section of material. His insight and opinions will be missed.

As Editorial Vice-President, I have three general areas of responsibility. The first is the publication of the *SMPTE Journal*, *Membership Directory*, and *Conference Proceedings*. The *Journal* is the most important benefit to the individual member. The articles published represent technical research, education, and opinion from developers and scientists worldwide. In addition, upon approval, all new and revised standards, recommended practices, and engineering guidelines are published.

The articles that are presented each month come from the various SMPTE conferences, the Montreux Symposium, IBC conferences, and individual submissions. To ensure technical accuracy, all articles must go through a peer review process, which will be discussed later, prior to publication. Care is taken to prevent commercial presentations from being published.

The *Journal* costs much more to publish than is paid by individual memberships and is, therefore, dependent on advertising support—a great opportunity for motion picture, television, and graphics companies. Advertising rates are low and the *Journal* is read by almost 10,000 people worldwide, representing the key decision makers of almost every large and medium-sized company. Furthermore, the *Journal* is not a throw away periodical; it is one that is routinely used for later reference. We need to increase our ad revenues, so I am asking all members whose companies advertise to contact the Society and find out what we have to offer.

The *Membership Directory* is published annually in July. It contains detailed information on all members, national Officers and Governors, Section officers, and administrative and engineering committees. Each year the Constitution and By-laws of the Society are reprinted and the Honors and Awards presented by SMPTE are updated. *Conference Proceedings* are prepared prior to each national conference and distributed to all registrants in both hard copy and CD-ROM form.

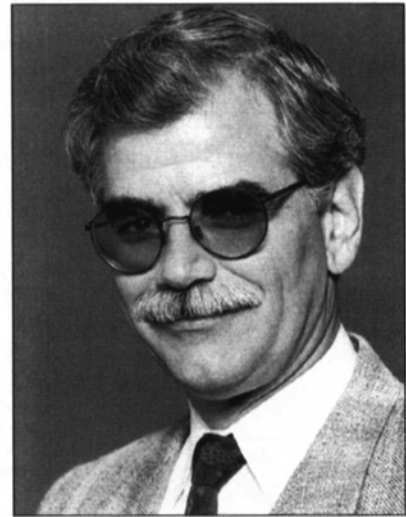
The second area of involvement of the Editorial Vice-President is overseeing the activities of the Board of Editors. The board, with Leroy DeMarsh in the difficult position of chairman, is responsible for peer review of all material submitted for publication in the *Journal*. The chairman delegates each submission to a group of appropriate editors for review. They, in turn, score each paper on technical merit, accuracy, and quality, and these scores are used by the *Journal* editor and staff to select papers for publication. Any SMPTE member is eligible to be a member of the Board of Editors; in fact, we are constantly searching for volunteers. If you have the time to read five or six articles a year and complete the supplied form, please contact Leroy DeMarsh or myself. If you are a member, acceptance is guaranteed.

The third area of responsibility is the program content at national conferences and seminars. This year's program includes two multi-day conferences—the 33rd Advanced Motion Imaging Conference in February and the 141st Technical Conference and Exhibition, November 19-22; two all-day seminars—at NAB and the Fall Film Conference on September 25; and sessions at NATPE and Montreux.

Each event requires one or two program chairs and multiple session chairs. All of these people are volunteers who contribute valuable time to develop the highest quality programs. Papers are accepted for consideration for each conference by blind call as well as solicitations by the chairpersons. Much attention is paid to the development of programs that present new technology, education regarding existing technology, and comparisons of competing technologies, without allowing commercial presentations.

Generation and presentation of papers; peer review of material for publication; organization and support of the conferences are all accomplished by member volunteers. The Society, and the programs it presents, is only as strong as its member support. If you are interested in participating in any of these areas, please contact me.

—Robert Kisor



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