

Obituary — Jeffrey Friedman

Editor/Publisher of the SMPTE Journal

The Society is mourning the passing of Jeffrey Friedman, Editor/Publisher of the *SMPTE Journal*. A long-time employee, Jeff had worked at SMPTE for the past 35 years. He passed away on August 20, 1999, after a short battle with lymphoma.

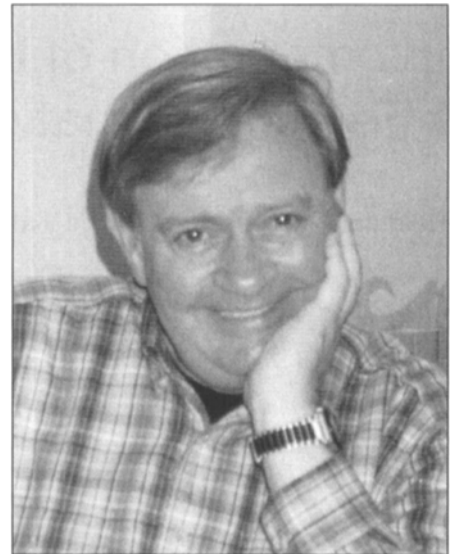
A native of Brooklyn, Jeff left New York in 1960 to attend the University of Vermont. After a year, he transferred to the University of Michigan where he received a B.A. in Anthropology. He then went on to the University of Iowa School of Journalism, where he edited two J-School publications and served on the *Daily Iowan*. After receiving a master's degree in Journalism in 1963, he worked briefly in the news departments of the *Westbury* (Long Island) *Times* and the *New Haven* (Conn.) *Register*.

Jeff joined the SMPTE staff as Editorial Administrative Assistant in 1964, a position that required editing *Journal* manuscripts, working with authors, and writing monthly articles on SMPTE Conferences. In 1968, he took the job of Advertising/Conference Manager, when the late Denis Courtney became Executive Director. Jeff solicited and managed advertising, planned and organized exhibits and conferences, supervised sustaining membership activities, and handled all publicity, public relations, and promotion for the Society.

Several duties of the Advertising/Conference Manager were relevant to the Editorial Department. Among other things, Jeff coordinated the advertising and editorial sections, determined the layout of ads and final imposition of pages. It was no surprise, therefore, when the position of Editor became vacant in 1982, he decided to apply.

While Jeff was at the helm, the *Journal* changed its face: the first four-color cover appeared in July 1984. The papers and special articles format was streamlined shortly thereafter, giving the publication a more modern look. Fascinated by the new computer technology, he encouraged the Mack Printing Co. to begin the era of electronic publishing with the *SMPTE Journal*. The entire editorial process was affected; from submitting manuscript on floppy disk to eventually transmitting the entire contents to the printer on one zip disk.

In 1991, Jeff was promoted to Editor/Publisher and held that position at the time of his death. Members of



the Editorial Department remember him as witty, intelligent, with a good sense of humor—always ready to enjoy a good story.

Jeff's absence will be felt by many of our members, as November approaches, bringing with it the 141st Conference. He was involved with SMPTE Conferences for three decades. As Exhibit Manager, he saw to the details of every aspect of the huge exhibition area; later he manned the Editorial booth, attended press conferences, and oversaw the papers presentation.

As news of Jeff's death reached former SMPTE members, many calls were received at headquarters expressing both shock and regret. Rae Hargrave, a former writer for the *Journal*, fondly remembered when he first joined the editorial staff: a young man, recently graduated from journalism school.

Mark Hyman, Staff Engineer at headquarters, who traveled to many conferences with Jeff over the years recalled "a trusted friend who constantly made you think, evaluate, and question. He was always open to trying new things, especially food; and the only thing he loved more than talking about food, was eating it. He is already missed."

At a very moving memorial ceremony held on August 22, Jeff was eulogized by his children, Jennifer and David, as a loving and attentive father and husband. The service was attended by his survivors: his parents, Louis and Florence Friedman; his wife, Barbara; his children; and many other family members and friends, as well as the staff from SMPTE. The family has requested that donations in his memory be sent to the Leukemia Society of America.

— MaryAnn Frusciante