

David F. E. Corley Director of Education

Education at SMPTE—Focusing on the New Millennium

It is a fact of modern life that in five or at most ten years the majority of us will be doing very different work to our present employment. Whether through the *Journal*, conferences, seminars, or local Section meetings, providing the means for members to improve their knowledge has always been a major tenet of SMPTE. Today the need for ongoing education is greater than ever. This is happening at a time when individuals who have the knowledge to share, have little time to spare.

Solving the Conundrum

On the positive side, we have members who are leaders in their fields and prepared to work long into the night to share their knowledge. With effective use of modern communications, we have the ability to readily convey their wisdom, along with the latest industry developments, to our membership. During the past year, while the Educational Committee has been working to locate useful educational material, Headquarters has been dealing with Internet distribution options.

Integrity of Information Base

As a Standards organization, we have to be particularly concerned with and attentive to the accuracy of information we provide. At the Fall Conference in Pasadena, the Board of Governors suggested efficient mechanisms to help ensure the integrity of new educational materials.

SMPTE Educational Committee Meetings

EdCom has met three times this year—at the Winter Conference in Toronto, in the spring at NAB, and at the SMPTE Fall Conference in Pasadena. All meetings were well



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attended by members from across the continent. Gerald Finn, SMPTE Student Chapter Chair and Faculty Advisor for the Pasadena City College Chapter, was the perfect host at the fall meeting making the visit delightful as well as productive.

The SMPTE Student Chapter Program

Along with upgrading the knowledge of current members, it is vitally important that the Society help educational institutions train our young people. The Student Chapter Program does this by providing budding engineers and technicians with the skill sets required being of value to the industries we represent.

New operating Structure

The Student Chapter Program is well proven and produces a high-quality product—there is now opportunity for expansion. We believe that by providing a more efficient operating structure, with increased participation and accountability at the local level, we can accomplish this goal (Fig. 1). Such a structure will also provide a more stable environment for the Student Chapter Program.

Each Section has been asked to appoint a Manager to work on the Program. This “Student Chapter

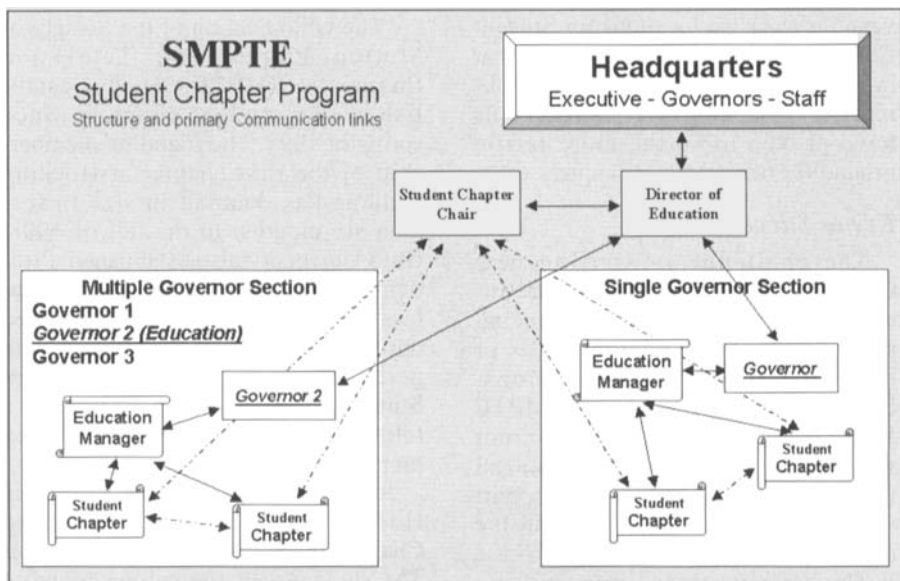


Figure 1. Structure and primary communication links for Student Chapters.

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Manager" will work as a team with the local Governor(s) to:

- Establish new Student Chapters.
- Assist Chapters in arranging speakers, presentations, facility tours, etc.
- Provide general ongoing support.
- Prepare and submit quarterly reports to HQ on Chapter activities.
- Liaise with Student Chapter Chair, Director of Education, SMPTE and Headquarters.

The response from most Sections has been enthusiastic and the potential for new Chapters appears to be almost limitless.

Who Benefits from SMPTE Student Chapters?

- The students because they are offered better jobs on graduation.
- Our industries by having an ongoing source of better trained employees.
- The educational institutions themselves, because they provide programs more relevant to the needs of the students and their future employers.

We have requests from young people wishing to join a SMPTE Chapter from as far away as South Africa. It would be unique for a Student Chapter to proceed and develop into a South African Section.

Which Student Chapters are Most Likely to Succeed?

In the past we have contacted universities as prime locations for Student Chapters. It is interesting to note that in practice community colleges, technical schools, and even high schools have proven to be the more fertile ground for new SMPTE chapters.

Key to Success

The challenge in starting new Chapters is not a lack of eager students, but informing and convincing possibly apathetic school boards of the benefits to their institutions. Providing a dedicated local SMPTE Manager to work with the Governor will, along with excellent educational materials, provide a level of support and comfort formerly lacking in the program.

The common thread in every successful chapter is the leadership quali-



Donahue Hall at Stonehill College, Massachusetts.

ties and dedication of the student advisor. It is therefore of prime importance to ensure that there is an informed, enthusiastic advisor at a potential college or school. The new educational presentations currently being assembled will be of further assistance by providing current topics for chapter meetings.

Some Student Chapter Activities

Ohio

The star Section for student chapter growth this year is Ohio. I am delighted to congratulate Ohio Section Chair David Prince and the Ohio Managers for their superb achievement. A report from David follows:

"The Ohio Section of the Society of Motion Picture and Television Engineers (SMPTE-OH) has established two student chapters since spring of 1998. The founding membership of the first chapter at Hocking College has doubled in size in less than six months. In the fall of 1998, Ohio University also established a student chapter. It is projected that at least one new chapter shall be added during the 1998-99 calendar year, with perhaps two chapters being added. Student membership has grown to a total of 35 students in less than six months.

Jenna Draper, a broadcast major at Hocking College, is the founding Chair of the Hocking Student Chapter. The student web site can be found at the SMPTE-OH web site at

<http://www.frognnet.net/smpteoh>.

The managers and members of SMPTE-OH are committed to the future development of student chapters to ensure the continued quality of engineers being trained to create and maintain the new HDTV environment."

Massachusetts

In Massachusetts, Michael Pecci has taken over as Student Advisor for the Mashpee Chapter, while Michael Pietrowski is in the process of establishing a new chapter at StoneHill College. The Stonehill facilities will include a video/multimedia center with motion picture screening capabilities. The Student Executive from the Mashpee Chapter accompanied Pecci and Pietrowski to the recent Pasadena Conference.

The Napa Valley Chapter

Under Professor Gary Vann's leadership, Napa Valley is another jewel of which the Society can be very proud. His report follows:

"The SMPTE Student Chapter at Napa Valley College is open to any student on campus who would like to participate. All of the student members are currently enrolled in the Telecommunications Technology program, which is a two-year AS degree program. Students have at least one meeting a month during the school year. A guest speaker working in the industry is usually featured at these meetings. Students also travel to the

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Napa Valley College graduate Marci Vanbershoten giving her perception of the television industry at a recent Napa Valley Student Chapter meeting.

San Francisco section meetings and seminars.

The student chapter raises funds by working at the Napa Valley College foundation community bingo nights. These funds are used in several ways. The student chapter pays for server space for the web page at <http://www.napanet.net/~smpte-11/>. Spring semester students who are going to graduate put their resumes on line. This year we started an alumni page for the past years' graduates. An end of the year party takes place on graduation day where parents and friends are invited. The students use some of the funds to go to NAB in April. We meet at the SMPTE booth Tuesday at 11:00 o'clock to take a picture. Many people know about meeting at the SMPTE booth and employers interview students on the spot."

Toronto Welcomes New Student Chapter Manager Carolyn Kinzie

Since recently taking over this responsibility from Mike Martin who did important spade work, Kinzie has contacted numerous universities, schools, and colleges. Her initiative has paid off and I was pleased to join her on one of her trips to tell students and faculty about the program. We visited Mohawk College in Hamilton, Ontario, a relatively small college with an excellent television course. After telling the group of 35 students about the SMPTE Student Chapter Program, Kinzie asked who would like to join and was prepared to pay the \$25.00 US membership fee. It seemed that most of the hands shot up. Mohawk is now setting up the chapter and we are

delighted to welcome it.

Kinzie has done more good work by reactivating the chapter at Southern Alberta Institute of Technology, which had been inactive for many years. Incidentally Toronto Section Managers offer to subsidize any

student unable to afford the membership fee—other Sections might consider a similar policy.

Other Chapters

Meanwhile, in New York City Ben Homenick is working with NYU and Columbia students who are keen to start chapters. There is similar activity elsewhere and I apologize for leaving any worthy efforts unsung.

Europe has unique challenges; Stig-Goran Bergholm of the Nordic Section has four different languages to contend with in setting up student chapters.

Pasadena Conference

At the invitation of Gerald Finn, (Student Chapter Chair), Fung Lam and I were delighted to address the students at the Pasadena City College Chapter, during one of their monthly mid-day meetings. Finn picked us up during the Board of Governors lunch break, then drove at high speed to the college, where we had a quick tour of their excellent

facilities before being introduced to the students.

Fung Lam's topic was the difference between Canadian and U.S. television production and transmission; I spoke similarly on differences in film production.

While the students were interested in technical issues, many of their questions were concerned with getting ahead in the world. Gerald Finn had introduced Fung Lam as Sections Vice-President as well as a Knight of the British Royal Order. Having a real live knight at the college created considerable interest and many questions ensued as to the responsibilities, etc., of being a "Knight of the Realm."

What can you do to help the Student Chapter Program?

Two issues are crystal clear: (1) The Student Chapter Program works and (2) everyone benefits. Every SMPTE Member can help the program by:

1. Looking for educational institutions which will benefit by having a



David Corley and Fung Lam with James Kossler, president of Pasadena City College.



Brian Klepek, student chair at Pasadena Chapter.

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Pasadena City College students working in control room. Much of the equipment has been generously donated by SMPTE sustaining members.

SMPTE Student Chapter. This can be any high school, community or technical college or university having a good television, film, or multimedia program. Discuss the concept with the course director and/or principal and advise your Section's Student Chapter Manager of their interest in the program. Alternatively, contact Head-

quarters, an EdCom member, or myself.

2. When you attend a meeting that has particularly good educational content in the form of a PowerPoint or video presentation, ask the presenter if he/she would like to have the material used for student training at approved SMPTE chapters. If so, again pass the

details on to your local Section, Headquarters, an EdCom member or myself.

Acknowledgments

The Educational Committee includes the following hardy souls: Gordon Ballantyne, Jay Ballard, Paul Beck, John Carlson, David Corley, Allan Curtis, Jim Edwards II, Herbert Farmer, Gerald Finn, Harry Foulds, Ben Homenick, Carolyn Kinzie, Fung Lam, Don McCroskey, Harold Miller, Fred Motts, Ross Mutton, Michael Pecci, Michael Pietrowski, David Prince, Milton Shefter, Winniphred Stone, Charles Swartz, Gary Vann, and John Walsh.

I am grateful to members of the Educational Committee for their efforts on our various initiatives, and would also like to thank members of the Executive and Board of Governors for their counsel and support. We would be remiss not to recognize the work of Fred Motts, Zoila, Marilyn, Carl, Jeff, Linda, et al., at Headquarters, without whose support our efforts would be in vain.

New England Section Experiments with Wide-Screen Live Telecasting

Paul R. Beck, Secretary/Treasurer, New England Section

With all the ballyhoo and hoopla about 16 x 9 and HDTV, members of the New England Section of SMPTE have been fairly well flooded with information about wide-screen telecasting and DTV and HDTV issues for several years now.

In October of 1998, two members of the New England Section undertook an educational experiment with 16 x 9 format. Seizing an opportunity to work with a mixed production crew of communications students and a public cable access all-volunteer group, they filmed a two-hour live concert with a full symphony orchestra, which was held at the Performing Arts Center at Regis College in Weston, Mass.



Paul R. Beck

The Civic Symphony Orchestra of Boston is a professional association of musicians, with ties to the famous Boston Symphony and Boston Pops

Orchestras. For several years, their full-length concerts have been televised by various broadcast and cable undertakings, with the final tapes being aired on many regional cable outlets in the New England area. Foxboro Cable Access had been involved with the video-capture of at least five of these seasonal events, each time providing rather substantial equipment and a crew roster for the project. Typically, similar past Symphony Orchestra events required six to nine cameras for effective coverage.

As the production plan for rehearsal on October 17, 1998, and taping of the full concert on October 18 went forward, the decision-makers were struck by the brainstorm.

If so much effort and time was being expended, it was too bad the project

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