

Results of the SMPTE Membership Survey

In January we began the process of a Society-wide membership survey. Linda Alexander, SMPTE's Marketing Coordinator, organized and led this effort. The results are in and her comments follow.

You woke up today and the world was different from yesterday. Your outlook wasn't quite the same either. Your needs changed. And though its mission remained steady, your SMPTE membership changed to reflect those needs.

SMPTE membership is a good value, meeting the needs of its members professionally. So indicate the findings of the 1999 SMPTE Membership Survey.

According to the results, positive indicators show that

- SMPTE provides access to exclusive information, giving a competitive edge to its membership.
- Membership in SMPTE is highly regarded, enhancing the image of the motion imaging industry.
- If SMPTE only offered one product or service, it would be the well-respected and informative *SMPTE Journal*.

Eighty-five percent of respondents feel the benefits they receive are worth the price of membership. Overall, 60.2 percent rated SMPTE membership good, while another 22.1 percent feel it is an excellent value.

Information Everywhere

In the age of information overload, the most important reason people join SMPTE is access to information. But it's not just any information; members value the exclusive knowledge acquired only through SMPTE.

Almost 30 percent said they join to get the *SMPTE Journal*; another 21 percent said SMPTE provides them with information they cannot get elsewhere. That exclusivity is the reason another 31 percent belong—because SMPTE enhances the image of the industry.

Converging technologies, common interests

While the industries that SMPTE serves are diverse, many members are at the same point in their careers. Almost half of the respondents (44%) classified their job function as engineering/technical, while 28.4 percent considered themselves management. SMPTE embraces other significant titles as well: 8.1 percent are in post-production, 7.1 percent are in sales or marketing, 3.2 percent are in production, and 1.7 percent are students.

One quarter of respondents work for a manufacturer, dealer, or distributor (26.3%) while another 16.2 percent work for a television station or network. Ten percent work for post-production facilities, and 10.6 percent work for a consulting firm.

Our advertisers will be happy to know that SMPTE members have substantial purchasing power. Almost 92 percent of respondents have a role in purchasing decisions. Nearly half (48.1%) can specify or recommend, while another half (43.7%) are final decision makers.

It's chemical, not magnetic

What would you like SMPTE to do more of? Nearly 13 percent said SMPTE should focus more on motion picture/film, followed by hands-on education and training.

What would you like SMPTE to do less of? Again, film people spoke up. television and video tied at 13.6 percent; technical language, electronics, and compression tied at 6.8 percent.

Web site

Access to information is important, but instant information is

better. That's what many members said when commenting on the SMPTE web site. Almost 60 percent of respondents visit the SMPTE web site monthly, while another 7.9 percent visit it weekly. Many use it to keep up with engineering developments (36.3%), while another 28 percent use it for conference information. Users rated it good overall (64.5%).

Nearly 14 percent of respondents said having Standards available on the web site would make it more useful. Other requests included updating information on members (9%), adding more links (9%), and adding technical information and documents.

Speaking of those purchases ...

If you've ever had trouble contacting a SMPTE member, there is a reason. They're always traveling to conferences and trade shows. Thirty-six percent of our products are purchased at SMPTE conferences or at trade shows like NAB, ShowBiz Expo, and SIGGRAPH.

Snail mail is still the way to go when it comes to ordering SMPTE products to enhance your career, according to 27.6 percent of respondents. Their next favorite method was by telephone (18.7%). Only 8.4 percent said they purchase online most often, with 8.1 percent faxing orders. Respondents said they usually learn about SMPTE products through the *Journal* (54%), trade shows (12.8%), and SMPTE conferences (12.2%).

We're glad you're reading this

Almost all SMPTE members read the *SMPTE Journal* on a monthly basis. Sixty-eight percent agree that the content of the *Journal* is just right. A few (26.9%) feel it is too technical, while only 4.8 percent of respondents think it is not technical enough.

The *Journal* is so important to SMPTE members that it is the number one benefit of SMPTE membership. Thirty-nine percent of respondents said if SMPTE only offered one product or service, it should be the *Journal*. Standards (19.4%) and conferences (6.2%) were also favored.

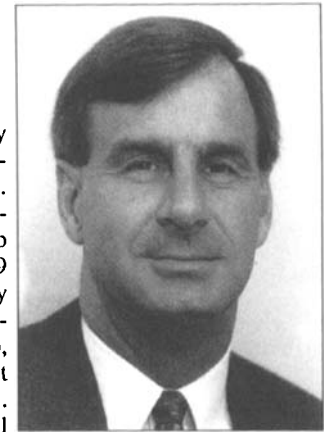
Sectioned off

About half of our members take advantage of local Section meetings (45%). Time and distance prevent the other 55 percent from attending.

Nearly one third of respondents have recently attended a SMPTE conference (27%). Again, time, cost, and distance were mentioned as reasons for not attending. Those who went did so to stay updated (5.1%), because good information was offered (2.9%), and because of DTV topics and changes in technology (1.8%).

In today's world there is technological advancement in every corner. As boundaries between disciplines blur, SMPTE will be right there with its members, embracing change while continuing to offer something for everyone.

Thanks again to all who participated in this survey. SMPTE has already begun putting your comments into action. In May, the Executive Committee met in New York City for a strategic planning session. The survey was used as a stepping stone to move the organization forward. Watch this space in future issues to find out more about how your leaders are paying attention.



Headquarters Staff

Frederick C. Motts, Executive Director: fmotts@smpte.org
Carl Girod, Director of Engineering: cgirod@smpte.org
Jeffrey Friedman, Editor/Publisher: jfriedman@smpte.org
Linda Alexander, Marketing Coordinator: lalexander@smpte.org
Ilisha Stier, Meeting Coordinator: istier@smpte.org
Andrew Zeyer, Finance Manager: azeyer@smpte.org
Zoila Figueroa, Administrative Assistant/Section Services Coordinator: zfigueroa@smpte.org
Mark Hyman, Staff Engineer: mhyman@smpte.org
Marilyn Waldman, Advertising/Editorial/Program Coordinator: mwaldman@smpte.org
Daureen Matera, Membership Services Coordinator: dmatera@smpte.org
Beverly Blakemore, Books/Publications: bblakemore@smpte.org

Executive Committee

President Charles Jablonski: charles.jablonski@nbc.com
Executive Vice-President John L. Mason: jmason@kodak.com
Past President David L. George: david.george@immad.com
Engineering Vice-President William C. Miller: william.c.miller@abc.com
Editorial Vice-President Robert B. Kisor: robert_kisor@paramount.com
Financial Vice-President Gavin Schutz: schutz@ix.netcom.com
Conference Vice-President Thomas M. Jordan: tom.jordan@leitch.com
Sections Vice-President Fung F. Lam: funglam@arex.com
Secretary/Treasurer Edward P. Hobson: ehobson@omneon.com

Section Chairs

Atlanta Paul E. Hogan: paul.hogan@leitch.com
Australia North/South Gerald W. Brooks: gerryb@one.net.au
Chicago Peter G. DeBenny: pdebenny@ix.netcom.com
Dallas/Ft. Dale H. Rochon: imagtech@gte.net
Detroit Frank Maynard: maynard@oeonline.com
Florida/Caribbean Albert R. LeBoeuf: al.r.leboeuf@lmco.com
Germany Rolf von Kaldenberg: Rvkconsult@aol.com
Hollywood John W. S. Brooks: jwsb@compuserve.com
Hong Kong Kwok-Luen Lam: kllam@cabletv.com.hk
Houston J. Marty Kirkland: mkirkland@uh.edu
Italy Franco Visintin: fvisintin@usa.net
Montreal/Quebec Michel Yeon: yeonm@tva.ca

Nashville William C. Spencer: Bill_spencer@wdcn.pbs.org
New England John C. Gates: liteguy@bu.edu
New York William E. Topazio: bt@mte.com
Nordic Stig-Göran Bergholm: bergstg@yle.fi
Ohio David W. Prince: dprince@frognet.net
Ottawa Ross Mutton: ross.mutton@carleton.ca
Pacific/Northwest Michael P. Scott: okscott@halcyon.com
Philadelphia Walt W. Bundy, Jr.: Tel: 609-235-5596
Rochester Arthur J. Cosgrove: ajcosgro@kodak.com
Rocky Mountain Rome Chelsi: romecc@compuserve.com
Russia Alexander S. Mkrumov: 011+7-095-192-902
Sacramento William Carlquist: william.carlquist@teck.com
San Francisco Rick L. Reagan: rickr@sequoia.studio.sgi.com
Toronto Fred Benedikt: fbenedik@toronto.cbc.ca
Washington, D.C. Rudolph J. Niznansky: rudolph.j.niznansky@bangate1.tek.com

Engineering Committee Chairs

STANDARDS COMMITTEE

William C. Miller: william.c.miller@abc.com

FILM STEERING COMMITTEE

Ioan R. Allen: Fax 415/863-1373

TELEVISION STEERING COMMITTEE

S. Merrill Weiss: merrill@ifu.net

AUDIO RECORDING AND REPRODUCTION TECHNOLOGY

Tomlinson Holman: tomholman@aol.com

DATA ESSENCE TECHNOLOGY

Johann Safar: safarj@panasonic.com

FILE MANAGEMENT AND NETWORKING TECHNOLOGY

Hans Hoffmann: hoffman@irt.de

FILM TECHNOLOGY

Edmund DiGiulio: cpcorp@earthlink.net

METADATA AND WRAPPER TECHNOLOGY

Oliver F. Morgan: oliver_morgan@avid.com

MOTION PICTURE LABORATORY SERVICES TECHNOLOGY

Alan J. Masson: amasson@kodak.com

TELEVISION IMAGE TECHNOLOGY

Gavin Schutz: schutz@ix.netcom.com

TELEVISION RECORDING AND REPRODUCTION TECHNOLOGY

Koichi Sadashige: ksadashige@nml.org

TELEVISION SYSTEMS TECHNOLOGY

Peter D. Symes: peter.d.symes@tek.com

THEATRICAL PROJECTION TECHNOLOGY

Bob Pinkston: bwp@dolby.com

VIDEO COMPRESSION TECHNOLOGY

David K. Fibush: davef@exgate.tek.com

Copies

Individual readers are permitted to photocopy isolated articles for research or other noncommercial use. Permission to photocopy for internal or personal use of specific clients is granted by the Society of Motion Picture and Television Engineers to libraries and other users registered with the Copyright Clearance Center (CCC), provided that the base fee of \$10 per copy plus \$0.50 per page is paid directly to CCC, 222 Rosewood Dr., Danvers, MA 01923, USA. Photocopies of individual articles may be ordered from the SMPTE Marketing Dept. at \$5 per article.

Reprints and Republication

Multiple reproduction or republication of any material in this *Journal* requires the permission of SMPTE. Permission may also be required from the author(s). Contact the SMPTE Editorial office.

Subscriptions

The *Journal* is available by subscription. Annual rates for nonmembers are \$125 (U.S.), \$140 (elsewhere). Airmail charge is \$65. Single copy \$10 plus shipping. Contact SMPTE Headquarters.

Back Issues

Selected back issues are available. Contact the SMPTE Marketing Dept.

Advertising

Contact Marilyn Waldman: 914-761-1100; Fax: 914-761-3115; E-mail: mwaldman@smpte.org.

Microfilm

Copies of the *SMPTE Journal* are available on microfilm from University Microfilms Intl., 300 N. Zeeb Rd., Ann Arbor, MI 48106, USA.

Manuscripts

For information on the presentation and processing of manuscripts, see Information for Authors, which is published frequently in the *SMPTE Journal*.