

## SMPTE Membership Survey

Last month, Linda Alexander, SMPTE's Marketing Coordinator, talked about the results of this year's Membership Survey. This month, she shows you some of the immediate actions taken based on your response.

While SMPTE is immersed in thinking strategically about its future, I'd like to note in this column some of the improvements we made since the survey results came in. These seemingly small initiatives have a big impact on the value of your SMPTE membership.

**Affinity benefits.** The list of SMPTE enhanced benefits includes discounts on hotel rooms, vacation travel, and rental cars. These hidden perks are yours for the taking. The companies we partner with work hard to ensure that our members receive the discounts they are entitled to. Members receive a 10 to 30 percent discount on hotel rooms at four major chains, and discounts and coupon offers for renting cars with Avis and National.

Also, members in the U.S. and Canada can take advantage of the SMPTE Group Insurance Program, administered by Seabury & Smith. They can be reached toll-free at 1-800-424-9883.

SMPTE believes that the more we have to offer, the more you will value your membership. It's easy to access these benefits by dealing directly with the company offering them. Detailed information on all of these programs can be found on our web site by clicking on "membership."

**Web Site:** HYPERLINK <http://www.smpte.org> www.smpte.org One of our most public faces, our web site, recently received a face lift. Since it was launched in 1996, a greater understanding of web communication has taken place. Even the analytical mind of an engineer wants to be able to get to a destination in under three clicks. Who wants to wade through page after page of text for one bit of information, especially with today's time constraints. That's why we made the changes in February. Our new index page


is broken down into simple categories to get you to the information you want quickly (see index page shown below).

While these may seem like small changes, their impact is far-reaching. Consider our large international membership that can log on any time of day or night and retrieve the latest conference updates and meeting schedules or communicate with board members at the touch of a button.

**SMPTE Journal.** If SMPTE only offered one product or service, what would it be? Thirty-nine percent of survey respondents said the *SMPTE Journal*. Over the years, the *Journal* has been the premier publication for the motion imaging industry, giving readers an exclusive first look at technological developments. SMPTE will continue this tradition of providing quality, peer-reviewed papers written by people with first-hand experience.

**Film.** Survey respondents asked SMPTE to focus on film. SMPTE's Third Annual Film Conference is scheduled for September 25, 1999. Held at Warner Brothers in Hollywood, the theme is "Screen Shadows: The Technology of Movies." See page 581 in this month's *Journal* for more information. The web site will be updated as information becomes available.

Through the survey, you shared your hopes and concerns with us, and we will continue to share with you the benefits gained from your input. As the plan to shape SMPTE's future evolves, remember that making full use of the resources already available to you will greatly enhance your experience with SMPTE.



Setting the standard in motion imaging.

- Membership
- SMPTE News
- Conferences
- Sustaining Membership
- Contact SMPTE
- Related Sites
- Journal
- Sections & Student Chapters
- Engineering Committees
- Job Opportunities
- Standards, Publications & Test Materials