

MESSAGE FROM THE FINANCIAL VICE-PRESIDENT

Gavin Schutz



Our Society exists to serve its members. We do this primarily in three areas: First, local Section Meetings provide a monthly forum for you to gather and discuss issues of local importance as well as those relating to the industry in general.

Second, the Society generates Standards, Practices, and Guidelines that can be applied within our industry (and sometimes by others) to help provide a technical framework with respect to program interchange and operating practices. Examples of this work include color bars, time code, videotape formats and, more recently, the development of standards for packetized television and the associated interchange formats. There are currently over 300 Standards, more than 200 Recommended Practices, and about 35 Engineering Guidelines. This development work is done within the various Engineering Committees and is managed by Carl Girod and his team in our Engineering Department.

The third, and I feel the most important, way we serve our members is by providing an environment that can be used for continuing professional development. We stage technical conferences each year with a diverse range of papers and exhibits. These conferences are usually themed to focus on one or two particularly interesting fields. The papers are made available to attendees in print and on CD-ROM and, over time, provide a solid reference library of ongoing technical developments in our business. The published conference transactions provide a complete copy of all that went on at a conference, even if you don't have time to attend all sessions.

Because we understand that some members will not get to the conferences, many of the papers are reprinted in our monthly publication, the *SMPTE Journal*. In many cases, the *Journal* also carries articles that were not formally presented at a conference, but are supplemental to or in support of those papers. The *Journal* also carries additional technical and tutorial articles in fields related to motion picture and television engineering. For example, work done in associated professional groups, such as AES, IEEE, BKSTS, can be circulated by reciprocal publishing arrangements. In this way, we are kept aware of developments in these adjacent and burgeoning fields.

We realize that the technological convergence currently occurring within our industry is important to you. The merging of traditional motion picture and television crafts with computer-based imaging, networking topologies, packetized television, digital audio transport, and digital cinema are well underway and unstoppable. Whether we like it or not, our industry will be required to change and integrate these new technologies into everyday operations.

SMPTE intends to provide you with clear, concise, professionally composed information that you can use to further your career goals and deliver it in a timely fashion. What we need from you is guidance. You know what you need to develop and grow in your profession, and your input is central to forming a long-term strategy for the future of the Society. I urge you to communicate with SMPTE management—let them know your views, what's missing and what's being done well from your perspective. Send an e-mail (or letter) to the editor of the *Journal*, contact your regional Governor or a member of the Executive Committee (the names are listed inside the front cover of the *Journal*).

I also encourage you to inform your colleagues about the Society. Invite them to join, particularly those who are entering our industry from other fields or starting a career in the motion picture, television, or audio businesses.

In his column this month, Fred Motts outlines many of the other benefits of being a member of SMPTE. These benefits are real, and the cost of membership is trivial when compared with the career and other professional benefits available to you as a member of the only accredited standards body in our business.