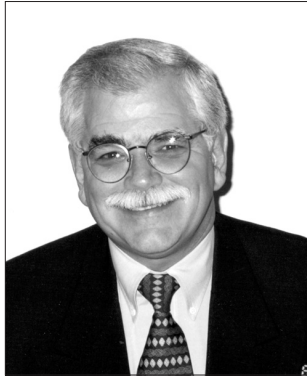


# Message from the Financial Vice-President

Robert B. Kisor



The effects of last year's economy and tragic events have significantly affected the finances of SMPTE. The fall conference, an editorial success, was a financial failure due to corporate and self-imposed travel restrictions. *Journal* advertising has also been hit hard. Standards sales are way off from a year ago. Membership numbers continue to shrink, although at a reduced rate. However, there were also some bright spots. The Advanced Motion Imaging Conference in February was an editorial AND financial success. Cost reductions at Headquarters have been achieved with minimum disruption. New features, such as the online *Journal*, have been added to the website. Last year I said SMPTE's financial health was good, not great; this year I have to say the condition is no worse, but also no better. Next year I would like to say the condition is improving. To do that the Society needs the financial support of those whose business and goals it promotes and supports.

First and most important are the individual members. Every person, whether an engineer, director, cinematographer, production executive, facility owner, or salesperson owes a major portion of their livelihood to the education provided and standards developed by SMPTE. Without the continuing open standards process and attendance at educational forums and conferences, it would be impossible to produce and distribute television and motion pictures on the global scale that is now achieved. Therefore it is important for those who reap these benefits to give back to the Society. Join, it's that simple. The dues are \$135 per year, which gives access to the 12 issues of the *Journal*, notification of local Section and national meetings and activities, admission to members-only meetings, discounts on conference registrations (including non-SMPTE events like NAB), discounts on publications and standards, and a network of professionals, published annually in the directory, who are invested in your business. Those who believe that only the technically-oriented benefit from SMPTE should understand that everyone in the motion picture or broadcast business is tied to that technology and needs to support SMPTE's standardization and education efforts.

Sustaining membership is key to supporting the Society and individual membership. Every television network, motion picture studio, manufacturer, and independent television group should be a gold or silver sustaining member. SMPTE's Standards, Recommended Practices, and Engineering Guidelines allow for more efficient program interchange, more efficient operations, and the basis for new hardware and software products. I would also hope that, where practical, companies would promote and support their employee's individual membership and participation.

It won't take a lot of effort to restore the financial health of the Society. It's a simple process, current members renew your membership, existing members each find one new member, existing sustaining members renew your membership, and identify any new sustaining members to Headquarters, your Governor, or an officer.

SMPTE is dependent on its membership. Be a member if you benefit from the work of the Society. Be a sustaining member if your company's business is in the motion picture, television, or allied fields, because you do benefit from the work of SMPTE.