

Advantages of SMPTE Membership Outweigh Proposed Increase in Dues

With the approval of voting members, SMPTE membership dues will increase from \$40 to \$50 in 1983, despite attempts to hold the line for at least one more year. Yet with the increase, dues will cost members only 13.7¢ a day, for which they will receive a long list of benefits, keeping SMPTE membership the outstanding value it always was. The cost of membership is small, especially when you consider the many services the Society provides, not only to members, but to the motion picture and television industries as well.

The SMPTE has tried hard not to raise dues. The reason the Society has had to ask for the dues increase is because the cost of operating the Society has risen substantially and the Society's income, unfortunately, has not kept pace with its expenses. Prior to 1981's increase, the SMPTE had successfully avoided raising dues for seven years, even though those seven years were in a period of tremendous inflation.

Besides membership dues, the SMPTE must depend on other sources of income for survival. Actually, only 23.5% of SMPTE's income comes from membership dues. To help cope with its economic shortfall, the Society had implemented serious cost-cutting measures. When that failed to eliminate the budget crunch, the SMPTE, to maintain its high level of services, had to increase the prices of test materials, non-member subscriptions, books, advertising space, exhibit space, and conference registrations. When these increases proved insufficient, the SMPTE, as a last resort, was forced to increase its dues to members.

Fortunately, with the expected increases in revenues from all sources, the Society will continue to function as it has, bringing its members and the fields it serves high-quality *Journals*; the continuation of national and international standardization efforts; the sponsorship of annual technical and television conferences and exhibits; and the support of its sections, which gives members the chance to participate in the Society on the local level.

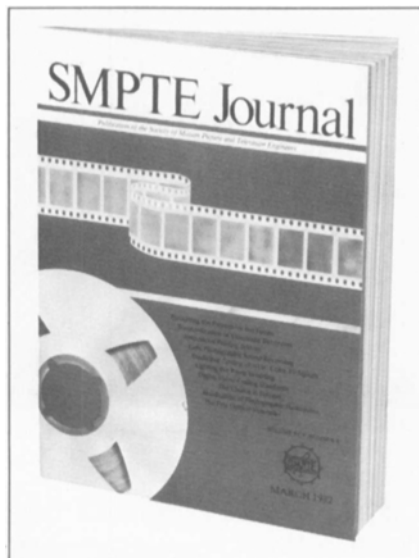
Advantages of SMPTE Membership

The value of SMPTE membership cannot be determined in dollars, sim-

ply because it is essential to anyone whose career is in the areas of television and motion picture engineering or technology. In a survey of SMPTE members, more than 85% of those responding said the SMPTE is helpful in their jobs.

How is the SMPTE helpful? First on the list of benefits of SMPTE membership is the *SMPTE Journal*. The *Journal's* normal subscription price to non-members is going up to \$55. Members get it free as part of their membership. The *SMPTE Journal* has earned a worldwide reputation for excellence. It is the one publication that is considered the primary reference source for new technological developments in the fields of television and motion pictures. Though the *Journal* has always been considered a first-class engineering magazine, the Society is trying to make it better. Attempts are now being made to improve the *Journal* graphically as well as provide more information for its readers. For the *Journal* alone, membership in SMPTE is worthwhile.

But the *Journal* is not the only benefit of belonging to the SMPTE. SMPTE has local sections throughout the United States, Canada, and Australia. Members are encouraged to attend meetings of these sections, where they can meet with other professionals in their geographical areas and participate in programs of interest



The *Journal* is an important benefit of membership in the SMPTE.

to them. Many members consider the interaction with other members as one of the primary advantages of SMPTE membership.

Among the other membership benefits is the monthly newsletter, *News and Notes*, which brings information of the SMPTE and notification of the next local section meeting. In addition, members receive SMPTE lapel pins and membership certificates, and are entitled to discounts on SMPTE publications and on registration at SMPTE conferences.

The SMPTE, in addition to providing the above-mentioned benefits to its members, also provides specific services to the motion-picture and television fields.

The Society sponsors two important conferences every year, the major annual technical conference and equipment exhibit which occurs in the fall, and the annual television conference which occurs in the winter. These conferences are well-attended and provide an important service to the field. They bring the latest information on new technical developments and give an opportunity for members to exchange ideas.

The Society also recognizes outstanding contributions of individuals in motion pictures, television, and allied fields by presenting annual awards at its fall technical conference.

SMPTE is heavily committed to standardization. Each month the *Journal* publishes new SMPTE standards and recommended practices. The SMPTE maintains an engineering department at Headquarters to coordinate the work of engineering committees and to process the national and international standards in which the Society is involved.

In conjunction with its engineering activities, the Society operates a test materials program whereby test films and tapes which are used for testing and measuring performance quality are available for purchase from SMPTE Headquarters.

The SMPTE was founded in 1916. Since then, it has grown to its present size of more than 9000 members. More important than its size is its reputation. SMPTE members can be proud to belong to an organization that has achieved worldwide eminence.