

# Message from the President

By Harold J. Eady

Over my 25 years as an SMPTE member, I have seen the Society evolve into one of the finest engineering societies in the world. Its reputation as the premier professional technical society in the motion-picture and television industries has been enhanced by its significant contributions in standardization, publishing, and conferences and exhibits.

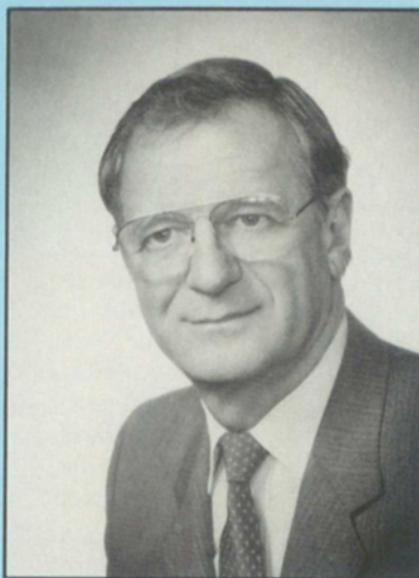
The strength of any organization lies in its membership. SMPTE members are a diverse group of people. Unlike the memberships of societies that are usually made up of practitioners of a single discipline (i.e., doctors or lawyers), the SMPTE members represent literally dozens of professions and occupations. This diversity is its strength. It enables the Society to see things from many points of view, allowing the SMPTE to better serve its members and the film and television industries.

To make the Society even stronger, we plan to increase our membership and are presently embarking on a new membership drive. You will hear from our Membership Chairman, and I urge you to participate by signing up new members from among your qualified colleagues and friends.

One of the major benefits of SMPTE membership is its section meetings. In looking over the section meeting reports, it is good to see that so many sections have had excellent programs. A number of sections have sponsored highly successful special meetings and seminars, including the Hollywood, Chicago, Australia, and Toronto, Rochester, Montreal, and Ottawa sections. I would like to encourage this kind of local initiative. Our successful annual television conference started out as a local section activity.

Sustaining Members are companies that make annual contributions to support the SMPTE and its many programs. Sustaining membership continues to increase. At the beginning of 1985, the SMPTE had more Sustaining Members than at any time in its history. More than 250 Sustaining Member companies are listed on the back cover of this issue of the *Journal*. The society owes these companies and organizations a debt of gratitude for their continued confidence and financial support.

Engineering, of course, is what the SMPTE is all about, and I think we can all be proud of the Society's accomplish-



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ments in this area. I cannot enumerate the Engineering Department's many accomplishments here because they are so numerous, but next month the *Journal* will publish its Annual Progress Report. I can say now, however, that SMPTE's commitment to sound engineering practices in the motion-picture and television industries will continue under my administration.

I am particularly happy with the Society's progress in its international activities. I was privileged to represent the SMPTE at the UNIATEC Congress last October in Paris, where I, and Ken Mason, who also represented the SMPTE, had the chance to meet with representatives of other technical associations from around the world.

I was also privileged to attend the first SMPTE conference outside North America held in Australia last June. It was gratifying to see that more than 600 persons attended this excellent international event. It is another one of my goals to increase SMPTE's involvement in international activities during my term of office. The Society will be officially represented at two industry events in Europe this year: BKSTS 85 in Great Britain and the Montreux Television Symposium in Switzerland.

Regarding our annual national Technical Conference, the Society held its final Fall Conference and Equipment Exhibit in a hotel when it met in New York City last October/November at

the New York Hilton and Sheraton Centre Hotels. Henceforth, national conferences will be held in convention centers to accommodate SMPTE's ever-expanding needs for exhibit space and meeting rooms. This year, from October 27 to November 1, the Society will hold its 127th Conference at the Los Angeles Convention Center. In 1986, the 128th Conference should be held at the newly completed New York Convention Center. SMPTE's shift from hotel conferences to convention center conferences symbolizes the Society's substantial growth and progress.

The 19th Annual Television Conference just held in San Francisco, was one of the Society's most successful. More than 600 people jammed into a session auditorium to see and hear technical presentations on the latest in television technology. This proves that the Society is fulfilling an important industry need. Though the Television Conference is much smaller in scale than the annual Fall Technical Conference, it has become one of the most important meetings in the television industry.

Over the last few years there has been a dramatic improvement in the appearance and readability of the *SMPTE Journal*. One of the Society's most important responsibilities is the dissemination of technical information, and how well the *Journal* brings us this information is important. The continued upgrading of the *Journal* will allow each of us to get more out of it. The *Journal* has always been a highly respected technical magazine, but now I think it is better than ever.

The SMPTE is at a high point in its history today, but it cannot rest on its laurels. Nor can it ignore the many changes that are going on around it. The Long Range Planning Committee, made up of members of the Executive Committee, has been given the responsibility of finding ways to prepare the Society for the many developments that will inevitably occur within the next five to ten years, so the Society can respond to these changes quickly and intelligently.

The Society is highly regarded and respected throughout the world. With the leadership of your officers and governors, and the help of our Headquarters staff, the Society can look forward to a productive future and the enhancement of that fine reputation.