

a corpus of work and proposals spanning more than a quarter of a century during which the author raised the status of magnitude scaling to the level of an accepted technique in psychophysics. The book is a model of clarity of prose and tutorial exposition. It is understandably biased toward what has been called "the new psychophysics," i.e., direct estimation methods (as opposed to methods based on discrimination) and, especially, the magnitude or ratio estimation approaches to scaling. At the time that the book was written, there probably was no other person who had conducted more direct scaling experiments than Stevens, and his wealth of practical exper-

ience is reflected in the many suggestions he offers for good experimental practice. It is more of a tutorial than a "cookbook."

Torgerson, W.S., *Theory and Methods of Scaling*, J. Wiley: New York, 1958.

In many ways, this book is similar to Guilford's. However, it tends to be more theoretical and provides fewer tutorial examples. Some of the treatments are more up-to-date in Torgerson and the author takes more cognizance of the labor savings that can be realized with the aid of computers.

Wyszecki, G. and Stiles, W.S., *Color*

*Science: Concepts and Methods, Quantitative Data and Formulae (2nd ed.)*, J. Wiley: New York, 1982.

This is the premier reference for detailed information about physical data for characterizing stimuli, geometrical optical properties of the eye, colorimetry, photometry, matching of colors, so-called uniform color-scales, thresholds, and theories and models of color vision. The emphasis is heavy on physics, colorimetry, and photometry; it is not a textbook on vision nor on scaling. However, it is a virtually indispensable reference for color psychophysics where the emphasis is on the word "color."

---

## 24th Annual SMPTE Television Conference

January 26-27, 1990, Orlando, Fla.

### Call for Papers

A call for papers for the 24th Annual SMPTE Television Conference has been formally announced by Editorial Vice-President Frank J. Haney, Capital Cities/ABC, Inc. Program Chairman Clyde D. Smith, Lockheed Space Operations Co., anticipates that papers on the theme "Television — Merging Multiple Technologies" will examine how multiple technologies are merging together, making it difficult to know what is television and what is not.

Clyde Smith and Program Vice-Chairman Paul Montgomery, Tasp Group, Inc., are planning four sessions, one morning and one afternoon session each day. They are especially interested in papers on the practical applications of other technologies merging into television, such as robotics in studios and how television is expanding into nontraditional fields like flight simulation.

To have a paper considered, the author should send his name, address, telephone number, and a 100-word abstract of the proposed paper on an author form to SMPTE, Att.: Marilyn Waldman, Program Coordinator, 595 W. Hartsdale Ave., White Plains, NY 10607, by September 15, 1989. Author forms are available from headquarters at this address. Addi-

tional details about the program can be obtained by writing to the SMPTE or by calling (914) 761-1100.

The television conference will be held Friday, January 26, and Saturday, January 27, 1990, at Disney's Contemporary Resort in Lake Buena Vista, Fla. In addition to a full technical program, there will be a Get-Together Luncheon on Saturday, a

Spouses Program, and Coffee Club. The Contemporary's location in the Walt Disney World® resort assures there will be plenty to do for attendees and their families before and after the conference.

As more information is available on the 24th Annual SMPTE Television Conference, updates will be published in the *Journal*. — Nancy T. Engel



Disney's Contemporary Resort, site of the 24th Annual SMPTE Television Conference. Photo © 1989 the Walt Disney Co.



Blaine Baker



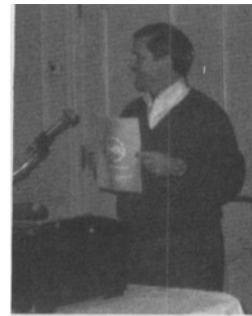
Irwin W. Young



Frank J. Haney



M. Carlos Kennedy



L. John Spring, Jr.

## 1989 Sections and Engineering Training Seminar

By Lynette Robinson and Si Becker

The 1989 Sections and Engineering Training Seminar was held in Ottawa, Canada, on May 11 and 12, just before the Ottawa, Toronto, Rochester, Montreal/Quebec Mini-Conference. Conference attendees, national officers, local section officers, engineering chairmen, and representatives from the headquarters staff were welcomed to a reception on Thursday evening by SMPTE Sections Vice-President Irwin W. Young, Du Art Film Labs, Inc.

In 1978 the SMPTE Executive Committee recommended to the Board of Governors that the Society hold a training seminar for newly elected section chairmen in a central location. The first training seminar was so well received by the attending section officers and by those who taught it that it has been an approved event nine times in the last ten years. All section officers, whether newly elected or not, have been encouraged to attend.

In 1985, the Executive Committee made a further recommendation that a similar training program for the chairmen of the Engineering Technology Committees be held at the same place as the Section Training Seminar. The rest is history.

Since these seminars have been held, monthly attendance at almost all section meetings has increased because of enhanced programming and more timely mailing of the section program. The Board of Governors and, more specifically, the members of the Society who benefit from the monthly technical programs and the opportunity to meet with their colleagues appreciate the time and effort

put into this very important part of the Society by the section officers.

SMPTE President Maurice L. French, Canadian Broadcasting Corp., spoke to the joint session on the Society's mission in today's rapidly advancing technology and its need to maintain and carry out the goals its founders envisioned. French stressed the importance of the sections to the Society's continuation as the leading organization for motion-picture and television engineering activities. "From the group sitting in this room will come the future officers of the Society," he said. "Almost all of the national officers who will talk to you today have been active in or have been officers of a local section," said French.

Engineering Vice-President Stanley N. Baron, NBC, addressed the engineering and section chairmen on the organization and role of the engineering technology committees in the creation of standards.

### Training Sessions

Midway through the morning, the engineering chairmen and the sections officers split off into their separate training sessions. Executive Vice-President Blaine Baker, MPL Film & Video, Inc., answered such questions as, Who governs the Society? Which officer is responsible for the Society's finances? What is the chain by which committees report to the officers who make up the Executive Committee? What is the role of the Executive Committee in relation to the Board of Governors? How are regional governors elected? Who is involved in the planning and implementation of the

Society's conferences? Baker described the organization of the Society and how the various committees and the Board of Governors operate.

### Administrative Practices

Past-President M. Carlos Kennedy, Ampex Corp., described the procedures outlined in the Bylaws and Administrative Practices for selecting the Honors and Awards candidates recognized each year by the Society. He also explained the responsibility of the sections officers to recommend candidates who will run in the national election of regional governors.

### Journal Requirements

Editorial Vice-President Frank J. Haney, Capital Cities/ABC, Inc., explained the procedure that determines a technical paper's acceptance for publication in the *Journal*, the lead time required for printing section meeting notices in the *Journal*, and what information a section meeting report should contain.

### Finances

Financial Vice-President Richard K. Schafer, Eastman Kodak Co., spoke about where the funds to run the Society originate and how they are used. He illustrated the financial structure of the Society with bar graphs and pie charts. Schafer explained that because the Society is in sound financial condition, additional educational programs are being considered by the Executive Committee and the Long-Range Planning Committee.