



MESSAGE FROM THE EXECUTIVE DIRECTOR

Frederick C. Motts

This past summer, SMPTE conducted a comprehensive member survey. As with the 1999 survey, the response was overwhelming and we are deeply grateful to those who shared their opinions. Here are some of the findings, which will be used immediately to improve member satisfaction and attract new members, sponsors, and advertisers.

SERVICES	FINDINGS	ACTION ITEMS
Membership Benefits	<p>Respondents rated the importance of a selection of SMPTE benefits and services and their level of satisfaction with each. Among the top selected benefits were the <i>SMPTE Journal</i>, improving knowledge and abilities; SMPTE Standards, and publications. SMPTE is knowledge—a rich resource for the knowledge you need in your profession.</p> <p>More than one-fourth of respondents indicate that they belong to no associations other than SMPTE.</p>	<p>SMPTE is your number one choice for a trade/professional organization. Be sure to take advantage of all your benefits to get the most value for your dues—read and write for the <i>SMPTE Journal</i>, participate in conferences and Section meetings, network with peers, join our online community, and volunteer for engineering committees. Make your dues work for you—get the most out of SMPTE by participating in activities!</p>
General Membership	<p>Three-fourths of respondents rated the value of their primary SMPTE membership as “excellent” or “good,” while almost three-fifths rated the value of their Local Section membership as “excellent” or “good.”</p> <p>Respondents rated the importance of Local Section activities and their level of satisfaction with each. The three Local Section activities of greatest importance are (in descending order) professional development; continuing education; and networking with peers. These three activities also received the highest satisfaction ratings.</p> <p>The average length of membership is six years, and nearly nine-tenths of respondents plan to renew their SMPTE membership. Nearly two-thirds of respondents indicate that they would recommend membership to a colleague.</p> <p>Approximately one-half of respondents indicated that their employer pays at least a portion of their SMPTE membership dues.</p>	<p>Remember the SMPTE member-get-a-member campaign is still on! See www.smpte.org/membership/ for details on participating.</p> <p>If your employer does not contribute to your membership dues and you are facing economic hardship, please talk to someone at Headquarters. We will be glad to put you on a payment plan rather than lose you as a member.</p>

Publications

The topics generating the most interest for future publications were:

- Digital technology
- Television
- Video
- Film preservation and restoration
- Film scanning and output
- Film versus digital in everyday working environment
- Film-to-tape industry

If you have written a book on a relevant topic or would like to suggest a title for SMPTE to carry in our catalog, please contact David Juhren at djuhren@smpte.org.

Internet Resources

Three-fourths of respondents prefer receiving member communications via e-mail, while one-fifth prefer to receive member communications via post office mail.

Nearly two-fifths of respondents indicated that they would be interested in participating in an interactive e-mail discussion group based on a topic of interest that allows members to exchange information in a peer-to-peer forum.

Respondents were asked to indicate whether they have visited SMPTE's website. The areas most commonly cited were Engineering Documents, Conference Information, Online Library, News, and *SMPTE Journal*.

Look for increased communication via e-mail in the coming months. It will save time for everybody as well as cut down on your Section's expenses.

SMPTE's open forum at www.smpte.org/message_boards is a place where you can go to access the SMPTE community, form relationships, get answers to your technical questions, and help other members with theirs.

If you haven't visited the website recently, please do! Our website changes constantly so be sure to check back often for updates at www.smpte.org.

SMPTE Journal

Respondents rated the *SMPTE Journal* favorably: four-fifths or more rated the publication highly in the areas of quality of articles, overall interest, thoroughness of articles, and relevance of topics.

SMPTE Journal welcomes papers from all members on any motion-imaging topic. To learn about the submission and review process, please contact Marilyn Waldman at mwaldman@smpte.org.

Conference

The three primary factors respondents consider when deciding to attend a conference are location, educational program topics, and cost.

Don't forget this month's Technical Conference and Exhibition in Pasadena, California! We've put together a powerful program, sure to give you the knowledge and information you need to know in today's motion imaging industry. What's more, cost of attending hasn't changed in two years!