



MESSAGE FROM THE EXECUTIVE DIRECTOR

Frederick C. Motts

"The art of communication is the language of leadership."

—James Humes

If communication is the language of leadership, as Mr. Humes writes, then in order for SMPTE to continue to be the leader in setting the standards in motion imaging technology, it must continue to improve its communications. This is the salient point of much of what the Society needs to do in order to attract new members and keep existing ones. It also gives the necessary tools to those in the Society whose task it is to perform both of these important membership duties.

I'd like to quote what Editorial VP Edward Hobson said in last month's *Motion Imaging Journal*: "SMPTE has a long history of documenting development and advances in the motion imaging field. We started of course with film, then added television imaging and recording, and now new methods of both recording, file-based storage, and dissemination by means such as the internet." In his message, Ed further went on to wonder what motion imaging pioneer Thomas Edison (himself a SMPTE member), would have thought about the technologically advanced systems, methods, and amazing quality we have achieved. I'm sure Mr. Edison would have been amazed at these new technologies.

Gavin Schutz, SMPTE's president, recently said that new technologies are impossible to ignore, and that's why SMPTE headquarters staff is joining forces with the Executive Committee, Board of Governors, Section Officers, and others, to facilitate communication between all parts of the Society. Improvements began over two years ago, with the redesign of the SMPTE website. Further development included Section listserves, the online publication of the *SMPTE Motion Imaging Journal*, eNewsletters, and more. Opening avenues of dialogue and communication is the key to much of what the Society needs to do in order to further strengthen its membership base. In the upcoming months, SMPTE will be taking many of these previous initiatives, and integrating them into a single functioning communications network that will facilitate how members, section chairs, elected officers, and headquarters staff communicate.

In turning to more automated ways of communicating with members, we've changed the way we send out renewal notices. We're sending only one mailed message, but will send an e-mail reminder a month or two before your membership expires, with an easy link to the renewal page on the SMPTE website. Another means for communication is by balloting, and communicating your votes on who you want as your SMPTE officers. Your participation in upcoming SMPTE elections is essential for the successful steering of the Society.

We believe that at less than 37 cents a day, SMPTE membership is an important part of the careers of its members, and we're pretty sure you might know someone who is not a SMPTE member, but would benefit by becoming one. Why should they join? They would open the door to new professional contacts, gain industry recognition, and stay competitive. They would be able to join one of the many standards committees whose important work drives the motion imaging industry. If you know a student who's studying the motion imaging arts and sciences, through a SMPTE student membership, they can apply for the Lou Wolf Memorial Scholarship (see inside this Journal issue for more details). Comparatively, SMPTE membership is still a good bang for the buck, and we'll be proving this to you by improving our communications network.

So, now it's your turn to open your own doors of communication, and send an e-mail, note, or message to your colleagues who are not SMPTE members, urging them to join the many thousands of motion imaging professionals worldwide who belong to SMPTE.

—Frederick C. Motts