



MESSAGE FROM THE

# EXECUTIVE DIRECTOR

## Increased Member Benefits & Offerings



By Kimberly Maki

I am pleased to report that SMPTE is providing more opportunities for people to learn, grow and develop themselves—while also advancing this industry: Two new levels of memberships; a new Web 2.0 professional networking community of practice; a new digital edition of the *SMPTE Motion Imaging Journal*; more enhancements to the SMPTE Professional Development Academy offerings (see page 8); three new regional seminars on File-Based Workflows; and, of course, the upcoming NAB Digital Cinema Summit produced by SMPTE and the Entertainment Technology Center at USC.

### MEMBER TYPES

This month, two new levels of membership will become available. One is an associate level at \$35 and the other is an executive level at \$245. Due to space considerations here, I won't be able to go into the full spectrum of benefits at each level (please check out [www.smpte.org](http://www.smpte.org) for more information now—and this magazine in April for a full review of the benefits and levels). Important to note is that the \$35 associate membership is only open to *new* members (in other words, current members cannot downgrade to this level) and the associate membership does *not* receive the *SMPTE Motion Imaging Journal* as a benefit. However, a significant new benefit that launches in April and that will be available to *all* levels of membership is a new Web 2.0 professional networking community called **SMPTE 365**.

Yes, I know that **SMPTE 365** is the name of a SMPTE standard. It is also a brief catchy name to identify the fact that **SMPTE 365** is a web-based resource that is available 365 days a year. Keep in mind we are engaging a new target audience that may or may not be familiar or interested in SMPTE standards...what they are interested in is access to a large professional network of like-minded technical experts. That would be you, our SMPTE members.

Many of you, I am sure, participate in Web 2.0 communities. But, did you know that approximately 82% of teens regularly use the

Internet and that more than 80% participate regularly in a social networking platform? And, the statistics are climbing every year. Of course, stats vary by country by state and other demographics—but the bottom line is we are in the content generation business, including the Internet—so we should embrace technology to bring the value of our members (collectively) to a larger global realtime audience and engage the next generation of industry leaders.

As such, the SMPTE Board of Governors has made a conscientious decision to provide a social networking platform of solid technical credibility—and I am pleased to announce that we have received funding from Turner Broadcasting to get **SMPTE 365** up and running.

### IT BEGINS WITH YOU

It is often stated that many kids are influenced by television in their career choices. For example, I was just reading about a lawyer that was a faithful watcher of *Ally McBeal* and said that the TV show had encouraged his choice of profession...and then on the same flight, I also read about another lawyer that said the same thing about *Perry Mason*. Well, let's give the next generation the opportunity to get inspired by technology and engineering. Please participate in **SMPTE 365**. Start by updating your profile after we launch. Then, try to spend just 30 minutes a week to begin using the platform for sharing information, connecting with colleagues or becoming a mentor. By visiting **SMPTE 365** weekly, you will make this a valuable resource for professionals in the industry and you also may become real inspiration for the next generation (whether that be in true mentorship or in simple information sharing). The spotlight is on you—let's take the power of the visual medium you are all so familiar with and use it to build interest in motion imaging science and technology.



Recently I participated in the re-launch of the George Tyrrell Student Chapter at Stonehill College. In attendance were students and administrators from Stonehill College and Mashpee High School in Massachusetts (shown above). In the photo I am wearing a Stonehill College baseball cap that was presented to me by the students (Thank You!). Experts such as Stan Baron, Darcy Antonellis, John Brooks and Milt Shefter were linked in using multimedia. The students, ranging from eighth grade to seniors in college, were very excited and optimistic about the possibilities for participating in SMPTE 365. Since the content is derived mostly from the community participating in the platform, it will be a fresh new opportunity for these students to shape their learning experience and connect with SMPTE members worldwide. I sincerely thank them all for their candid observations! And, we have welcomed them as beta testers for the platform. This is an audience we certainly need to hear.

## ENHANCED ONLINE JOURNAL

Beginning with the January/February 2009 issue, the *SMPTE Motion Imaging Journal* is provided in a new digital page-turning format. This change was made because members expressed the desire for easier navigation of the online magazine and to be able view each issue online, as it is seen in the print version. This new format benefits readers and advertisers with realtime navigation and clicks through to ads and other content. It also benefits our International members who have sometimes experienced long delays in receiving their print edition of the *Journal*.

## CONFERENCES

Registration is now open for NAB 2009 and NAB Digital Cinema Summit produced by SMPTE and the ETC. See page 19 for more information on our great line-up and page 18 for special SMPTE discount). A full report will once again be featured in the May/June *Journal*. New this year: Three regional seminars on File-Based Workflows will be available in the May/June timeframe. Please watch next month's *Journal* for full details for registration and locations.