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The Dawning of a New Century for SMPTE

Today, I am delighted to announce that the *SMPTE Motion Imaging Journal* was recognized by the Society for Technical Communication (STC) as the winner of a Merit in the 2017 STC International Summit Awards competition! Congratulations to Glen Pensinger, along with the core editorial committee, the Board of Editors, contributing authors, and our managing editor, Dianne Purrier, for this recognition!

The *Journal* collection is one of the most valuable assets of the Society. Since its founding in 1916, the Society leaders knew that having a journal would be critical for disseminating the technology to the broadest audience. Like many professional associations, the *Journal* is a benefit of membership. For over 100 years, it has reached every member of the Society (except the Associate level). Our dedicated Board of Editors reviews and comments on papers to ensure that those of the highest quality are selected for publication. The STC judges recognized the publication as “an interesting and engaging journal that meets the needs of the audience.”

Today, we publish nine issues per year, each with a specified topic focus. Readers look forward to the Progress Report issued each September, highlighting the latest trends and technological developments in the industry and standards community.

The entire *Journal* collection, back to the very first issue to the present,


has been available online, free to members, since 2011, enabling easy, enjoyable access. Historical articles provide an abundant account of the foundation of the motion imaging industry by its founding fathers. Walt Disney wrote a very enlightening piece, “Growing Pains” in 1941, about what it was like to start out as a young entrepreneur in the new movie business. He wrote, “I came to Hollywood broke in 1923, and my brother Roy staked me to a couple of hundred. We lived in one room, and Roy did the cooking. He was my business manager, and I didn’t have any business. His job was to scare up three meals a day, and his job now is to conjure up three million dollars to meet the annual payroll. Both jobs have demanded just about the same amount of sweat, ingenuity, and magic. The main difference is that Roy sweats more red ink now. But no matter what the future deals me, I shall consider that I have come a long way, if for no other reason than that Roy doesn’t do the cooking anymore.”

Herbert Kalmus is among the other famous founders who contributed to the *Journal* in the earlier years. Upon receiving the SMPTE Honorary Membership Award, Dr. Kalmus wrote a speech, printed in the *Journal* in December

1958 titled, “The Adventure of Technicolor.” This remarkable article chronicles the start of the company, Technicolor, imparting a reflection on what it was like at the beginning of this new industry.

Thousands of articles have been published in the *Journal* over the past 100 years, ranging from technical, historical, applications practices, to points of view, all providing readers with insight and information on the significant developments in motion imaging technology. Today’s subject matters cover topics that our founders would have trouble comprehending, as we navigate the world of HDR/WCG/HFR, dive deeper into IP- and software-based technologies, and immerse consumers into rapidly evolving technology.

Nevertheless, the strength of the *Journal* is built on the collaboration between authors, editors, and reviewers with essential knowledge of the information that is disseminated to readers. This peer-review ensures the integrity of the publication.

I am delighted by this recognition of the *Journal* on the international stage. It is yet another principal component of why SMPTE matters so much in the worldwide realm of today’s vast media ecosystem. 

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