

Detroit March 2018

After a long period of dormancy, the Detroit Section held its first meeting in several months on 20 March at the Art Institute of Michigan, Novi, MI. The program titled, “Things I wish I knew (or would like to know),” was aimed at industry veterans, and newcomers and students. A panel of three experienced members of the local production and broadcast community gave a summary of what they do, how they do it, and how members of a production group can assist each other, by better knowing everyone’s function.

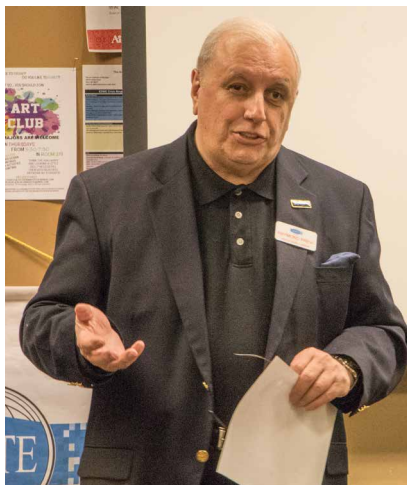
Paul Pytlowany, a multiple Emmy-winning videographer at CBS Detroit, showed new-generation cameras and explained how he sets them up for effective creative use and proper technical operation (including audio). Pytlowany then presented two “Eye on Detroit” stories to demonstrate his creative use of the tools at his disposal.

Elie Mosseri, a longtime editor for commercial, corporate, documentary, and other video forms, spoke about the function of the editor and what videographers and audio technicians should do to minimize “not editing” time spent in an edit session. Pre-pro planning, script and timecode notes, slating, clip naming and organization, and much more.

Ray Previ, a former broadcast engineer and public school instructor, and also Detroit Section Education Liaison, talked about the need for both students and veterans to keep current with rapidly changing technology (and how being part of SMPTE contributes to this). Previ also covered basic job interview



Detroit Section meeting presenter Paul Pytlowany.



Detroit Section Education Liaison Ray Previ.

behavior for those soon to enter the professional market.

A lively Q&A session followed the presentations.

The Detroit Section thanks the Art Institute of Michigan for providing meeting space and refreshments.

—Chuck Reti
Secretary/Treasurer



Detroit Section meeting presenter Elie Mosseri.

**Washington, DC
MediaForward Event
March 2018**

Broadcast and television organizations have been competing for almost two decades with new media organizations and the internet and IT technology industry. This competition goes beyond the battle for the viewer; behind the scenes there is an on-going struggle to attract the next generation of engineers to the broadcast and television industry.

On Saturday 23 March, the Washington, DC, Section held the first SMPTE Media*Forward*, an all-day event that is designed to introduce students to the vast range of career opportunities in media technology, build relationships, and open doors to the future. More than 80 people registered for the event ranging from 7th grade students



Attendees at the Washington, D.C., Section's MediaForward event in March.

accompanied by their parents to students in post-graduate studies. The event was hosted by the McDonogh School on their beautiful campus in Owings Mills, MD.

The program was led by SMPTE's Membership Vice President Peter Wharton with Happy Robotz, who showed how media technology had advanced

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over the years, how the current advancements were intertwined with the IT industry, and the exciting opportunities yet to come as technology continues to progress at exponential rates. John McCoskey, an industry leader with Eagle Hill Consulting and former SMPTE Eastern Region Governor, spoke about the decisions that students face as they enter the industry and the value of maintaining your personal network. Karl Kuhn, SMPTE Membership Director and also a former Eastern Region Governor, showed how the advancements in technology have profoundly changed the industry. Today, the power to create media in a laptop dwarfs what an entire facility with

a large staff could do 20 years ago. Today, success in media technology often means being able to wear multiple hats at one time, utilizing creative, business, and technical skills simultaneously. Marshall Behrmann, senior lab engineer for Sinclair Broadcast Group, showed how the transition to ASTC 3.0 transforms broadcast stations to IP-connected delivery systems and creates new opportunities for those who can imagine the possibilities this change creates.

In addition to the program, more than 30 SMPTE members and media professionals hosted 20 roundtables at *MediaForward* where the students could engage these professionals. The roundtable


topics ranged from employers with career opportunities and networking guidance to mobile production, live news coverage and flyaway kits, archiving, analyzing, and troubleshooting signals, visual effects and nonbroadcast applications of audio and video technology.

MediaForward was a success on many fronts, but one area where it exemplified SMPTE's mission was diversity. Increasing diversity in the industry has often been a discussion by SMPTE members and leadership and on several panels at SMPTE events; it is also one of SMPTE's strategic initiatives. The *MediaForward* event represents a significant advancement in this endeavor; not only did women and minorities each represent the majority of the students but students from equally diverse economic backgrounds were also in attendance.

MediaForward was intended as a pilot project that could become a springboard for other sections to produce similar events. The Washington, DC, Section created a template, website, and guidelines that other Sections can reuse to create their own *MediaForward* events while continuously contributing to the tools and improving future instances.

MediaForward was made possible by the outpouring of support from SMPTE members and media professionals who participated at the event. Thanks to the McDonogh School and Kevin Costa, director of innovation and learning, McDonogh senior Jack Jankowski who ignited the team, and Sinclair Broadcast Group for their sponsorship.

—Peter Wharton
Membership Vice President




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