



Peter Wharton

Calling All Champions

SMPTE has been at the center of the media and entertainment industry for over a century, providing technical standards, education, and fellowship to our community. Our success and longevity have come from our ability to adapt, from film to television, black and white to color, and analog to digital. Today, our industry is again undergoing change and SMPTE is reinventing itself, so that we can continue to serve our members for the next century.

To serve our industry in this changing environment, SMPTE needs to be more connected, more global and more diversified all while empowering our members, Sections, and community. These changes underpin many of the Board of Governor discussions and Home Office efforts, but to be truly effective, this also requires grassroots leadership and participation. Fortunately, for SMPTE, we have such leaders in our governors, Sections, and many volunteers. These champions make SMPTE successful, by taking initiative and leading the way for our future. Here are some of our recent successes.

We're connecting better with members. In the U.S., the recently formed Florida Section held its first all-day technology conference last December. Section Chair and champion Ken Bothelo led his team to success, and showed the strength of the SMPTE Florida community with over 300 attending! Inspired by the successful

technology conferences produced by the Florida, Toronto, Montreal, and Washington, D.C. Sections, the New York Section is also looking to produce a technology conference in 2019 under the leadership of Section Chair Jeff Cohen. The San Francisco Section produced its first conference in June, ET@2018, led by Section Chair Keith Graham, while the U.K. Section led by Governor Mark Harrison and Section Chair Simon Gauntlett again helped with the HPA Creative Tech U.K., which was also in June. These conferences provide critical education to our members, helping them adapt to the changes in the industry and technology while strengthening our community through networking and leadership.

We're growing globally as well. Thanks to another SMPTE champion Peter Weitzel and his colleagues, the U.K. has become our latest region and earned a second Governor last year. Their growth has inspired similar resurgences in the Poland and Nordic Sections. In Asia, members are working to launch a Section in Singapore, and SMPTE is also seeking champions in Central and Latin America to help us grow there.

SMPTE is also focused on becoming a more diverse and inclusive organization. Our goal is to recruit and retain members from the entire global spectrum, including underrepresented and underserved communities, different socio-economic backgrounds, and varying industry roles. We're addressing these challenges and opportunities on many fronts. The HPA relationship

and events help SMPTE engage the business and creative professionals in our industry as do conferences such as ET@2018 and the Creative Tech U.K.

Lately, several Sections have held events expressly to engage students and future SMPTE members. The Washington, D.C. Section held "Media Forward" last March, bringing together more than 80 students and media professionals for an educational day featuring career guidance presentations, workshops, and a facility tour. In April, the Hollywood Section championed by Chair Jim DeFilippis held a similar career day for students, which was also very successful. These events help SMPTE by providing a meaningful value for our student members and those in the earliest stages of their careers. Moreover, attendees are exceptionally diversified, helping to fulfill SMPTE's goal of being more inclusive. The students attending have been so energized that several of their schools have contacted SMPTE to host and participate in the future events. Other Sections have also expressed interest in holding "Media Forward" events, which is proving to be a successful formula for growing and diversifying SMPTE from the lowest rungs of the career ladder while providing new volunteers and members for our Sections.

I urge you to become more involved in SMPTE. Take initiative and help to organize or champion a Section event or SMPTE Conference session and help us lead the way in the next century.