



Barbara H. Lange

In Times Like These It's Important to Have a Global Community

SMPTE is such a great community of people. Thousands of members working worldwide in media and entertainment rely on SMPTE as part of their professional life. Stretching from Australia to Alaska, SMPTE members are busy enabling the technical framework and the global community that makes motion pictures available for the human community to enjoy.

At this moment in history, this need is greater than ever before. And I'm not exaggerating even a bit. I am writing this from my home office since we've been working remotely to avoid spreading the novel coronavirus or COVID-19. It's a very crazy and scary time because we don't know enough about what this virus will do or when the threat will end. I suppose it's the unknown that is most unsettling.

We have to thank the many health care professionals, emergency workers, and other essential professionals, as well as elected officials who are working tirelessly to protect us, while providing us with the information that we need to know to make informed

decisions for our families. We're learning what information and what sources are to be trusted. In a world that relies on social media for information, it is interesting to see how this event affects our ways of gathering and processing accurate information.

This takes me to the news gathering and the broadcast industry. During this particular time, I am increasingly relying on the traditional broadcast to keep me informed. Perhaps I skew to an older demographic—full disclosure, I am a member of Generation X—but I find that I'm comforted by the old-fashioned television broadcast programs, rather than by the same information running through my social news feed. By the way, I watch the broadcast streaming through my cable networks app, so I'm not entirely out of it!

But, I think, I'm not alone in this approach. The general public still relies on traditional television broadcasts to stay informed during emergencies. The global audience must have the most current and reliable information at hand when making critical decisions.

I am thankful to the many people who work in broadcasting to produce those news programs,

ensuring social distancing. Many, just like me, have been relegated to home offices. With incredible technology at our disposal, even traditional broadcasters can work in new and versatile ways. Thus, we are seeing the experts Skyping into a broadcast from a safe distance away. And the recent attention given to the cloud as a platform at industry conferences is proving itself, as we speak. I am impressed that the industry has rallied to continue broadcasting as if normal, even though under some challenging circumstances.

When we get through this pandemic, we can take stock of what SMPTE has done to help the public stay informed and comforted during such untested times. From my perspective, SMPTE is here to support the industry with our standards, and also through education to ensure that broadcast engineers and technologists have the knowledge and understanding to do their jobs, as best as they can. I foresee SMPTE working on innovative types of services, which aim to meet the ever-growing needs of our constituency. For now, I am truly grateful to the broadcasters around the world. Thank you so much for all that you do. Stay well.

