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In this column, we provide interesting historical briefs from the journal articles of the past days. The purpose of this column is primarily entertainment, but we hope it will also stimulate your thinking and reflection on the Society's history, how far we have come in the industry, and (sometimes) how some things never change. This column is sponsored by Television Broadcast Technology, Inc., since March 2001: <http://ieeexplore.ieee.org/document/7257346>

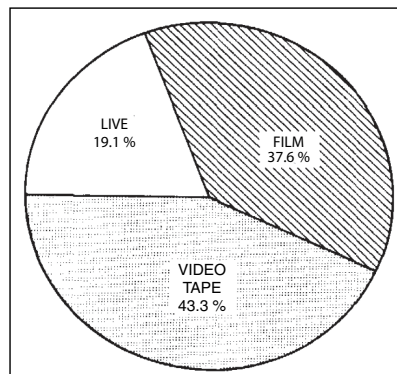
25 Years Ago in the Journal

The July 1995 *Journal* published in "Message from the President" by Stanley N. Baron: "This month's message is in response to those members who called me to ask how SMPTE goes about developing standards. There are six stages in the development of a standard, recommended practice, or engineering guideline, as follows: (1) Determination of a need and assignment of work... (2) The discovery stage, in which information necessary to the development of a standard is acquired... (3) The standards document is developed... (4) The SMPTE review process... (5) Determination of consensus, which includes resolution of any objections of problems raised during the process... (6) Publication and distribution for public use... The process has been helped in recent years by the use of electronic communication. This allows individuals who have an interest in specific areas but do not have the resources to travel to meetings to participate in the development of the standards. Merging electronic communications media with desktop publishing technology has helped the Society to shorten, what was more than a two-year minimum processing time, to less than six months, and to reduce

the documentation development costs substantially." For the full article, see: <https://ieeexplore.ieee.org/document/7240572>

50 Years Ago in the Journal

The July 1970 *Journal* published in "Trends in Television Recording" by Joseph A. Flaherty, Jr.: "In general terms, television recording can be defined as the storage of picture and sound information on an economical medium suitable for post-production editing, dubbing, duplication, distribution, and subsequent broadcast in such a way to maintain acceptable quality throughout. There are two such recording media used in broadcasting for the vast majority of programs today: (a) videotape, recorded with electronic cameras and (b) film, recorded with motion-picture cameras. A third system, in very limited



CBS Network total programming, 1970 (Fig. 7, *JSMPT*, Jul. 1970, p. 581).

use at present, is telerecording or kinescope recording... At the peak of this activity, CBS recorded 70 hr of programming and distributed almost a million feet of 16-mm print stock per week... In the production of commercials, the film again played an important role despite the fact that many network commercial messages were produced "live." Filmed commercials were used to service the then-expanding local station markets across the country... As shown in Fig. 7, over 80%, of all current CBS programming is recorded; 43.3%, is on videotape and 37.6% on film. Only 19.1% of the programming is live." For the full article, see: <https://ieeexplore.ieee.org/document/7227206>

75 Years Ago in the Journal

The July 1945 *Journal* published in "Anecdotal History of Sound Recording Technique" by W. A. Mueller and M. Rettinger: "The history of microphones in sound pictures may be divided into three periods. According to the name of the moving element in the unit used at the time, one may thus speak of the condenser, the moving coil, and the ribbon microphone period... There is, of course, also a future... all the needs and desires and hopes of practically everyone connected with the recording of sound... found. (1) The microphone-to-come should be practically invisible. (2) It should be capable of being moved by invisible means. (3) If it must be made of visible materials, it should be no larger or weigh no more than a plum, at most, no more than a lemon. (4) It should introduce very little distortion that our present measuring equipment cannot measure it. (5) It should be

automatically directional, that is, pick up in each scene only the desired sounds and ignore all others. (6) It should not be affected by wind, rain, and snow. (7) It should record the sounds produced by the weather conditions only when the mixer so desires. The above is truly optimistic and may sound facetious, but it represents the perfect microphone.” For the full article, see: <https://ieeexplore.ieee.org/document/7252178>

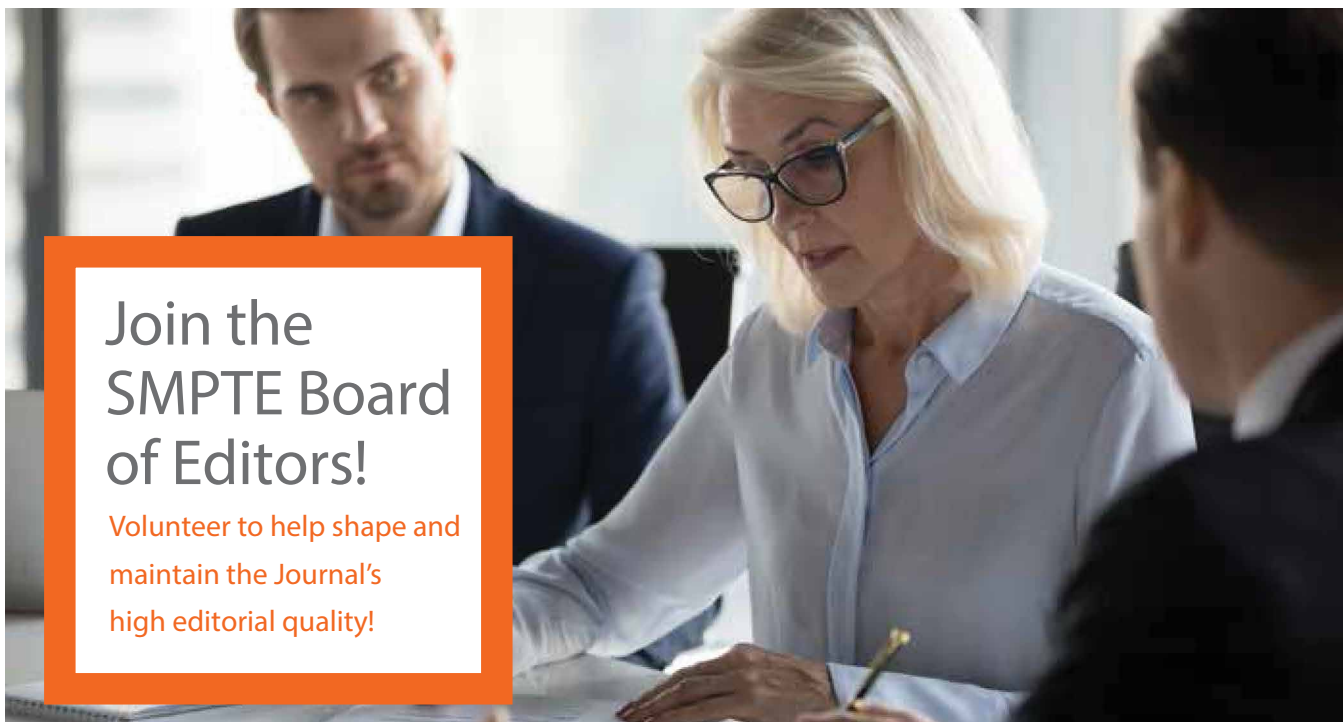
100 Years Ago in the Journal

The October 1920 *Journal* published in “Report of the Advertising Committee” by R. P. Burrows:

“Our committee takes pleasure in calling your attention to the advertising appearing in the Montreal Transactions of our society... The advertising for the year 1920 will increase the income of the society by an amount of \$855.00... Your committee has made no attempt to obtain further advertising for the Dayton Transactions for the reason that they thought it best to see how their first venture in advertising was taken... Our present price for advertising space is a quarter page in two issues \$25.00, one-half page \$35.00 for two issues, and a full-page \$50.00 for two issues. The committee would recommend that the last page of advertising

is sold as a full page for two issues at a price of \$85.00 and that the page next to reading matter is sold as a full page at a price of \$85.00 for two issues, the inside pages to remain the same price... Your committee would further recommend that an increase in the advertising rate of 10% is assessed against those companies wishing to advertise but which have no representative in our membership. Your committee would further recommend that those companies who have representation in the society be given the first choice of preferred space.” For the full article, see: <https://ieeexplore.ieee.org/document/7230036>

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