

# Strengthening SMPTE Through Service: A Call to Volunteer

BY SALLY-ANN D'AMATO



Over the past ten months, I've spoken with many members who are deeply passionate about contributing to SMPTE—whether by educating the industry, mentoring, engaging students, contributing to the *Motion Imaging Journal* or Media Technology Summit, producing compelling events in their Sections, driving membership, or bringing new standards projects into the Society.

SMPTE is in a period of transition. We're untangling the past and actively shaping the future. What do we want to leave behind to make SMPTE, and the industry, better than when we entered it?

These conversations have deepened my appreciation for what an incredible resource our members represent. That's not exactly new. I've always known it. It's part of why I've built my career at SMPTE. It is a great community, and I've always been proud to play my small part in helping it succeed. So, I wanted to take time in this month's Journal message to talk about volunteering.

Volunteering comes in many forms. It doesn't have to be time-consuming. Even something as simple as following SMPTE on social media and sharing our posts with your network can make an impact. Do you have a blog post you'd like to submit to our site? Do you work with students and want materials about our scholarships

and grants? Reach out! We're here to help!

## **Volunteer at the MTS!**

We'd love to see you at the 2025 Media Technology Summit, and if cost is a concern, we've got options! We do offer special rates for Lifetime or Retired Members, Students, Educators, and those experiencing financial hardship, but volunteering at the event is a great way to attend for free! We welcome your help in roles such as Membership/Store Assistant, Speaker Room Coordinator, Presentation Coordinator, Stage Manager, Camera Operator, Door Monitor, Awards Gala PA, and more.

Volunteers who work a half-day shift can attend the rest of the day for free. Volunteer for a full day and attend a second day at no charge. Commit to two volunteer days, and attend the other two for free!

As a non-profit organization, SMPTE values the support of our members. Volunteering at MTS not only helps us reduce event costs, but it's also a fantastic way to network, build community, and share your expertise with others entering the industry.

## **Want to get more involved?**

Join a program committee for a conference or contribute to our educational offerings. We're always looking for subject matter experts to present webcasts, develop courses, and support our learning initiatives. You



# Join the Board of Editors



Volunteer to help shape and maintain the Journal's high editorial quality.



can also serve on one of our awards committees, which are appointed annually to help identify and honor outstanding contributors in specific fields. View our complete list of awards at <https://www.smppte.org/about/awards-programs>. If you have expertise in any of these areas, we'd love to hear from you.

### Think Local!

If you belong to a Section and want to get more involved, reach out to your local leadership. There are so many opportunities, ranging from helping with an individual meeting to serving on the Section Board!

Do you work with students or want to help them learn more about our field? There's a real need for your support. Our Membership and Education teams are developing a framework to help Sections support Student Chapters with local programming and networking opportunities. We're also building a speaker roster of members who are willing to present, virtually or in person, on a wide range of topics.

And for those who want to take their support even further, we're developing a mentorship program to guide those just entering the industry and starting their careers in media technology. If you'd like to be part of the launch, we'd love to have you involved.

Getting involved at the local level or serving on one of our award, education, or policy committees often leads to even greater opportunities—like serving on our Board of Governors and helping to shape the Society's strategic direction.

### Introducing the SMPTE Ambassadors

I'd also like to highlight a new and growing initiative: the SMPTE Ambassadors.

As I mentioned, the time you give to SMPTE is your own, and it's deeply valued by both our Staff and the volunteer leaders who help steer the So-



SMPTE Ambassadors Linda Rosner (left) and Laura Thommen.

ciety with passion and commitment. Our members are the lifeblood of this organization. Without your involvement and contributions, SMPTE simply wouldn't exist.

Your involvement is what helps us evolve and thrive. There are those who work with us on instructional design, turning their expertise into concrete learning objectives and helping to build a community that grows together through shared knowledge. Some pull out all the stops to bring events across the finish line—creatively enhancing the experience while keeping an eye on resources. Others dive in with excitement to help reimagine what the MTS could be, shaping it to attract new audiences and deliver practical takeaways. Some raise their hands to staff tables at trade shows and career fairs, spreading awareness of SMPTE and the value of membership. And some see the connections that could be made to bring about something better and more valuable for both SMPTE and the industry at large.

The Ambassador program is designed to empower these passionate contributors to represent SMPTE at industry events, help make connections with new members and partners, and support our mission in meaningful ways. I am beyond pleased to introduce our first two SMPTE Ambassadors: Linda Rosner and Laura Thommen.

Linda Rosner co-founded ArtisansPR with her partner, Keith Gayhart, and has built it into a highly respected and successful agency focused on media, entertainment, and technology. Her experience in developing communications programs spans several market sectors, including film and television production, post-production, creative advertising services, digital production technologies, software, and AI. Linda also coordinates, produces, and moderates panels for NAB Creative Master Sessions, NAB Live, SMPTE, and other M&E organizations on topics including AI, Audio, Deep Fakes, Color Timing, and Restoration. Linda served on the Hollywood Professional Association's (HPA's) Awards Committee and is a founding Board Member of the Entertainment Industry Professional Mentoring Alliance (EIPMA). Linda previously served as Secretary/Treasurer and subsequently Chair of SMPTE Hollywood's Board of Managers.

"The Ambassador program provides an outlet to represent SMPTE in a broader, more global context. Ambassadors can lend their expertise to SMPTE, whether it be for sponsorship, panels, speakers, or brainstorming. The goal is to give SMPTE an additional advantage to thrive. I am honored to be one of the first SMPTE Ambassadors."

Laura Thommen is an experienced leader in technology sales and busi-

ness management. She has worked with several AI software companies and has worked extensively with Apple, Avid, Adobe, Litton Data Systems (now Northrop Grumman), and DDN Storage. Thommen is CEO/Cofounder of Eurora Labs and is cofounder and principal consultant at LLC Thommen, LLC, a global consulting firm founded in 2020. Harnessing the power of AI software, hardware, and cloud technology to provide groundbreaking solutions, Thommen has a proven track record of turning company goals into measurable results through strategic planning, diligence, and continuous evolution in the international market and with emerging technologies. Thommen is an active member of HPA and co-created HPA's Young Entertainment Professionals program. Thommen is a SMPTE Hollywood Member and part of the Section's Educational Committee.

“I am honored to be an Ambassador to SMPTE. As someone who has worked globally in M&E, I have always seen SMPTE as an organization that connects our industry. No matter where in the world we are working, our clients rely on many of the tools and methodologies that are shared throughout the SMPTE communities. SMPTE and its student chapters are a testament to the value SMPTE provides. The knowledge that this 109-year-old organization has accumulated is impressive. We need to continue to evolve and grow to keep our business relevant; as an Ambassador, I am honored to be part of this continued effort.”

SMPTE is incredibly fortunate to have these two powerhouse leaders in our corner! I've enjoyed working with both over the years, and they are the true inspiration for the creation of this program. As we continue to shape the goals, requirements, and

materials for the Ambassador Program, I hope you'll consider joining us on this journey!

### Contact Us!

Please use the contact information below to reach out to us regarding questions or requests for participation:

- Education programs, conferences, publications: [education@smpte.org](mailto:education@smpte.org)
- Membership growth and initiatives, Student Chapter support, mentorship: [membership@smpte.org](mailto:membership@smpte.org)
- Social media: [hello@smpte.org](mailto:hello@smpte.org)
- Award committees, Board leadership, Ambassador Program: [leadership@smpte.org](mailto:leadership@smpte.org)
- Volunteer at MTS: <https://summit.smpte.org/2025/volunteer>

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[show.ibc.org](http://show.ibc.org)

## SMPTE Partner Programme Sessions at IBC2025

As an IBC2025 Partner, SMPTE will present four sessions within the IBC2025 Partner Programme. Free to attend, these sessions feature seminars from industry leaders on key topics driving change in media technology, workflows, and business models.

**Saturday, Sept. 13: 14:10 – 14:45**  
Smart Workflows - Harnessing AI tools for Next Generation Content

**Saturday, Sept. 13: 14:55 – 15:30**  
Securing and Standardizing Control: Inside the SMPTE ST 2138 Ecosystem

**Saturday, Sept. 13: 15:40 – 16:15**  
From Classroom to Control Room: Building Careers in Media Technology

**Saturday, Sept. 13: 16:25 – 17:00**  
SMPTE Forward: New Standards, New Skills, New Communities

### Networking Events at IBC2025

• Thursday, Sept. 11: 11:04 – 16:15  
from London St Pancras to Amsterdam Centraal

• Sunday, Sept. 14: 16:00 – 18:00  
at Stand 0.A05  
BT Media and Broadcast Drinks and Networking Event



Register your interest