

Report of Educational Committee

Society of Motion Picture Engineers

WASHINGTON MEETING, MAY 9-12, 1921

THE matter which was before the committee was the advisability of the Society of Motion Picture Engineers becoming interested in any way in a correspondence course for projectionists.

A survey was made of the courses of established correspondence schools and revealed that there was at the present time no course available or being seriously contemplated. The International Correspondence School of Scranton reported that they did not care to undertake the development of a course of this kind as it would be necessary to do considerable advertising in order to build up a demand, while there were other courses for which a demand existed. In support of this statement the following report was given of the number of inquiries received through the mails for a course for projectionists:

During the months of April, May and June, 1920, there were only three calls for a course such as we have under consideration. A record was kept for a year or more and showed only an occasional call for a study course on motion picture operating. This indicates that while the projectionist may be in need of the help of a correspondence course he does not voluntarily approach such institutions as the International Correspondence School with a request for a course.

The American School of Correspondence has had a course in motion picture operating which they call by a rather difficult name—"Motography." This course has not been offered in the last two or three years and is very much out of date, being copyrighted in 1911. An examination of the material in this course shows that it is entirely unsuited to the training of projectionists in the art of producing better results on the screen or giving better care to the equipment and material over which they have charge.

In order to get an expression of opinion of the members of the Educational Committee as to our policy the following questionnaire was sent out:

1. Should the Society of Motion Picture Engineers find out if the American School of Correspondence is willing to sponsor a study course for projectionists?
2. Should the Society of Motion Picture Engineers volunteer its services in an advisory capacity in the preparation of this course?
3. If such assistance is proffered by the Society of Motion Picture Engineers should the American School of Correspondence give a percentage of the proceeds from the sale of the course to the funds of the Society?
4. Do you think the members of the Society of Motion

Picture Engineers representing various industries are willing to supply the necessary information to the Correspondence School?

Replies to this questionnaire were received from five members of the twelve comprising the committee. Of the replies received three were in favor of taking this matter up with some institution such as the American School of Correspondence or other reputable correspondence school; one reply was in the negative and one was non-committal.

To the second question the replies indicated three in favor of the Society volunteering its services for supplying the material, while two expressed opposition to action of this kind.

On the matter of remuneration from the correspondence school to the Society for the course the replies showed three negatives, or opposed to such remuneration, while two were in favor of the plan.

Three of the replies expressed an opinion that individual members of the Society would undoubtedly be willing to supply material for such a course; one reply was in the negative and one reply pointed out the fact that this would be a matter which could be answered only by the individuals.

A letter was written to Mr. O. C. Miller, Director of Extension Work of the American School of Correspondence, mentioning the fact that the question of a correspondence course was under consideration by the Society of Motion Picture Engineers. A reply was received from Mr. Miller from which I quote the following:

“Frankly, we would not be interested in publishing such a course unless the Society saw fit to guarantee the sale of a given number of courses, the reason being that the field is rather limited and therefore would be difficult to reach those actually interested. However, if the Society were back of it and would automatically handle the registration of members our objection would be largely over-ruled.

When you have finally decided the issue let's go over the ground carefully.

There is one thing certain—If members of your Society need a thorough course of instruction the Society or someone recommended by the Society is going to prepare the necessary instructions.”

In summarizing the entire situation as it exists the following points are presented for the consideration of the Society:

Of the two well-known correspondence schools neither one is interested in assuming the responsibility of developing a course for projectionists, as they feel that the demand is limited.

If a correspondence course were developed by the Society itself it would necessitate a considerable expenditure, as was outlined in previous reports.

These two methods seem to be the only feasible ones. If it were possible to secure closer cooperation of the members of the Society a study course might possibly be developed by the organization itself. However, as the members of the Society

must travel long distances in order to get together for committee meetings most of the work must be done by correspondence and it would be extremely difficult to build up a satisfactory study course unless some individual could give his undivided time to the subject.

Under the circumstances, I would suggest that the matter of a study course for projectionists be laid on the table to be taken up at a later date when the growth of the Society and the financial condition would warrant further consideration of this matter.

Messrs. F. H. RICHARDSON G. A. BLAIR C. F. JENKINS
E. K. GILLET W. B. COOK J. R. CAMERON
W. T. BRAUN C. A. B. HALVERSON L. E. DAVIDSON
C. E. EGELER CARL GREGORY

A. R. DENNINGTON,

Chairman Educational Committee.

Report of the Advertising Committee

LAST year the Transactions carried fourteen full pages of advertising, three half pages and two quarter pages making a total value of \$855.00. So far this year your committee has obtained nine full pages of advertising, two full pages of preferred space and two half pages of advertising, making a total value of \$690.00.

Four companies advertising in 1920 Transaction have decided not to advertise in 1921. Two advertisers of 1920 we have not as yet heard from. It has been difficult to obtain advertisers outside of our own organization and your committee would appreciate suggestions as to the best way of obtaining such advertising.

Your committee circularized the membership on two occasions and has been considerably disappointed at the response obtained. There is still an opportunity to take advantage of the valuable space offered for advertising in our Transactions. Your committee would be pleased to receive subscriptions at any time during the convention.

Respectfully submitted,

ADVERTISING COMMITTEE

ROBT. P. BURROWS, *Chairman*

W. C. KUNZMAN

J. A. SUMMERS