Welcome
Purpose of this Gathering

- Thank you to our current Corporate members for their continued support!
- Introduce the changes and expansion of the Society of Camera Operators, including demographics as to who the membership is
- Information for non-Corporate members
- Present new ways that Corporate members can engage with the SOC membership
Introduction Video
History of the SOC

Founded in 1979

The first awards show was produced in 1981
Our Mission

The Society of Camera Operators (SOC) advances the art, craft, and creative contributions of the camera operator.
What makes the SOC unique?

- All membership categories have professionals from all industry verticals (Cinema, Broadcast Live, Non-scripted, documentary, etc)
- Varying levels of membership, with Associate Members making up a wide demographic of production professionals
- Ongoing commitment to support the Children’s Hospital LA, vision Center (over 35+ years)
- Volunteer committees
Children’s Hospital LA
The Vision Center

SOC supported $20 Million in donations by producing fundraising videos for the Vision Center.
Membership Levels
1,200 members as of September 1, 2020

- Active
- Associate
- Student
- Educator
- Corporate
About Our Members

Types of projects:

- Cinema/Theatrical
- Scripted Television
- Commercials
- Non-Scripted Television
- Broadcast/Live Events
- VFX, Games, Alternative
SOC Members

70% of the SOC membership are owner operators
Our Members Participate in Other Organizations

- Academy of Motion Picture Arts & Sciences
- Academy of Television Arts & Sciences
- Directors Guild of America
- American Society of Cinematographers
- Producers Guild of America
SOC Community Voice
Social Media

- Instagram Followers: 45,600
- Facebook Group Members: 10,500
- Newsletter Subscribers: 10,500
- 70% of membership attended virtual events from Mar–July 2020
SOC Committees & Programs

- Awards Committee
- Education Committee
- Inclusion Committee
- Technology Committee
- Historical Committee
- Corporate Member Committee
- Mentorship Program
SOC Mentorship Program

Bill McClelland, SOC
Mentorship

- Number of mentors: 48
- Number of mentees: 144

“Being part of this program and meeting my mentor was one of the most remarkable moments in my life. And I think it was good that Mentor and Mentee get to decide how they would like to use this program and sessions to make it meaningful rather than putting them into systemic-formula. I am so glad to be part of the SOC community and being able to participate in this program.”

“This mentorship not only has been one of the most meaningful things that I did in this uncertain time, but my career will certainly be influenced by this successful program.”

“I can’t thank you enough! This program has been a lifesaver and couldn’t have come at a better time for me. My mentor has been amazing he’s so knowledgeable and just a great guy to talk to about anything. So thank you so much for putting us together. I now have someone that is a mentor but more important a new friend!”
Society of Camera Operators
Educational Committee

Mitch Dubin, SOC
SOC and COVID Pandemic

Inspirational Roundtables
- Purpose to bring the community together and create inspiration to be shared

Workshops
- Private Life of the Camera Head
- Series:
  - Non-Scripted to Narrative
  - Back to Work
  - Health & Well Being
Society of Camera Operators
Educational Committee

Over 100 hours of Virtual & Hybrid education
SOC's Inspirational Roundtables

The Inspirational Roundtables program features Camera Operators discussing what inspires them, how this has impacted their work and what has been the largest creative contribution in their lives. These video discussions were hosted on Zoom from May 6th through July 25th, 2020.

WATCH Inspirational Roundtables

Making The Transition to Narrative

This four-part series featured camera operators that have successfully moved from non-scripted to scripted projects and/or who work in both genres. Each week will feature three camera operators that will discuss the topics that are key to working in non-scripted and narrative and how to better your skills, knowledge and operating.

WATCH Transition to Narrative

The Secret Life of the Camera Head - Virtual Workshop

SOC Lecture Series, Camera Operating
Society of Camera Operators
Technology Committee

Simon Jayes, SOC
SOC’s Technology Committee: Year-Round Activities

- Product Reviews: R&D and Published
- Membership Product Surveys
- Technical Lifetime Achievement Award
- Technical Committee Editorial
Society of Camera Operators
Awards Committee

Dale Myrand, SOC
Lifetime Achievement Awards

- 2020–2021 Heritage Celebration
  - Virtual Event celebrating past awards shows & recipients
  - Live community interaction
  - Limited sponsorship available
  - Details to be shared in September
The Society is Future Facing

Camera Operator Magazine

- New Columns
  - Corporate Corner
  - Product reviews
  - Launched Summer 2020: “What’s your Story?”
Corporate Members
NEW Corporate Membership Opportunities

Community Level
Additions:

- Banner on SOC.org (300x250 size) for thirty days.
- Banner inclusion in one Newsletter (468x90 size).
- Contribute “member offers” in the membership portal.
- 10% discount for Technical Achievement Award submission.
- Two membership portal subscriptions.

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New Corporate Membership Opportunities

Patron Level

● Community Level benefits, plus:
● One email blast annually for SOC member events.
● Present or co-host and SOC events.
● 500 words, two images for editorial in the Camera Operator magazine, column, Corporate Corner, in each quarterly magazine.
● One digital survey to membership annually (Corporate Member to provide survey copy).
New Corporate Membership Opportunities

Patron Level cont...

- One complimentary Technical Achievement Awards submission, annually.
- One product review (private or published) annually, by the SOC’s Technical Committee.
- One virtual or in person product introduction to membership.
- Eight membership portal subscriptions.
- 20% off advertising in Camera Operator magazine & digital offerings.

Annually $7,500
4 Year $23,000
The Society of Camera Operators
Board, Members, & Committees
Thank you for your support!