

# Photographic Alliance of Great Britain AWARDS FOR PHOTOGRAPHIC MERIT



*Agony and Ecstasy by David Keep*

Awards for Photographic Merit Secretary. Daphne Hanson DPAGB APAGB  
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## APM LEAFLET 6 BRIEFING FOR ADVISERS & MANDATORY STATEMENT

APM Leaflet 6. Completely rewritten and renumbered. Issue 1. Sept 2021

# BRIEFING FOR ADVISERS

The Statement given at Appendix One must be displayed, explained to the Advisers and to the Audience at EVERY PAGB Funded or Supported APM Workshop and should be made available to everyone involved in the PAGB Online Advisory Service. Its use is very strongly advised for EVERY Federation or Club APM Workshop and for Advising on a 1:1 basis.

Adjudicators are not barred from advising an applicant beforehand, but should be very careful not to give false hope and this statement becomes even more important

For each photograph, Advisors should suggest –

- 1 **READY** for Submission at the level specified – this does not, of course, guarantee success. Remember that, although an average score of 20 is enough to achieve the CPAGB and DPAGB award, the candidate **should be aiming for 6 Adjudicators to say “Yes” by pressing the 4 button – a total of 24.**
- 2 **BORDERLINE** – is unlikely to score 12 and unlikely to score 24. **Might possibly** achieve a score of 20 (22.5 for MPAGB). This is the average score required but the aim should be to score 24. Candidates with a complete entry of “Borderline” images are unlikely to succeed
- 3 **COULD BE** made ready for submission with suitable alterations which you have suggested – these must be done well and, ideally, should be shown to you or to another qualified Adviser when completed. **You cannot be responsible for any misunderstanding of the advice given or the success in implementing the improvements suggested.**
- 4 **UNSUITABLE** – unlikely to achieve a satisfactory score at the level specified.

Please be very careful in your summing up as it is very easy to give a false impression, engendering misplaced confidence and later disappointment. Please try to ensure that the Advisee understands that you have given your honest opinion but that the Adjudicators may not agree. It is always unwise to be overly confident in assuring the Advisee of success.

Ensure that the person you are advising understands what you have said and is capable and willing to make any improvements you have suggested.

Participants may consult with more than one Adviser at a Workshop or online and they may disagree with each other. It should be made clear that disagreement between Advisers suggests that there could be disagreement amongst the Adjudicators at an event, giving a mixture of scores.

# APPENDIX ONE – MANDATORY STATEMENT

THE PHOTOGRAPHIC ALLIANCE OF GREAT BRITAIN



## AWARDS FOR PHOTOGRAPHIC MERIT

Advice that you are given by an Adviser or a Mentor is entirely a personal opinion, although it should be well informed by experience and recent knowledge of the APM.

Advisers will be as honest and accurate as they can but, on the day, the Adjudicators may not agree with them.

Even if your Adviser is later an Adjudicator, he or she will only be one of six Adjudicators who may not agree with your Adviser.

The difference between an Adjudicator voting **YES by scoring 4**, or **NO by scoring 2** can be a very close decision and a slight swing, one way or the other, can result in a lower or higher score than your Adviser may have anticipated.

Advisers should always give honest advice to the best of their ability, even if it is not good news for a prospective entrant