

Photographic Alliance of Great Britain AWARDS FOR PHOTOGRAPHIC MERIT



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**APM LEAFLET 6
ONLINE ADVISORY SERVICE & BRIEFING FOR ADVISERS**

ONLINE ADVISORY SERVICE

The PAGB Awards for Photographic Merit (APM) Online Advisory Service is a way by which those who have applied for an award can get advice about their potential entry, and for those who are considering applying for an award to get advice on whether or not they are likely to meet the standard. Such advice is not an alternative to, or a bar to attending, Advisory Workshops in your Federation or beyond.

About the Service

The service is offered by a number of volunteer advisors who have generously agreed to offer their time. All of the Advisers have some experience of the APM but some obviously have more than others. The PAGB does not moderate the advice given by an Adviser, which is entirely their personal opinion, although it will be well informed by their experience and knowledge of the APM. Advisers will be as honest and as accurate as possible but, on the day, the Adjudicators may not agree with them.

It is up to every Advisee to weigh the advice they are given carefully and, ultimately, what they do is entirely their own responsibility.

Procedure

Each Advisee will be allocated to an individual Adviser. Each Adviser will determine how they give this advice, although usually the Advisee will be asked to send digital files of the images to the Adviser at up to 1600px wide by 1200px high. This is normally followed by a telephone conversation or an online session with both parties looking at the images on their own monitor. Some Advisers may wish to adopt a different procedure.

Those intending to submit in prints may have the option of sending unmounted prints to the Adviser.. Prints can only be returned by prior arrangement and at the Advisee's expense. A number of courier companies offer the facility to pay in advance for both the sending and return of a package which can then be collected from both the sender and subsequently the person returning the package.

We envisage that each advisee will receive up to two online sessions with the second session after the Advisee has completed any work suggested on the images or has new images to be considered.

Eligibility

You must be qualified to apply for an award at the level for which you are requesting advice, where the conditions are set out in full in APM Leaflet One.

- you must be a current active member of a PAGB Affiliated Club
- the minimum duration of that membership is 2 years for CPAGB, 3 years for DPAGB and 5 years for MPAGB.

Application

Before applying for advice please make sure that you have read APM Leaflet 1, including the Q&A section.

The service can be accessed via the contact form on the APM Advisory Service page of the PAGB web site at -

www.thepagb.org.uk/awards/apm-advice-service/

The information entered on the form sends an e-mail to the Advisory Service Administrator and is not stored on the web site. You will receive a copy of the e-mail.

On the form you will need to give:

- your name and contact details.
- your club and federation.
- the level of award in which you are interested.
- your current status in the APM system (not yet applied/a current applicant/a previous applicant).
- whether your images are likely to be primarily Nature, as this may determine the advisor allocation, particularly at the higher levels.

The service availability is limited by the number of available Advisers. Applicants are not guaranteed a place for advice and may be allocated a less experienced Adviser or may be placed on a waiting list.

If you are allocated an Adviser and no longer wish to receive their advice please inform your Adviser, and the Service Administrator at apmonline@thepagb.org.uk, so that someone else can be allocated.

TO BE PROVIDED TO ALL ADVISEES

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

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.