

**UNIVERSITY
PHOTOGRAPHERS
ASSOCIATION**

**U. P. A.
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UNIVERSITY PHOTOGRAPHERS ASSOCIATION JOURNAL

Vol. 2, No. 4

Editor-Nathan S. Tilley

THIRD ANNUAL UPA CONFERENCE TO BE HELD

AT HARVARD UNIVERSITY ON APRIL 2,3,4, 1964

George C. Henderson, Director of the Brown Photo Lab, Brown University and President of the University Photographers Association, has announced the appointment of a program committee for the Third Annual National Conference of the University Photographers Association to be held at Harvard University, Cambridge, Massachusetts on April 2-4, 1964.

The members of the program committee appointed are Ralph Norman, Brandeis University; Robert C. Lyon, Massachusetts Institute of Technology; and William H. Tobey, Harvard University.

It is expected that it will be the largest annual conference ever held by the association. The University Photographers Association is a national organization of professional photographers in photographic, visual aid, and public relation departments in colleges and universities. Organized in New England, it now has over 100 members throughout the United States including Alaska and Puerto Rico.

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UPA 1964 PHOTOGRAPHIC EXHIBIT

The University Photographers Association will have an exhibition of its members' work at its annual National Conference at Harvard University on April 2-4, 1964.

The exhibit should reflect the varied applications of photography in higher education. There are no restrictions concerning subject matter - photographs can relate to any activity of the university including student activities, portraits, campus scenes, sports, research, etc. etc. They may be black and white or color.

All members are asked to submit prints even if unable to attend the conference. It is hoped that every member institution will be represented at the exhibit. UPA Honor Awards will be presented for photographs judged best by a group of picture editors.

Prints must be exhibited on 16x20 vertical mounts. A caption or legend should appear below picture on left side and the name of the photographer and institution below picture on right side. Each member is limited to a maximum of three entries.

Those attending conference may deposit entries at registration desk. Members unable to attend conference may mail entries to: Bill Tobey, News Office, University Hall, Harvard University, Cambridge 38, Massachusetts to arrive no later than March 31, 1964.

ALL Prints will be retained by the UPA for use as a travelling exhibit.

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"WHAT'S THE MATTER WITH PUBLIC RELATIONS?"

A talk by David W. Griffith, Public Information Officer, Brown University, given as part of a panel discussion on "Some Uses of University Photography" at the Second Annual Conference of the University Photographers Association held at Brown University in April, 1963.

I would like to speak for a few minutes on what I think is wrong with the public relations business, as I have seen it. I have seen it from two points of view - on my job here at Brown, and prior experience on the staff of the Providence Journal.

By and large, "what is the matter with public relations" is that there are too many toadies in it. By this I mean people who are far more concerned with pleasing their employers than they are in trying to provide newspapers, wire services, or television stations with the sort of information that they can use, which will serve the institutions that the public relations men work for, to the best advantage. In the photographic way, if you sit on the picture desk of a newspaper or wire service, hundreds of photographs come by that are absolutely worthless. The photographer knew that they were worthless. They were simply taken because the photographer wanted to please his employer. There could be, for example, a story where the editor could very well use a one or two column cut. The photographer provides a massive group photograph that could not possibly be used in less than five or six columns. The photographer took it that way because a great many of the brass were about. He decided the best way to get them out of the way was to put them all in at the same time, make a large print, and send it to the picture editor - who would drop it into the nearest waste basket.

Public relations men should spend more time arguing with the people they work for. They should try to dissuade them from publicizing things that are not worth the effort. They should focus their attention, far more completely, on the major things that are truly deserving of publicity. Instead of putting out fifteen pict-

ures of mediocre quality, one outstanding photograph would result in better coverage. Or by the same token, fifteen worthless stories that end either in the wastebasket or with little space allotment.

Mr. Guy, what percentage of photos that you receive from public relations men do you consider useful?

(Reply of Mr. Guy, AP Boston)

"We get between fifty and a hundred pictures a day from public relations people of which we use one. But I don't say they are completely lost. Obviously, if Joe Black of the Almighty Tin Can Company has just been named its new president, I don't just throw the photo in the wastebasket. I send it to our files in New York, and someday, maybe, Joe Black will dive off the Empire State building. Then we would salvage that picture by using it - so it isn't entirely lost. I don't throw away building pictures or personalities of some importance. The boss is the man the PR person is most concerned about pleasing. Unfortunately his boss is often a very dull subject for photography. And so are his associates! So he just takes the pictures - makes a mark in the annual report - 387 pictures of something - but the president of the university will never know how many inches of space they made in the newspaper."

Than you, Mr. Guy. Universities waste much effort on pictures they know no one is going to use. There is a lot of trash that goes out, even from me, I am sorry to say. But nevertheless, I think that we should be more willing to argue with our employers and try to convince them of the proper approach. That approach is to concentrate on the good, and forget much of the garbage.

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UNIVERSITY PHOTOGRAPHERS ASSOCIATION

THIRD ANNUAL NATIONAL CONFERENCE, Harvard University, Thursday to Saturday, April 2-4, 1964

PRELIMINARY PROGRAM

Thurs., April 2 (at Harvard & Brandeis)

9:00 - 12:00 Noon Registration - Carpenter Center for the Visual Arts, Quincy Street
12:00 - 12:45 p.m. Tour of Harvard University
1:00 p.m. Luncheon - Harvard Faculty Club, Quincy Street
2:00 - 5:00 p.m. Panel of Specialists, Discussions - Carpenter Center
6:15 p.m. Bus leaves Sheraton Commander Hotel for Brandeis University
7:00 - 8:30 p.m. Social Hour & Dinner - Faculty Center, Brandeis University, Waltham
8:30 - 10:00 p.m. Tools & Techniques Discussion - Faculty Center, Brandeis
10:15 p.m. Bus leaves Brandeis for Sheraton Commander Hotel, Cambridge

Fri., April 3 (at Harvard)

9:00 a.m. Greetings by Officer of Harvard University - Carpenter Center
9:15 - 10:45 a.m. Lectures, Psychology and Language of Vision
10:45 a.m. Coffee Break
11:00 - 12:30 p.m. Talks and Discussions
12:45 p.m. Group Photograph - Steps of Fogg Museum, Quincy Street
1:00 p.m. Luncheon, Harvard Faculty Club, Quincy Street
2:15 - 3:45 p.m. Talks and Discussions - Carpenter Center
3:45 p.m. Coffee Break
4:00 - 5:30 p.m. Talks and Discussions
7:00 p.m. Social Hour & Dinner - Sheraton Commander Hotel, Mt. Vernon Room
8:30 - 10:30 p.m. Special Program - Sheraton Commander Hotel, Mt. Vernon Room
8:30 p.m. Executive Board Meeting - Sheraton Commander Hotel

Sat., April 4 (at Boston University)

9:30 a.m. Greetings by Officer of Boston University - Sherman Union
9:45 - 11:45 a.m. Talks and Discussions
11:45 a.m. Slide Presentation
12:30 p.m. Tour of the Sherman Union
1:00 p.m. Luncheon - Cafeteria, Sherman Union
2:00 p.m. UPA Business Meeting - Sherman Union



UPA REGIONAL REPRESENTATIVES
SPARK MEMBER DRIVE

A drive to increase UPA membership throughout the country is now underway in the eight national regions. UPA regional representatives have been most active in this campaign sending to prospective members a letter, application, and information about the association. As a result of the drive UPA membership rose in December to a total of 128 members.

The success of the drive reported by regions is as follows: Northeast (Region 1) Herbert K. Barnett, Carnegie Institute - 48; Middlewest (Region 2) Clarence H. White, Ohio University - 21; North Central (Region 4) Wilbur F. Starkey, Monticello College - 6; Southeast (Region 3) Lester G. King, Auburn University - 10; South Central (Region 5) Armand E. Bertin, Tulane University - 7; Northwest (Region 6) Bob Waters, Colorado State College - 11; Southwest (Region 7) James H. Felts, University of Texas - 14; Pacific Coast (Region 8) James O. Sneddon, University of Washington - 11.

The growth of UPA has increased the stature of our organization at a national level and will help to stimulate regional activity and the planning of local UPA meetings. All UPA members are urged to assist in this national drive for new members. Please send information to UPA Secretary Nathan S. Tilley, Audiovisual Center, University of Massachusetts, Amherst, Mass. and literature will be sent to your list of prospects.

EVERY UPA MEMBER

GET A NEW MEMBER

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IN MEMORIAM- JOSEPH N. CARRUTHERS

We wish to extend our sympathy to family and friends of Joseph N. Carruthers of Ohio State University a member of UPA who died suddenly early in October.

LIFE MAGAZINE FEATURES
PHOTO BY UPA MEMBER EARL SMITH

Earl Smith, Department of Public Relations, Colby College, Waterville, Maine, and a member of the University Photographers Association, took the featured photograph of the October 25th issue of LIFE magazine. The picture was published as the last page feature and showed a Sister of Charity, with gull-like coif, viewing a Marsden Hartley religious painting, "Give Us This Day". A winged gull of the painting showed a striking similarity to the wing-like coif of the nun, and as the LIFE editor stated, "Photographer Smith happened by just as both the cap and bird seemed about to take wing."

Earl is a graduate of the University of Maine. While an undergraduate of Maine he also had a photograph published in LIFE.

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UPA PRESIDENT HENDERSON
SOLVES PROBLEM OF EXTRA PRINTS

Perhaps other university photo laboratories wonder what to do with extra photogs which are surplus. George Henderson, at Brown University, rather than throw them away, puts them up for sale.

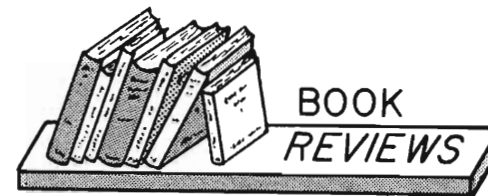
Campus views, student activities, group photos, etc. are sold at 25¢ each for 8x10 prints and smaller sizes for 5¢ each. This Clearance Sale of University photos is advertised on the campus, and they do very well every year. At first they had the Sale of prints once every year, but now they keep it going the year-round. In addition to bringing in extra revenue, it makes for goodwill and it gives something for people to do while waiting in their reception room. Everyone likes a bargain and Brown Photo Lab is certainly being helped too.

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SEE YOU AT HARVARD

THIRD ANNUAL UPA CONFERENCE

APRIL 2-4, 1964



"Polaroid Land Photography Manual" (New York: Morgan & Morgan, Inc., 192pp., "Polacolor Supplement", 16 pp., \$5.95)

Ansel Adams' "Polaroid Land Photography Manual" is a complete book on the uses of all Polaroid Land materials.

All university and college photographers, who use Polaroid, will find a wealth of reference material within its covers - such as equipment, lighting, exposure, copying, slides, and filters.

Mr. Adams' famous Zone System is here adapted for the Polaroid and dealt with in great detail. This system is designed for complete picture control.

"Polaroid Manual" also includes a technical data section which might be enlarged when revised for future editions.

There is a section of Polaroid prints reproduced in half-tone with a varnish overcoating to simulate original photographs. Professionals represented in this portfolio include Philippe Halsman, Ansel Adams, Minor White, and Bert Stern. This reviewer's "best in the show" choice would be Paul Caponogro's "Ice on Pond, New England", excellent in rendition of ice, sunlight, and flora, coupled with a fine sense of composition.

A sixteen page supplement showing the processes, discussing the film speeds, and offering suggestions concerning the use of Polacolor Film is included with the "Polaroid Land Photography Manual". (nst)

"Introductory & Publications Photography" (Glen Ellyn, Illinois: Kenilworth Press, 106pp., \$3.95)

"Introductory & Publications Photography", by C. William Horrell and Robert A. Steffes (two photographic instructors) presents a concise yet ample laboratory book for class work.

In seventeen chapters, with assignments for each, they cover such subject matters as cameras, taking the picture, developing, printing, enlarging, news features, portraits, action photographs, the picture story, and preparing pictures for publication. The latter section also incorporates the elements of composition.

For the teacher of photography, the laboratory exercises form a nucleus with which he may expand as he desires. Naturally, seventeen lessons (in 106 pages) cannot transform a person into a photographer, but this book serves as a good outline. The illustrations are excellent and used to best advantage.

A bibliography of information including such things as lighting, composition, and history would add greatly to the value of this manual.

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REMEMBER

THIRD ANNUAL UPA CONFERENCE

AT HARVARD - APRIL 2-4, 1964

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UPA WELCOMES THE FOLLOWING NEW MEMBERS

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BART J. DEVITO
Pratt Institute
JOHN W. WELLAND
Pratt Institute
LESLIE M. GREENBERG
Rochester Inst. of Technology
RAYMOND C. BOWMAN
State U. of N.Y. (Farmingdale)
EUGENE J. TOBLER
Rensselaer Polytechnic Inst.
CHESTER W. WLOSZEK
U. S. Naval Academy
JAMES K. UFFORD
Harvard University
MICHAEL A. NEDZEWSKI
Harvard University
AL DANEGGER
University of Maryland
ROBERT B. JONES
Miami University (Ohio)
EDWIN H. MEADOR
Miami University (Ohio)
M. BRUCE HARLAN
University of Notre Dame
WILLIAM V. MITCHAM
Michigan State University
JUDIE DEUSENBERRY
West Virginia University
ALVIN ROBERT CARSWELL
West Virginia University
MICHAEL J. MCGARRY
University of Dayton
ANNA JOYCE REARDON
University of North Carolina
RALPH J. SNEERINGER
University of Florida
JOEL NICHOLS JR.
Winthrop College
DENNIS E. SARENPA
Mankato State College
EDWARD D. BISHOP
University of Missouri
MARVIN KREISMAN
Stephens College
ANDREW TAU
University of Missouri
GARRY M. MASON
Emporia State Teachers College
EDITH C. HEARD
Louisiana State University
RONALD PHILLIPS
Black Hills Teachers College
DONALD BRIGGS
Kearney State College
MYRON J. SCHOBER
University of North Dakota
JERRY RICHARDSON
North Dakota State University

ERVAN D. HEINZ
University of Omaha
MARTIN BARBER
Colorado School of Mines
KEICHI NAKAMOTO
Colorado State University
PETER R. SCHMIDT
E. Montana College of Education
HENK MOON
University of Arizona
BOB BRODER
University of Arizona
RAYMOND L. BLACKSTONE
University of Houston
ALVIN H. DELL
Amarillo College
A. F. GROSS
Texas College of A & I
JAMES F. LAUGHEAD
Southern Methodist University
EDWARD H. FLYNN
Texas Western College
C. W. MALLARD
Texas College of A & I
KENNETH E. HOWELL
University of Alaska
EBBERT T. WEBBER
Whitworth College
JEAN L. TAYLOR
Compton College
MILTON E. SCHMIDT
Long Beach State College
EDWARD SHUSTER
San Jose City College
CHARLES M. RICE
W. Washington State College
LEWIS H. CANADAY
Walla Walla College
GARFIELD GANDRUD
Univ. of Southern California
MICHAEL F. O'BRIEN
Morris Harvey College
DONALD B. HUDSON
University of Nevada
HARRY C. WILSON
Valparaiso University
GEORGE U. LYON
E. Kentucky State College
JAMES A. KENT
State University of Iowa
JULIAN J. JACOBSON
Purdue University
MICHAEL M. KERPER
Ball State Teachers College
GRACE HOOPER
Maryland Institute of Art

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