

University Photographer's Association of America

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N E W S L E T T E R

"HEY, BOSS, HOW DOES THAT GO AGAIN?"

To prepare for a top level function with nationally known figures, including Vice-President George Bush, our lab was called upon by the news service office to copy several publicity mugs and made 100 8x10's of each. This is no mean trick when you're set up for single sheet printing and tray developing, but the work was progressing nicely, most of it during my vacation week.

Two more mugs showed up the following Monday, and I copied them and left two of my student assistants to print the job. I warned them to print the very best they could, and left to cover an all-day golf tournament.

When I saw the finished prints, I was dismayed. I gathered the students, held court on the problem, and then proceeded to make the prints over myself to save time. I was really flying! The contrast was right, the exposure was perfect and there were no stains; I could really show my people how the job was done!

Washing and drying completed, I started to check the stack of prints to see if any spotting would be needed, but confident that I had cleaned the negatives to perfection. Then I started finding little smudges at the bottom of the prints. Five prints had the problem -- O.K., I had made extras; then 40 prints, then 75!

I studied the pattern: several small dots smudged in the same direction -- just the same pattern, it seemed, as the Band-Aid on my thumb! My hands had been powder dry as usual, but the damp bandage pad was making a neat imprint through the holes in the adhesive tape. I did the second set of remakes late that evening with considerably less fanfare.

Stu Hayes, Lamar University

DUES:

The new UPAА lapel pins approved by the Board of directors are in and along with new membership cards have been sent to those who have paid their dues.

Ralph Hogan, Treasurer, says that 71 members have paid their dues to date but quite a few have not yet remitted. Prompt payment means that reminders do not have to be sent out and with rising postal costs that is important.

Remember, the new lapel pins will only be sent when dues are received.

FUTURE SYMPOSIUM SCHEDULE:

It was decided by the Board of Directors that the 1982 Symposium will be held at the University of Massachusetts in Amherst the second week of June in 1982 and hosted by Everett Kosarick. The 1983 Symposium will be held at Iowa State University in Ames the second week of April in 1983 and hosted by Charles Deutsch and Chuck Benn. Let no one say that they do not now have time to prepare to attend these sessions. Full details about the 1982 meetings will be published in the January 1982 newsletter.

CONTRIBUTIONS FOR NEWSLETTER:

Repeating what was in the September newsletter, all members should contribute their assistance to the production of this newsletter if it is to be at all successful. Just remember that you do not have to be an experienced writer, just jot down a few notes about how you have found an easier way to do a job or anything you feel would be of interest to our fellow UPAА members. This will then become an easy job for your newsletter editors if the following will contribute by these dates:

by December 1, 1981

John Adams, Lew Arnold, Simuel Austin, Chuck Benn, Bill Breadheft, David Brittain, Norb Bybe, Ted Carter, Jim Castelein, Charles Deutsh, Malcolm Emmons, Charlie Eshbach, and Ron Foreman.

by February 1, 1982

Ken Goad, Charles Gonce, Maurice Greene, Charles Harralson, Stu Hayes, Billy Heckford, Ben Hendricks, Jim Hertel, Ralph Hogan, Jim Kent, Mike Kerper, Leo King and Craig Kohl.

by April 1, 1982

Ev Kosarick, Charles Kreszock, Gale Link, Alan Magayne-Roshak, Sister Anne Marie, Bill Mitcham, Dick Meyers-Walls, Ron Partain, Don Pavlovski, Al Pelletier, Dick Purdie, Ron Reese and Joe Renteria.

by June 1, 1982

Ernie Robertson, Milt Rogerson, Ed Self, John Smith, Thad Sparks, Phil Szczepanski, Jim Tarr, John Telford, Bob vanOuter, Steve Voorhees, John Walas, Bill Wells, Sol Wollman and Joe Zinn.

KEEP THOSE MEMBERSHIP RECOMMENDATIONS COMING
TO LEW ARNOLD - MEMBERSHIP CHAIRMAN

Lew has the new UPAAs membership brochures and will send them to any of your prospects.

CHANGE OF POSITION:

Andy Russell wrote to let us know that he left the University of Alabama in August this year after 22 years. He has gone to the University of Montevallo with 2600 students at Station 21 in Montevallo, AL 35115 as the Director of their Photo Lab under Information Services but serving the entire campus.

THE NEWS NUN

Heard from Sr. Anne Marie the other day letting us know that Hollywood has been busy on the Mt. St. Mary's campus this summer. Paramount filmed 'Some Kind of Hero' and Sister

spent many hours watering the grounds which brought on a special Bicentennial award honoring recent landscaping improvements.

She wrote while flying from Quebec back to Los Angeles. While in the East, she directed a Community Publications session in Albany New York.

TRAVELING EXHIBIT:

Thirty-two Honor Award prints by 19 UPAA photographers are being exhibited across the country. The exhibit is scheduled to be shown the first three weeks of each month with the last week being used for travel time between shows. Some slots are still available. If you would like to display, just contact the newsletter editor and the school presently showing the prints so you can be placed on the list for any open slot. The schedule follows:

November	Ferris State College Steve Voorhees, 20510 Edgewood Dr. Big Rapids MI 49307
December	Lamar University, Stu Hayes Box 10079 L. U. Station Beaumont TX 77710
1982	
January	Campbell College, Todd Scarborough Box 488, Butes Creek, NC 27506
February	Univ. of Kentucky, John Mitchell 0004 Kastle Hall, Lexington KY 40506
March	Univ. of Alabama, Andy Russell Information Services, Box 1408 University AL 35486
April	Michigan State Univ, Bill Mitcham Info Svcs, Rm B-4 Ag Hall East Lansing, MI 48824
May	Iowa State Univ., Charles Deutsch Photo Service, Ames IA 50011

1982
 June Open date
 July Open date
 August Open date
 September Open date
 October Purdue Univ., Michael Kerper
 54 Stewart, W. Lafayette IN 47906
 November Open date
 December Open date
 1983
 January Open date
 February Open date
 March Northern Michigan University
 Don Pavlovski, 607 Cohadas
 Marquette MI 49855
 April Open date
 May Open date
 June Open date

PRICE LIST:

Les King, Manager of Photographic Services
 for Auburn University in Alabama 36849 says
 he will be glad to send his current prices
 list to any member so requesting. Just drop
 him a line.

CATALOG:

I just received a new catalog in the mail the
 other day that I felt was better than the
 average. It not only gives a lot of informa-
 tion about their products but tells about new
 slide competition, some special schools, a
 good article on Understanding Color Theory
 and many technical tips for the darkroom. If
 you are interested and have not yet received
 a copy, write UNICOLOR DIVISION, Photo
 Systems Inc., 7200 Huron River Drive, Dexter,
 MI 48130.

MORE HARD TIMES:

Charlie Gonce from Middle Tennessee State College writes to let us know he has been hit by budget cuts like many of the rest of us. All of his student help was eliminated for the Summer and as of the first of July, one of his three full-time photographers was eliminated.

At the University of Kentucky, all vacancies are frozen and when anyone leaves, their position is eliminated from the department's budget. After a very thorough review by the Vice Presidents, only 20% of those vacancies will be filled. This hit us quite hard when our Account Clerk left in September. This is the person who handles all work being brought into the office as well as our bookkeeping. After quite a hard delay of over a month, we were very fortunate in receiving one of the 20% positions that were filled.

MILWAUKEE SYMPOSIUM:

Edward R. Farber from STROBO RESEARCH in Milwaukee addressed the 1981 Symposium and talked to us about "Taking Pictures that Talk." He stressed that 90% of successful pictures come from within the photographer himself and that the greatest thing in a great picture is its idea. A picture is only as good as the thinking that goes into it.

When the opportunity comes to make a great picture you will then be able to see it and execute it without consciously going through a planning process. Remember that in general, a photographer is trying to do one or more of the following things in a single exposure: 1)-Present information or give simple facts. Usually a straight news picture. 2)-Give emotional satisfaction, esthetic pictures, such as with a beautiful sunset. 3)-Convey emotional impact, get people to act, editorialize or propagandize.

A picture talks with LIGHTING, PERSPECTIVE, COMPOSITION and SUBJECT MATTER. Be sure to include the what, who, when, where, why and how. But remember that a picture is a static thing. It is but an instant out of all time, of eternity. We must recognize the limitations of the still camera and provide a substitute to the picture reader.

Look at pictures, paintings, movies and more pictures. When you see a picture that has real impact, that jumps at you from the page, try to analyze the lighting, perspective, composition and content to see just why. Study each of your own pictures. Hold a post mortem to determine just how they could be improved. Next time should be better.

Go to plays, concerts, picnics, social affairs, sporting events, etc. Watch people at these affairs. Watch how they sit, lean, laugh or cry. Watch how they argue, walk or run. Talk to people, but more important listen to them. Cultivate a genuine interest in everyone's problems, troubles, successes and achievements no matter how small. Learn to take everyone for what he is worth. Learn to meet every type person on his own level. In other words, learn to like people.

Suddenly such a wealth of things to be said with a camera will spring up from within that picture content problems will disappear."

CHANGES OF ADDRESS SHOULD BE SENT:
TO JOHN MITCHELL
UNIVERSITY OF KENTUCKY
0004 KASTLE HALL
LEXINGTON, KY 40506-0044

PHOTO POSITION AVAILABLE

Purdue University is looking for a "self-motivated, creative still photographer who can shoot top-notch color slides and slide sets along with black & white assignments. They need also to have an understanding of proper lighting."

Chief Photographer Michael M. Kerper advises anyone interested to contact him at:
Purdue University
Audio-Visual Production Department,
West Lafayette, IN 47907

LETTERS TO THE EDITOR:

In a recent letter from our hard working President: "I think I mentioned some time back that my wife had taken a public information officer position with the local school board, and had talked them into providing her with a Nikon F-3 camera. Well, I have been crying for several years that we just had to find a way to buy a slide projector for me. With about 20 years in the photography business, I have never owned one! Yesterday, our 20th wedding anniversary, she presented me with a brand new Carousel 5600, the newest and top of the line model. It is fantastic! Among its major refinements are two in particular that I will appreciate: a built-in, pop-out rear projection screen for editing or private viewing and finally a mechanical release to easily turn and remove the slide tray even after the power cord has been stored away."

YOUR OFFICERS AND CHAIRPERSONS FOR 1980-81

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