

Meeting Minutes

Date: June 18, 2014

By: Jean Davids, Secretary Monticello Camera Club

There were 17 members in attendance. Steve Huss could not attend so Jean Davids led the meeting.

Started the night with the collection of dues by our Treasurer, Ken Kvam.

We then displayed the June assignment photos for “What’s in Your Park - Flora and Fauna”. Thank you all for your contributions for viewing.

Carol Heesen then did an excellent job at sharing her knowledge about Stock Photography. At the end of these minutes I have jotted down the highlights of her talk as best I could.

Steve Fowler showed examples we could follow for our next assignment, which is “water”. Here are some of them.



Steve shared tips about GOBO, which is subtracting light for effect. GOBO means “go between”. You can do a combination of adding and subtracting light. Makes a good photo better. Mount or use a shade device to remove light from the image. In the photo of the girl he showed, left side light was blocked by a shade device. If you don’t have a hand held flag (shade device), can use objects like trees (sample photo of guy in red shirt).



Lisa Tetzlaff mentioned that photo entries for the Elk River Arts Alliance display are due on 7/25. Submission fee for members is \$15, non-members is \$30. Also attached at the end of these meeting minutes is the form for submitting your photos.

Larry Wilson requested help for teaching students to make pinhole cameras. This information is being passed along to all members via email.

July 16, 2014 - Present Assignment for July – Water. Discuss Assignment for August - Open Topic - try something new and outside the box. Also we will have a camera gear swap/sale

Carol Heesen – Stock Photography

Here are some of the highlights I jotted down from her Carol's talk about stock photography: Most magazines, newspapers, webpages, blogs, corporate newsletters, emails all use stock photography.

Two types of stock photography

- Royalty free – Once it is sold it tends to get used over and over. Should be used for one project. Can be sold to multiple entities and from multiple agencies.
- Rights Managed – Sold for one very specific purpose – set fee for specific use. Records need to be kept to control competing uses.

Most in demand topics for stock photography include:

- Lifestyle
- Seniors
- Interracial
- Business
- People
- Concept shots

There are a variety of agencies who can handle sale and distribution of your images. Fees and commissions can vary widely, as can the volume of sales.

- Macro agencies sell image for more but will typically offer fewer sales. May be the best choice for a unique image that is hard to duplicate
- Micro agencies sell image for less but will sell far more often. This is a good option for your less unique images

Process is similar among all.

- Submit a sample portfolio (20-50 images). They will look at the quality, subject, etc. If rejected they can determine how long before you can resubmit to them.
- Once you have chosen your image, you must give it all sorts of keywords to insure that people can find it. Also give it a title and description to help people find your image.
- When approved you can continue submitting images to them over and over.
- Each agency determines how often and how many images you can submit to them.
- There are a couple of websites that Carol uses to help her with keywords to use for stock photos.
- Stock photos that sell the best include extra space around them so that companies can add in text.
- Photos that tell a story and leave room for cropping also do best.
- When submitting holiday images, you need to do so 3-4 months before a holiday or they will get lost in the clutter of images.
- If people are in photos you need a model release, even if you can't see their face.
- If under 18, you need a parental release as well. Anyone photographed, whether related to you or not, must have the model release signed. Can find a model release online or through the agency.

Carol puts a copy of the person's face onto the copy of the model release form that she keeps so that she can remember the images it was related to.

Property releases are needed too if it involves private property.

Editorial images are those like sports events or parades. They don't require model releases but are generally only used for the current time period of the event. Editorial images can not be used to promote a product or service, only to report an event.

Average commission that an agency charges for each photo sale is 20-80%. You normally retain all rights to your photo. Be sure to read the specifics of each agencies contract.

Generally, you get paid by them after a certain threshold of sales and that is determined by the agency contract.

If you are going to be exclusive, they will want all your images. They normally pay a higher rate for exclusive images but most photographers report using 5-10 agencies to sell their images.

Elk River Arts Alliance Call for Entries – 5th Annual Photography Exhibit

First
Class
Postage



Elk River Arts Alliance

Call for Entries

5th Annual Photography Exhibit

August 13 - September 6, 2014



Tri-colored Heron Preening
Best of Show 2013 Winner Photographer Roger Williams

Reception:
Thursday, August 21 from 5:00 - 8:00 PM

Elk River Arts Alliance Gallery
609 Main Street
PO Box 737
Elk River, MN 55330
763-441-4725
www.elkriverart.org

Sponsored by:
Great River Energy
Central Minnesota Arts
Pentair Foundation

Gallery Hours:
Wed. - Sat. 11:00 AM - 5:00 PM

PO BOX 737
Elk River, MN 55330
763-441-4725
www.elkriverart.org



Up Coming Exhibits at The Arts Alliance Gallery

February 26 – March 29, 2014
Arts Alliance Members Exhibit
Reception: Saturday, March 8
from 1 – 4 PM

April 2 – April 24, 2014
Arts in Harmony Traveling Exhibit 2014
Reception: TBD

April 30 – May 24, 2014
The Schroeder Student Studio Exhibit
Reception: Saturday, May 10
from 1 – 4 PM

May 31 – June 14, 2014
**Hands across the World - Journey of
Hope: Free at Last**
Open House: Thursday, June 5
from 5 – 8 PM

June 18 – July 12, 2014
ArtSoup Juried Art Exhibit
Sponsored by: *Great River Energy*

July 16 – August 9, 2014
**Natural Elements: Clay Metal Stone
Glass & Wood**
Reception: Thursday, July 24
from 5 – 8 PM

Gallery Hours:
Wed. - Sat, 11:00 AM ~ 5:00 PM

Arts Alliance Gallery

5th Annual Photography Exhibit

Submission

- Artist must be 18 years of age or older.
- All artwork must be original in design or concept and created by the artist.
- All artwork must be in photographic format. Images from both digital and film cameras accepted.
- Inappropriate subject matter (including nudes) is not acceptable.
- All work must be framed, wired and ready to hang.
- For questions, call Stacy at 763-441-4725 or email s_reiseck@elkriverart.org
- Entry fee of **\$15** (members) **\$30** (non-members) to be sent with application.

Exhibition & Sales

- Limit of 2 photographs per artist.
- The framed image must be no larger than **16x20** inches.
- Canvas wrap prints and other printing methods are acceptable.
- All displayed pieces must remain in the Gallery for the duration of the exhibit.
- Prefer items for sale, but not required.
- ER Arts Alliance Gallery will retain 30% (members) 40% (non-members) on all sales from this exhibit.

Schedule

- Entry application due: Friday, July 25, 2014.
- Please send a color photo only of each piece (no slides or CD's)
- The ER Gallery Committee will jury all submissions. You will be notified by August 1, 2014 by email of acceptance.
- Artwork should be delivered to Gallery: Friday, August 8, and Saturday, August 9 from 11am-4pm.
- Exhibit dates: August 13 – September 6, 2014.
- Reception: Thursday, August 21st from 5-8pm
- Pick up of artwork: September 6 from 1-4pm.

Insurance

Insurance for the artwork is the responsibility of the artist. While reasonable care will be taken when handling artwork, the Arts Alliance does not assume responsibility for loss or damage.

Awards

The Elk River Gallery Committee will jury all submissions. Wildlife photographer and writer Stan Tekiela will award ribbons for "Best of Show" photographs.

Labeling

Please use the following forms to label your Artwork. Fill out 2 forms for each piece and attach one firmly to the back and the second temporarily to the front. (the front label will be removed after hanging)

.....

Title: _____
Media: _____
Name: _____
Price: _____
.....

Title: _____
Media: _____
Name: _____
Price: _____
.....

Title: _____
Media: _____
Name: _____
Price: _____
.....

Title: _____
Media: _____
Name: _____
Price: _____
.....

Entry Form

Please bring or send this form with photos and entry fee to:

Elk River Arts Alliance
Attn: Stacy Reiseck
609 Main Street
PO Box 737
Elk River, MN 55330

Name: _____
Address: _____

City: _____
State: _____ Zip: _____

Phone: (____) _____

Email
(Required): _____

Entry Fee: _____
\$15 ERAAA Member - \$ _____
\$30 non-member - \$ _____

Elk River Arts Alliance Member"
Yes _____ No _____

I wish to become a member: _____

Annual Membership: _____
Basic/Household: \$35
Payment enclosed: \$ _____

_____ I give permission to the Arts Alliance to use my images of my artwork for publicity and/or promotion.

#1 Title: _____

Size: _____

#2 Title: _____

Size: _____

Here's the information that Larry Wilson presented. If you can assist him, please contact him. If you need his contact information, just let Jean Davids know.

On July 29 I will be having a group of 20 8to18 age kids making their own pinhole cameras. I would like it if you could join us. The kids will be bringing a tin container with a tin cover. They will drill, glue, tape, develop, scan and print. I will have a dry darkroom set up for loading the photo paper and a wet darkroom for developing the negative photo. They will use the outside for taking the photo and washing the final negative. Once they have a good negative, they will scan it and print the inverse of it. I will need 5 to 10 helpers coming from the Monticello Camera Club. At any one time there will be students either making the camera, loading the camera, exposing the film, developing the negative or scanning and printing the result.

Bob Wilde will also be there with his large pinhole camera. Will you be able to join us? We are doing this at the Wright County History Center in Buffalo on Tuesday, July 29th. The kids will be there from 1 till 3. I would like for you to come there at 12 to get to know what to expect. You can make your own pinhole camera at that time if you wish.

Dry darkroom procedure

Every one should have dry clean hands

Students will put their name on the corner of the taped side of the paper

Tape the paper to the back inside of the camera (name side on the back)

Use black tape to go over the lens hole

Exit the room to go outside to expose the film.

Expose the film

Have the camera stationary using beanbags

Remove the tape from the lens hole

After a few minutes cover the lens hole again

Go to the wet darkroom to develop the image

Wet darkroom procedure

In this room there will be chemical and people odors without any ventilation.

Please trade off helping in this room often.

Maybe three students at a time enter

Lets use tongs to keep hands dry

Tongs **must** be rinsed before going into the developer. The Fixer and Stop can damage the Developer.

Develop for one minute keeping the paper below the surface of the chemical

Stop bath for a few seconds

Fixing bath

One student stays and rest leave. This student will progress the photos to the next bath in a couple of minutes. Later this student will bring the photos to the outside washing area. The goal is that no chemicals spill on the floor.

Outside washing

The paper can now be washed in fresh water for five minutes to get rid of the chemicals.

If the exposure was correct, there should be some black and some white areas. If the exposure needs to be corrected, you then go to reload your camera and try again.

If your negative is good, dry it and bring it to the office where you can scan it and print it as a positive.