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Topic: Article re AV for AV News.

In the May edition, AV News published an article by Peter Brown relating to the PAGB Awards for Photographic Merit for AV.

Although there was nothing particularly contentious in its content this was actually a discussion document, prepared by Peter at our request, for use within the PAGB and in consultation with its Federations and was not intended for publication.

The PAGB is currently reviewing its approach to AV Awards to ensure that the requirements recognise advances in all aspects of the craft. There is, however, a more specific reason for this current review which relates to the origin of images used in AV sequences - specifically the use of images which are not the original work of the applicant.

The PAGB has always required that all images entered for Awards assessment should be the work of the entrant, and applicants for the PAGB Awards in AV sign a declaration to the effect that they own the copyright in all images included in submissions. However, it has been obvious for some time that many submissions have not strictly complied with this requirement.

Earlier this year the PAGB issued a general rule that all images submitted for competitions and the APM Awards must be entirely the work of the entrant, clearly excluding the use of images from any other source regardless of copyright issues.

The PAGB recognises that this could severely impact on the number of applications for AV Awards which, currently, are embraced within the PAGB Awards For Photographic Merit. However, assessment can hardly be based on photographic expertise if any/many/all of the images are not the work of the applicant.

The PAGB are considering changes to these procedures with the intention of easing this requirement in relation to AV submissions for their awards. The review is also addressing any other changes that may be deemed desirable to recognise the changing nature of AV production techniques and content.

The PAGB expects to be able to publish its proposals shortly which, it is hoped, will be implemented in time to apply for the currently proposed assessment in October 2012.

Tony Riley
Chairman - PAGB Standards sub committee