

SALON DIRECTOR'S MANUAL
AUDIO VISUAL
Version 2023.1 – updated August 2023



TABLE OF CONTENTS

1. INTRODUCTION	3
2. PSSA APPROVAL AND PATRONAGE	3
3. APPLICATION TO HOST A SALON	4
4. THE SALON COMMITTEE	4
5. CATEGORIES, NUMBER OF AUDIO VISUALS AND TIME LIMITS	5
6. JUDGES AND JUDGING	6
7. ENTRY FEES	8
8. PRIZES / AWARDS	8
9. RESULTS	8
10. SALON CATALOGUE	9
11. SALON EXHIBITION	10
12. COMPLAINTS	10
13. SALON COMMITTEE POSTMORTEM	10
14. SALON DIRECTORS REPORT	11

1. INTRODUCTION

This document describes the requirements and process for hosting an Audio Visual Salon with PSSA patronage. The Photographic Society of South Africa (PSSA) offers patronage of salons to maintain the desired standard of competency and to protect, as far as possible, the interests of all parties concerned. When patronage is approved, PSSA will also award the salon the medals for the top awards.

Patronage testifies to the photographic community that the required standard will be met. PSSA is also empowered to withdraw salon patronage and medals if the standard is not maintained or achieved.

An Audio Visual (AV) is a compilation of still images, with an integrated theme or storyline where audio, transitions and images are interdependent. Movie/video clips may be included but should not dominate the production. An effective sequence will therefore have unity of the various elements, i.e. the conception, the visuals, the audio, communication and technique. Artistic expression within it can take many forms, limited only by the author's imagination and creativity.

Producers are encouraged to explore the photographic medium and to use it to communicate their own personal vision incorporating feeling, senses and imagination to the viewer.

The sequence has to be totally based on the author's photographic images; nevertheless third party images can be used within the sequence *if relevant to the story and not prevailing over photographic images* by the producer.

The success of an AV rests on a combination of good technique, interesting subject matter and an understanding and appreciation of the art and science of the medium.

The objective is to present a production that is indeed a complete Audio Visual and not a demonstration of the ability to use imaging and/or audio software programmes.

2. PSSA APPROVAL AND PATRONAGE

Hosting a salon with PSSA patronage not only lends a certain prestige to the salon, but it is also one of the sought-after mediums used to receive recognition for your photography. Recognition through PSSA Diamond Ratings and EPSSA honours as well as the annual Impala Trophy awards are some of the reasons photographers participate in salons with PSSA patronage.

PSSA grants patronage in the following classes:

Patronage A – is granted to international salons open to any photographer anywhere in the world. PSSA gold medals will be awarded to the category winners of such a salon provided that a minimum of 12 entries are received, or unless the standard of the received entries is sufficiently high.

Patronage B - is granted to national salons that are open to all photographers resident in South Africa as well as individual members of PSSA wherever they may reside.

PSSA silver medals will be awarded to the category winners of such a salon provided that a minimum of 12 entries are received, or unless the standard of the received entries is sufficiently high.

Patronage C - is granted to salons and competitions with limiting entry conditions, e.g. limited by a specific region in South Africa, limited by age group or any other limiting factor.

PSSA bronze medals will be awarded to the category winners of such a salon provided that a minimum of 12 entries are received, or unless the standard of the received entries is sufficiently high.

In order to encourage AV Salons there is currently no charge for patronage or for the top medals. Clubs who wish to use PSSA medals as the runner-up medals, will pay R200.00 per medal.

The fee structure is subject to change as determined by the PSSA Board, from time to time.

The PSSA logo and the words PSSA approved Salon Patronage A, B or C and relevant approval number, must appear on the entry form and catalogue. The PSSA Salon Administrator will add the patronage number to the final document when it is published.

In the case of International Salons PSSA recommends applying for patronage from an International body such as FIAP, contact the FIAP Liaison Officer <https://pssa.co.za/international-affiliations/> for assistance. This will assist in marketing the proposed Salon worldwide and have it listed in their Salon calendars and on their web sites. Salon Directors need to be aware of possible differences in requirements for International patronage.

3. APPLICATION TO HOST A SALON

Application to host an Audio Visual Salon must be made to the Salon Administrator no later than 6 months prior to the proposed closing date.

Once approval has been given and the salon brochure has been uploaded onto PSSA's website it is suggested that the Salon Director contact the various AV clubs as well as other salon directors for an updated list of all their members/entrants in order to send a mailing to them advertising the salon.

4. THE SALON COMMITTEE

A salon is a group effort, and it is very important that the correct team is selected to ensure a successful salon. At least one member of the committee should have prior experience in the administration of a salon.

The role of the Salon Director is to manage the entire process on behalf of his/her club and to liaise with the Salon Administrator as deemed necessary.

The Salon Director may appoint additional committee members to assist where necessary.

The Salon Director must test entries upon receipt and prior to judging to ensure that there are not any technical problems. The Salon Director must inform entrants when there is a technical problem with an entry. Mutually seek for a solution if time permits.

It is the responsibility of the Salon Director to verify the results of the jury panel to facilitate consensus between judges.

PSSA will only consider patronage when the Salon Director is a full member of PSSA and thus able to receive any updates on definitions and salons.

The Salon Director must be a person with good management and administrative skills. It is important that the Salon Director plans his/her personal life around the salon, as it will be required of the Salon Director to be fully available via telephone and e-mail from at least one month before the closing date of the salon, until after the posting of the salon catalogue.

The Salon Director and any person who, prior to or during the judging, is involved with receiving and checking of the Audio Visuals or has access to the Audio Visuals entered may serve as a judge for the salon.

A dedicated person is needed to coordinate the finances of the salon. It is this person's duty to reconcile the bank statements of the club with the entries received and ensure all entrants have paid correctly.

Entrants who have paid the PSSA member rate must be paid-up members of PSSA and indicate their current membership number (e.g. M123456) on their entry. It is recommended that the salon checks that all PSSA member details are verified as being current paid-up members with the PSSA membership secretary (membership@pssa.co.za). Follow-up on short and non-payments prior to judging!

5. CATEGORIES, NUMBER OF AUDIO VISUALS AND TIME LIMITS

An AV Salon is free to choose any number and variety of categories and entries. Either the number of Audio Visuals per author, OR a total time limit per entrant may be imposed.

Salon Directors may determine their own time limits and number of entries per entrant. A Salon's maximum time limit could e.g. be a total of 15 minutes per entrant. An entrant may then enter any number of Audio Visuals which will fit into that time limit.

A maximum number of AVs per author should also be set.

Group Audio Visuals

Salons may permit the entry of co-productions but need to specify this very clearly in the Salon brochure. Groups and/or clubs compete separately.

An entrant can submit sequences fulfilling the limit set by the Salon as a single entrant and can submit a further quantity as part of a group/club entry within its own limit.

6. JUDGES AND JUDGING

6.1 Each category needs to be judged by a panel of 3 judges.

The following criteria for the selection of judges should be used:

- A judge should be an active and reasonably successful Audio Visual worker.
- A judge should not judge more than two categories in a single salon.
- At least one judge in a category must be an Honours holder in Audio Visual.
- Close relatives of any judge may not receive any medal awards in the section(s) judged by that judge. They shall be fully eligible to receive Acceptances, Certificates of Merit or Club Awards. Close relative includes spouse, partner and children.

6.2 Judging – Live or remote

Judging may be done live or remotely. Each judge however must have access to suitable computer, projection and sound equipment in order to judge effectively. The projection/display must be correctly calibrated.

Details of how the Audio Visuals will be shown must be included in the Salon brochure/entry form.

It is important that notes provided by applicants on their entry forms be made available to judges together with the list of entries.

Pre-selection is not allowed.

6.3 AV Judging Guidelines

Judging is of the Audio Visual as presented, according to the following criterion:

Communication

The strength of the audio visual medium lies in its ability to communicate, to register feelings, ideas, facts and opinions.

Visuals

The language of visual elements and design principles should be used effectively to convey information, emotions, thoughts, ideas, concepts or feelings.

Audio

Audio is an integral part of the presentation and be it simple or complex, should communicate a feeling and an atmosphere.

Technique

AVs are stories, even though the subject may not be a fictional tale. There should be a progression, each image carrying the viewer a step forward. The means of moving from one image to the next i.e. the transitions used are the Audio Visual techniques, which dictate the rhythm and pace of the Audio Visual.

6.4 Acceptances

The acceptance rate should fall between 25% and 40% depending on the standard of entries.

7. ENTRY FEES

Entry fees for PSSA approved salons must make provision for different fee structures for PSSA members and non-members, where non-PSSA members should pay at least 50% more than members.

8. PRIZES / AWARDS

The prizes/awards to be awarded must be clearly specified on the entry form (salon brochure). PSSA will supply the top awards (PSSA medals) for the 1st place winners in each category.

It is expected that the salon will also award the runner-up in each category with a medal. PSSA bronze medals can be ordered from PSSA for this purpose.

The salon organisers must engrave the PSSA medals on the reverse side with:

Name and year of salon.
Category name.
Name of author.
Sequence title.

Certificates of Merit (COM) may, at the discretion of the judges, may be awarded to approximately 10% of the acceptances in each category.

Clubs may use their own design or use the PSSA's COM certificates for salons which can be downloaded. The Salon Director may elect to have the COMs created and sent electronically. The salon name and year, PSSA logo and PSSA patronage number, must appear on the certificate. If printed certificates are provided they may be home printed, but must be done on good quality card.

Contact the PSSA Salon Administrator for a high-resolution copy of the official PSSA logo.

9. RESULTS

Results must be checked for accuracy by the Salon Director. The Salon Director must mark the score sheets and provide explanations to the PSSA Salon Administrator.

The Salon Checklist may be used for this and completed in full (sheet 1 Checklist, sheet 2 Results Calculator and sheet 3 Judges and Medals). A consolidated scoresheet or the individual scoresheets per category must be included in the email to the PSSA Salon Administrator for approval.

The names of the actual judges may have changed compared to what was published in the brochure since there may have been an unavoidable last-minute change.

Only once the PSSA Salon Administrator has approved the results, may they be released.

There is an international trend to hold back the results until the AV Salon showing, this encourages attendance at the showing (usually via zoom). If this is to be done it must be shown on the salon brochure.

Once the final approval is received from the PSSA Salon Administrator, the Salon Director advises the individual entrants of their results via e-mail in the following format:

Category name; Minimum score for acceptance; Maximum possible score.
AV Title; Score; Accepted or Not Accepted; Award.
Entrants are only advised of their final results and if applicable, the award.

The minimum information required on the published results list are:

Category Name; Award Description; AV Title; Last name; First name; PSSA member number and Club name. Country must be added for salons with international entrants.

The results file must be formatted and saved as excel format.

PLEASE NOTE: Non-acceptances and Disqualifications are NOT to be published since this is of concern to the entrant only.

The medal winning AV digital title images are to be sent together with the "Results for Publishing file"

to the PSSA Salon Administrator and the files should be renamed as follows:

[Medal Name] - [Category] - [Title] - [Author Name and Surname] - [Name of Club].jpg .

The PSSA Salon Administrator will then:

arrange for publication of the results on the PSSA web site.

add the salon results to the Impala Trophy Log.

10. SALON CATALOGUE

A catalogue MUST be issued. A digital version of the catalogue which may include an image show of the winners and acceptances may be distributed electronically via DropBox, Google Drive, We Transfer, etc.

No AV may be distributed without the consent of the author.

The catalogue must be distributed to all entrants, sponsors and advertisers.

In each category, the award winners should be listed prominently followed by an alphabetical list of all acceptances (sorted by surname of entrant). Awards are listed from highest to lowest with the PSSA medal being the highest. PSSA awards should always rank the highest in each category of a salon.

The only instance when an exception can be made is for an International Salon when FIAP patronage is granted. In this case the PSSA Gold medal should be awarded for a specific aspect – e.g. Best Soundtrack.

The catalogue must include the following statistics:

- Number of entries received in each category and overall number of entries
- Number of acceptances
- Number of entrants
- Number of successful entrants.

Include a short message by the organising Club or Salon Director and include the PSSA logo together with the following PSSA statement:

This event is organised under PSSA Patronage #.....

THE PHOTOGRAPHIC SOCIETY OF SOUTH AFRICA

As the Internationally recognised Society, PSSA actively embraces the future in its service to all photographers. Our mission is to bring together all those interested in photography, to promote the highest possible standards and to embrace the future of photography whilst continually supporting the present. For further information on PSSA, including the full list of events organised or supported by the organisation please visit www.pssa.co.za .

The Photographic Society of South Africa

(Incorporated Association not for gain)

Reg. No. 54/01845/08

Catalogues must be distributed before, or at the latest, at the exhibition.

Once the catalogue is completed send a copy to:

All sponsors (with a letter of gratitude).

All judges on the panel (with a letter / note of appreciation).

The PSSA Salon Administrator.

The Chairperson of the Archives Division.

11. COMPLAINTS

Complaints by entrants with regard to any aspect of the running of a salon or the handling of entries must be addressed to the Salon Director in writing with a copy to PSSA's Salon Administrator.

Every effort should be made to ensure that all complaints are handled satisfactorily. The host club / clubs must ensure that the contact information for complaints is available for at least three months after judging was done (i.e. salon e-mail address).

If no satisfactory reply is received from the Salon Director the complainant may direct his complaint to PSSA's Salon Administrator, who will attempt to resolve the matter.

12. SALON COMMITTEE POSTMORTEM

The salon committee should have a committee meeting for post-salon discussions and decisions on the next salon within a month of salon closing date. At this meeting notes should be taken of all the incidences that need to be avoided and attended to at future salons. Decide on the necessary steps to be taken to correct / avoid these incidences and provide minutes to be handed over to the next salon committee.

13. SALON DIRECTOR'S REPORT

Within 30 days of the publishing of the results the Salon Director should submit a report to the PSSA Salon Administrator, advising him / her of the outcome of the salon and highlighting any issues that can be improved upon for future salons, as well as successes achieved.

The report should specifically highlight any issues encountered during judging or with any judge etc.

The PSSA Checklist must accompany the report with all 3 sheets now completed. (Checklist, Results Calculator, Judges and Medals) Please note that there is no set format for this report.