

PSA Services In Brief	CSD	EID		ND	PJD	PPD	PTD	SD
		Still	Video					
Individual evaluation	✓	✓	✓	✓	✓	✓	✓	✓
Study sets	✓		✓	✓	✓			✓
Circuits	✓	✓	✓	✓		✓	✓	✓
Instruction print sets				✓		✓		
Technical information	✓	✓	✓	✓	✓	✓	✓	✓
Course in photography		✓						
Exhibition slide sets	✓			✓	✓		✓	
Film library			✓					
Sound services							✓	
Travel guidelines							✓	
International liaison	✓	✓	✓	✓	✓	✓	✓	✓
Competitions, contests	✓	✓	✓	✓	✓	✓	✓	✓
Exhibitions, salons	✓	✓	✓	✓	✓	✓	✓	✓
Star ratings	✓	✓	✓	✓	✓	✓	✓	✓
Youth workshops,		✓				✓		
Equipment info		✓	✓					✓
On line services	✓	✓	✓	✓	✓	✓	✓	✓

Abbreviations:

CSD:	Color Slide Division
EID:	Electronic Imaging Division
ND:	Nature Division
PJD:	Photojournalism Division
PPD:	Pictorial Print Division
PTD:	Photo Travel Division
SD:	Stereo Division



GETTING YOUR MONEY'S WORTH FROM PSA A Guide to Services and Activities

Welcome to PSA, America's premier organization for photography enthusiasts!

We appreciate your interest, and want to make sure that you get the most from your membership. This flier will introduce you to the many services, activities, and benefits available through the Society.

First, why did you join PSA? Was it to:

- Learn to make better photographs?
- Share your images with others and get recognition for your photography?
- Learn different techniques to enhance your images?
- Broaden your knowledge into types of photography new to you?
- Meet people with similar interests?
- Become part of this leading photographic organization?
- Share your own knowledge and experience with other enthusiasts?
- Receive the *PSA Journal*?
- Learn about local photography organizations and pursuits?

PSA activities are designed to meet all these interests. And more! By using PSA services and taking part in PSA activities, you will improve your photography and enjoy it more, through both your own achievements and your association with other PSA members.

To get started, it will help to understand how PSA is organized. Each of seven divisions is devoted to a specific photographic interest, some based on subject, others on technique:

- Color Slide ● Electronic Imaging (Still & Video) ● Nature
- Photojournalism ● Pictorial Prints ● Photo Travel ● Stereo

What follows are brief descriptions to introduce you to some of the services and activities offered by the Society and its divisions, and to answer some questions that you may have.

Services and Activities

Audio Visual Programs

Through a variety of sources, PSA offers programs designed to help members with techniques: new or different ways to present your work or ways to enhance your images. Perhaps you are interested in macro photography—capturing small subjects in larger-than-life size; shooting reflections in water droplets; experimenting with infrared film and computer-generated images; trying black-light photography or other tabletop set-ups. Listings in the *PSA Journal* and on our website will indicate how to obtain a program for yourself or your club. The Society has just introduced CD copies of some Audio Visual Programs which, of course, can be used on any home personal computer. While there is no voice, the text will be on the monitor along with the image. Sent on permanent loan, the only charge is for copying, packing, and shipping.

Competitions and Contests

Several divisions have special monthly, quarterly, or annual competitions or contests. Especially popular with members interested in shooting for sequences are the annual: Color Slide Division photo-essay contest, Photo-Travel Division travellette and travel sets, Photojournalism Division's photo story contest, and Stereo Division sequence exhibition.

Evaluation Service

Most divisions have a personalized evaluation service, especially useful to the beginning photographer who wants to hone his or her skills. Members send their work to the person heading the activity who in turn provides a written or taped commentary on what was good and what could be improved: interest, composition, exposure, ways to increase impact, lighting, ideas for different techniques, how to better communicate your photographic message, presentation. This one-on-one service is designed to help members create better images. People who have used it say it has helped them “think” about their photography in a whole new light, and to notice potential problems *before* taking the shot.

The Traveling Photographer

For those who prefer individual travel, PSA has a roster of travel aides in the United States and abroad who will help you with information on specific areas you plan to visit. Wondering what time of day is best to shoot a popular sight? Wondering about usually overlooked scenes to include in your visit? Ask the travel aide.

The Photo Travel division also publishes a travel guide series, covering everything from how to pack your camera gear for an overseas trip to how to arrange your slides for better programs on your return.

PSA Headquarters

The hub of the Society is in Oklahoma City where the *PSA Journal* is produced, the PSA Print Collection and the Society's large library are housed.

3000 United Founders Blvd. Suite 103 Oklahoma City, OK 73112

Telephone: (405) 843-1437 Fax: (405) 843-1438

E-mail Operations Manager: opsmgr@psa-photo.org

E-mail Journal Editor: editor@psa-photo.org

It is important for you to realize that the Society is *you*. From beginner to advanced photographer, from people who are devoted to the B&W fine art image to those exploring the realm of better videos. For the snapshooter who wants to improve family and vacation prints to the outdoor enthusiast who wants to learn how to capture stunning shots of wildlife. From the 3-D fan who enjoys the added dimension of the stereo image to the photographer exploring the electronic and digital possibilities for the future of photography. This is what the Society is.

Your enjoyment of PSA will come from getting involved in the activities offered, and from meeting and corresponding with members who share your interests. We cannot stress enough, that the Region Directors and their assistants, the Country Reps, the volunteers who run the various activities and services, and the twelve members of the Board of Directors (names and addresses listed in the masthead of the *PSA Journal*) are here for YOU! Please feel free to contact any of us with any questions.

Meeting Photographers

Many PSA members belong to a local camera club, and enjoy the camaraderie that association offers. Membership in PSA encourages you to branch out, and meet—in person or through the circuits—others who share similar interests.

Chapters

To help you meet other PSAers, the Society has chapters in many parts of the US. These bring members together on a regional basis for a variety of meetings—programs, seminars, workshops, fieldtrips, and the like. These are listed on the PSA website (www.psa-photo.org) along with their locations and officers to contact.

PSA Camera Clubs

PSA member clubs provide another way to meet fellow PSAers. Member clubs are also afforded a variety of PSA services and activities, including interclub competitions in several divisions, and annual bulletin contest (along with help in publishing a more successful newsletter if there is a need), as well as an annual website competition (also with helpful suggestions). These too are listed on the PSA website (www.psa-photo.org) by state.

Conferences

PSA has an annual conference that meets in late August/early September in a different US location. The week-long event includes field trips, seminars, member programs from each division, workshops, opportunities to photograph models and setups, as well as evening presentations from top professionals. Various luncheons and division centers offer a chance to meet other PSA members from around the world, to ask questions of experts, to learn more about activities you might have been considering. You can learn more about the next conference from our website (early in each year a new conference website, which can be reached through the main site, is created) and the *PSA Journal* (while future conference sites are listed every month, articles about each conference start appearing in issues earlier in that year).

Exhibitions

As a PSA member, you will soon become aware of international photographic exhibitions or salons in which entries are put into competition with others. Submitted by people all over the world, PSA establishes standards for these exhibitions worldwide.

To enter, use a special form to submit four slides, prints, or electronic images along with the specified entry fee to an exhibition. Information on upcoming exhibitions—including division, subjects, dates, fees, and how to obtain forms—is listed both in the *PSA Journal* and on the PSA website.

Accepted entries are listed in each exhibition catalogue and credited toward PSA Star Ratings. Participants are eligible to receive special recognition by using the acronyms PPSA or EPSA, indicating “proficiency” or “excellence.” Especially successful exhibitors are listed in Who’s Who, a ranking published annually in the *PSA Journal*.

Many PSA members find exhibiting a rewarding activity. Another special benefit is that exhibitors soon become acquainted with the names and work of fellow photographers worldwide—something that can lead to international friendships and valuable travel contacts.

Information Centers

You can learn who to contact for more information on a given subject through listings in the **Services & Activities Section** in quarterly issues (January, April, July, and October) of the *Journal*. If you do not immediately see what you want, a good place to start is the subsection called “Information Centers,” where you can learn more about each of the divisions in addition to our website and activities geared especially to member camera clubs.

Study Circuits

Slide, print, and video circuits in a number of the divisions are study groups usually comprised of 6 to 12 members who share their work with one another by mail or computer. Members critique and comment on each other’s submissions. Some groups have an additional highly-experienced commentator who evaluates participants’ images, takes a personal interest in their efforts, and advises on improving skills. Many strong and lasting friendships develop through participation.

Study Sets

Study sets permit PSA members to study a subject at leisure. Each set comes with a collection of slides or prints and a script on a specialized subject. Want to learn how to shoot better portraits? Control exposure for greater impact? Improve composition? Have fun with derivations of your slides? See what top photographers do? These are only some of the subjects covered with slide sets. Each division has a listing of the sets it offers.

Miscellany

Membership Slides

Do you show your slide programs to friends or clubs on occasion? For a nominal sum, several divisions offer a slide you can at the start of a program. These slides let people know of your interest in the Society.

PSA Acronyms

Many times you will meet, or read of, people with letters after their names. These are Honors accorded by the Society. Three are awarded for long service to PSA and dedicated promotion of both the Society and the art of photography. The **APSA** stands for an Associate of PSA. **FPSA** is the Fellowship, a higher honor. The highest is **Hon PSA**, Honorary PSA. These are awarded annually at the PSA Conference.

Two others are awarded for outstanding success in exhibitions: The **PPSA** stands for Proficiency in Photography; a higher honor, **EPSA**, signifies Excellence in Photography. These awards are made throughout the year.

The PSA Website

The Society offers a main website (www.psa-photo.org) as well as a variety of “satellite” websites (which can be accessed from the main site) that provide information about the Society and the divisions—what they are all about, what they offer, and how you can get involved. If you haven’t visited it yet, you are in for a real treat because it includes a wealth of information and a look at a growing body of work by fellow PSA members.

Getting Started

PSA Journal

The monthly *PSA Journal*, included with your membership, is an excellent way to get started in the Society. Every quarter (January, April, July, and October) there is a listing called **Services and Activities**. There you will find the various offerings discussed in this flier by division within each service or activity.

The *Journal*, an invaluable working tool and reference source, serves members of all photographic interests: It covers news about the Society and its members in columns about the divisions, clubs, and chapters. It lists upcoming exhibitions and the previously mentioned quarterly directory. And, it publishes informative articles by fellow members that might introduce you to a new photographic approach or suggest ways to improve work you are already doing. Because articles are sought from members, the *Journal* also constitutes a way for you to share your own photographic knowledge, experience, and images with other photographers.

Contacts for You

In addition to finding the answers to many of your questions in the *PSA Journal* and on the PSA Website, the Society also has a network of 26 **Region Directors** (RDs) and Assistants covering all areas of the country. An important part of their job is to help you in anything related to PSA, from getting information on a specific activity to joining local photographic groups. Because the RD/ARD is your closest link to the Society; you should not hesitate to ask for help in getting involved.

Outside of the United States and Canada there is also a network of **Country Representatives** (CRs) who offer the same help to PSA members in their countries. Names of both RDs and CRs are listed on the PSA Website and, twice a year for each, in the *PSA Journal*. For speed and convenience, most can be reached by e-mail, though phone numbers and street addresses are also provided.

In addition, your Board of Directors wants you to know we are here for you. Anytime you have a question or a dilemma, feel free to contact us. Our addresses and phone numbers are listed in the *PSA Journal* masthead as well as on the main PSA Website.

Several divisions offer **free coupons** in the new member information package. Feel free to use them to get you started in a specific activity.