

AWARDS FOR PHOTOGRAPHIC MERIT (APM)

ADVICE FOR APM MENTORS



The Photographic Alliance of Great Britain

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APM INFORMATION LEAFLET EIGHT

THE PAGB ARE EXTREMELY GRATEFUL TO EVERYONE WHO ADVISES AND HELPS PROSPECTIVE ENTRANTS TO OUR AWARDS FOR PHOTOGRAPHIC MERIT (APM)

Very few photographers can be confident in applying for an APM without some knowledgeable advice and a good Mentor can be the difference between passing and failing. Mentoring is an important task and you should be as well prepared as possible to undertake it.

We strongly recommend that Statement given at Appendix 1 should be read or handed to anyone who you mentor or advise on their entry for the PAGB APM.

Even if you are to be an Adjudicator you are not barred from advising an applicant, but you should be even more careful not to give false hope and the statement becomes more important

For each photograph, a Mentor should suggest –

- 1 Ready for submission** at the level specified – this does not, of course, guarantee success. Remember that, although an average score of 20 is sufficient to achieve the CPAGB and DPAGB award, the candidate **should be aiming for 6 Adjudicators to say “Yes” by pressing the 4 button – a total of 24.**
- 2 Borderline** – is unlikely to score 12 and also unlikely to score 24. **Might possibly** achieve a score of 20 (22.5 for MPAGB). This is the average score required but the aim should be to score 24.
- 3 Could be** made ready for submission with suitable alterations which will be suggested – these must be done well and, ideally, should be shown to another qualified advisor when completed. **You cannot be responsible for any misunderstanding of the advice given or the success in implementing the improvements suggested.**
- 4 Unsuitable** – unlikely to achieve a satisfactory score at the level specified.

Please be very careful in your summing up as it is very easy to give a false impression engendering misplaced confidence and later disappointment. Ensure that the person you are advising understands what you have said and is capable and willing to make any improvements you have suggested. You should avoid choosing the applicants entry for them. They are free to ignore your advice and use the pictures that they like.

To be an effective Mentor it is vital to remain familiar with the standard required by attending Adjudications and Workshops. It can, obviously, be helpful if you have been through the process yourself.

Your Federation Awards Officer has access to a CD of pictures at C & D standard and many also have a box of successful APM prints which would make a useful refresher.

In addition to this leaflet (8) you should also read APM Leaflet One, including the Frequently Asked Questions and Answers. This can be downloaded from the PAGB website at <http://www.thepagb.org.uk/library/>



AWARDS FOR PHOTOGRAPHIC MERIT

Advice you are given by an Advisor or Mentor is entirely a personal opinion, although it will be well informed by experience and knowledge of the APM.

Mentors will be as honest and as accurate as possible but, on the day, the Adjudicators may not agree with them.

Even if your Advisor is later an Adjudicator, he or she will only be one of 6 Adjudicators and, although they are very carefully briefed, the other Adjudicators may not agree with your Mentor, or even with each other.

The difference between an Adjudicator voting **YES - by scoring 4 - or voting NO - by scoring 2 - can be a very close decision and a slight swing, one way or another, can result in in a lower, or higher score than your Advisor may have anticipated.**

Mentors will give honest advice to the best of their ability, even if it is not good news for a prospective entrant.

It is better to be totally honest, rather than to give false hope.

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