



*As Thoreau said, "It's not what you are looking at. It is what you are seeing."*

**Meeting Times:** 7:00 P.M. Board Meeting – 7:30 Judging – 7:00 Others

**Meeting Dates:** 1st Wednesday – Board Meeting and Judging • 3rd Wednesday – General Meeting • 4th Wednesday – Workshop  
Unless otherwise noted, meetings are held at Corbin Senior Activity Center, 827 W. Cleveland Ave.

## Coming Events

- March 23** — **7:00 PM Workshop – Traveling with Photo Gear**  
Spokane Falls Community College, Photography Building (Building 11)
- April 6** — **7:00 PM Monthly Competition**  
Corbin Senior Center, 827 W. Cleveland Ave.
- April 13** — **7:00 PM Critique**  
Corbin Senior Center, 827 W. Cleveland Ave.  
*This is a change from our usual schedule of the third Wednesday. This is necessary to allow for Salon preparations.*
- April 20** — **7:00 PM Digital Users Group**  
*We will have a discussion on the Photoshop File Browser and related Photoshop topics.*  
Spokane Falls Community College, Photography Building (Building 11)
- April 30** — **ANNUAL SALON**  
Mukogawa Fort Wright Center  
Doors will be open for print viewing at 5:15 PM  
Meeting will begin at 6:15 PM  
Price: \$20.00 per person  
Directions: Cross the river on the T.J. Meenach Bridge and you will be on Fort George Wright Drive. Turn right at the Holy Names sign, which is Randolph Road. Stay on Randolph Road until you come to a circle, at which time you will see the sign on the lawn. You can park to the left or right in the parking lots.

## Nature's Best

Give Barbara as many as 10 of your outstanding Nature slides by March 16, for judging the 10 best to submit to the magazine. The chosen 10 will be duplicated and your original slides will be returned to you by April 3. The slides can have been taken any year and do NOT have to be slides that have been entered in Camera Club competitions.  
*Barbara Murray*

## Workshop

Wednesday, March 23, 7:00 P.M. at SFCC Photography Bldg. Subject: "Travelling with Photo Gear."  
*Barbara Murray*

## Field Trip - Eugene Kiver

"Dry Falls and More" will be led by our own Gene Kiver, and by Bill Demers from the Spokane Valley Camera Club, on Sunday, April 10, starting with breakfast at the Red Rooster restaurant in Reardan. Rust, old buildings, channeled scablands created by the Great Missoula Floods, dramatic Dry Falls, and spawning Lahornton Cutthroat Trout. Wildflowers, blacktail deer and many bird species, impressive rock formations.

Make reservations with Bill Demers at (509) 448-1062, redoakarts@yahoo.com

## April 30 Salon

"Rookie of the Year" prints or slides need to be turned in to LeRoy by March 16. They will be returned in time for entry in April.

Salon entry forms are available online at [www.inlandregion.org/ie-psa/scc](http://www.inlandregion.org/ie-psa/scc) or hard copies will be available on March 16, as well as stickers for prints and copies of the guidelines. All Salon entries are to be turned in on April 13. Submit registration slips separate from the prints and slides, so they do not get lost.

Pre-pay your Reservations for Salon dinner on April 6, if possible. (\$20 per person includes the dinner and our pro-rata costs for renting the ballroom for half a day). It's an ideal time to also pay our dues for 2005-2006, since they are due on May 1.

## Spokane Interstate Fair

Booth volunteers and slide show volunteers are needed for each day of the Fair, September 9 through September 18.  
*LeRoy Nielsen*

## Club officer nominations

Nominations of Officers and Board of Directors will be received from the Nominating Committee on March 16, and nominations from the floor will also be in order at that time.

## P.S.A. Spring Seminar

All day, Saturday, April 16, with Nevada Wier. Brochures are available at Camera Club meeting, or Register & details Online [www.inlandregion.org/id-psa/seminar](http://www.inlandregion.org/id-psa/seminar) P.S.A. members asked to submit 5 prints each to LeRoy Nielsen by April 3. These should NOT be prints that you intend to enter in this year's salon. They can be taken any year, but not the same prints that have been displayed at previous PSA Seminars.  
*Steve Shining*



## Spokane area is a bonanza for photographers!

We are all guilty, at times, of overlooking the tourist attractions in our own front yard. Example: A quote from the director of destination marketing for the Spokane Convention and Visitors Bureau, in the October 24, 2004 Spokesman Review: "Spokane will never be a No. 1 destination city for international travelers." Volunteers from the Spokane Camera Club will attempt to correct that perception and lack of faith in the beauty and uniqueness of our Inland Northwest, this summer.

800 delegates to the 2005 Sister Cities International Conference, and 100-500 representatives from 70 cities in China for the second annual Sino-U.S. Sister City Conference will be hosted by Spokane, July 27-31, 2005. Camera club members are well aware of the many professionally guided Photo Tours to "The Palouse" advertised in every photography journal, which draw photographers from the four corners of the world. We especially know that the Chinese and Japanese are very avid and artistic photographers, and they are exhilarated by the wide open spaces, rolling hills and colorful croplands.

Believing that we may be offering to guide Photographic Tours that will be the highlight of their visit, Sister Cities Conference and Sino-U.S. Conference organizers are elated that we have suggested, and volunteered to lead two bus tours to "The Palouse" for our Chinese and other international guests who are photographers, as a free community service. Our guests will be treated to nine hours of our best Palouse Photo Opportunities, and still get them back to Spokane in time for the evening festivities. Each guest will be presented with a 10-page "Photographers' Guide to the Palouse" which will give them the historical, geological and geographic background of our "jewel". (Delegates will pay for the bus tour, but Camera Club guides will donate their time, and there will be no expense to the Spokane Camera Club).

Extending the Spokane stay of tourists stimulates our economy with a clean tourist industry. Sharing common interests with overseas and North American visitors promotes friendships and enhances our international relationships.

### PHOTO OPPORTUNITIES to Share with your Out-of-Town Visitors:

- 1) The Palouse – rolling hills, colorful fields of wheat, peas, lentils, canola, basalt canyons, historic barns, schools, and churches, wildflowers (in season).
- 2) The Okanogan Highlands – mining ghost towns, missions, museums, fossils, wildflowers (in season) and waterfalls.
- 3) Idaho Panhandle – mountains, mines, missions, museums, ancient cedars, waterfalls, and beautiful lakes.
- 4) City of Spokane – 20 homes and buildings designed by Kirtland Cutter, Manito Park and Japanese Garden.
- 5) Inside Spokane – cathedrals, synagogue, Davenport Hotel, Fox Theater, Riverfront Park, Opera House reflections, and our Carousel.
- 6) Channeled Scablands – Williams Plunge Pool, Hole in the Ground, mima mounds, succession of basalt cavitation lakes south of Cheney caused by the Great Missoula Floods.

All of these Photo Opportunities are within a day's drive of Spokane. The views are fun to share!

### TOOLS for Gadget Bags (shared by the Blue Mountain Photo Club in WallaWalla):

- Those introductory CD's that come in the mail make good reflectors for macro photography.
- Go to your local golf pro shop for an umbrella holder to attach to your tripod. Gives you that extra hand when shooting in the rain.
- Miscellaneous pieces of colored mat board (or plain cloth) to use as backgrounds when the real background isn't pleasing.
- Gallon-size food & bread plastic bags cover a camera/lens cheaply and quickly. Buy a box of 75 for \$1.99.
- The ever popular spray bottle, from the delicate 4 ounce size to the super soaker 2000. A little water can enhance a flower or even a tractor.
- Mini tool that has scissors, tweezers, a toothpick, a knife blade and a small screwdriver. Super glue and an old toothbrush (to clean dirt from hard-to-reach places).

Please let the Reporter know about your favorite tool, to share with our colleagues.

### PHOTOGRAPHIC SEMINARS to Plan for:

- Inland Empire Chapter, PSA, Spring Seminar – Saturday, April 16.  
Sunday, April 17 – Field Trip to Colville, Kettle Falls, mission.
- Annual PSA International Conference – August 28-September 3, Salt Lake City, Utah.  
Conference website [www.psaconference.com](http://www.psaconference.com)
- Canadian Camera Conference – September 9-12, Regina, Saskatchewan.
- Columbia Council of Camera Clubs – October 7-9, Eugene, Oregon.
- Annual APAC Seminar – October 15, Abbotsford, British Columbia.

### ART EXHIBITION at the MAC, until May 15 (right here in River City):

*An Impressionist Eye* – extraordinary paintings & sculptures that offer a glimpse into one of the most exciting & influential periods in the history of art.

# CONSIDERATIONS WHEN ASSESSING PHOTOGRAPHIC IMAGES

By André Cabuché, AFIAP ©2000

POSITIVE VALUES		
1	<b>Creative, original image</b>	Unusual subject; unusual or fresh approach to a 'common' subject
2	<b>Mood provoking</b>	Image excites, angers, calms, inspires, or evokes other strong emotions
3	<b>Dramatic or unusual lighting</b>	Unique lighting; emphasizes centre of interest; strengthens the subject/story
4	<b>Dramatic or unusual composition/design</b>	Originality; simple and yet complete; strengthens/clarifies story or message
5	<b>Strong centre of interest or focal point</b>	Strengthens story; allows the background and foreground areas and other visual elements to support the subject/story but does not compete with it
6	<b>Point of focus &amp; depth of field</b>	Appropriate for the desired effect; appropriate for the depth of the 3D subject(s)
7	<b>Differential focusing (selective focus)</b>	Strengthens, clarifies subject or centre of interest
8	<b>Colour theme or concept</b>	Colour harmony or colour scheme emphasizes the centre of interest or the overall story; creates a definite mood
9	<b>Authentic, credible subject matter</b>	Legitimate portrayal of subject - portraits, wildlife, flora are captured in their natural environment, posture, clothing, etc
10	<b>Humour</b>	Originality; dignified (not insulting) and of good quality

NEGATIVE VALUES		
11	<b>Unwanted distractions</b>	Dust, scratches, fingerprints, stains, etc; extraneous details in foreground or background; retouching that is obvious or poorly done
12	<b>Under-exposure</b>	Shadow areas lack sufficient detail, overall picture darkness with lack of contrast or without any highlights (don't confuse with 'Low-key' technique)
13	<b>Over-exposure</b>	'Washed-out' detail in highlight areas (don't confuse with 'High-key' technique)
14	<b>Out of focus</b>	Wrong Point of focus/Depth of field; blurred image from camera movement (don't confuse with panning technique for movement/action and, don't confuse with the adroit use of a soft focus/diffusion technique)
15	<b>Lens flare</b>	Results in a lack of contrast in a small area or over the whole image area, (usually appears as an unwanted hazy or smoky mid to light tone)
16	<b>Colour shift</b>	Caused by: reciprocity failure, improper balance of light and film, improper processing/age of the chemicals, use of outdated or improperly stored film, etc
17	<b>Poor lighting</b>	Too contrasty or flat for the subject; lighting ratio too high for the film to handle
18	<b>Poor print quality - contrast</b>	Prints that are flat/grayish, i.e., lacking good rich blacks and pearly whites
19	<b>Artificial or hokey portrayal of subject</b>	Subject looks unnatural, artificial or obviously contrived 'dress-up' of a subject
20	<b>Wrong choice of print paper</b>	Choice of gloss or matte finish is inappropriate for the subject, e.g. photographs of shiny metal subjects look better on glossy paper
21	<b>Poor cropping or matting</b>	Subject is cut off or too close to the edge of the picture (don't confuse with close-crop technique); ragged, warped, dirty or bizarre mounting or wrong choice of mat board, i.e. the mat should not be noticeable or detract from the photo image
22	<b>Unwanted distortion</b>	Crooked horizon, leaning telephone poles/buildings, etc
23	<b>Inappropriate placement of main subject</b>	Subject is positioned too central, too high, too low, etc in the image area for the intended message or desired effect of the finished image

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## Rich Leon slide presentations

Rich Leon will be presenting his "Images from Nature" multi-media slide show at Auntie's Bookstore on April 26 at 7:30 pm, and at REI on April 28 at 7:00 pm.