



The Picture Research Association
Information Pack





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Contents

The Picture Research Association	2
Introduction	2
The aims of the Picture Research Association are:	2
What a Picture Researcher is:	3
Skills a Picture Researcher Needs:	3
Membership of the PRA	5
The Picture Research Association Constitution	6
Join the PRA.....	8

The Picture Research Association

Introduction

Picture Researchers and Picture Editors, sometimes termed Photobuyers in the transatlantic idiom, search out images for use in all media: print, such as books, newspapers and magazines, but also film, television, video, CDs or DVDs, as well as the internet, and other forms of new media. It is a picture researcher's job to find appropriate images, check their quality, negotiate fees, administrate the project and solve many complex problems, customarily under the pressure of deadlines.

The Picture Research Association (formerly SPRed) was formed over 25 years ago as a professional trade association to assist Picture Researchers in their tasks and raise the profile of this vital skill.

The aims of the Picture Research Association are:

To provide a forum in which picture researchers can meet to discuss and exchange information and ideas related to the job of a picture researcher.

To improve the understanding by employers of the picture researcher's work methods.

To provide picture researchers with access to educational resources in order to continue their self-development and education.

To provide support and advocacy in the event of picture researchers encountering difficulties during a picture research assignment.

To provide a magazine and newsletter informing and keeping picture researchers up to date with every change and development to their suppliers the Picture Libraries, Museums and Archives, and other trends within the industry.

To distribute to members job vacancies within the field. To organise social and professional events for members.

To facilitate through the PRA website an online area to publicise their work experience to employers.

What a Picture Researcher is:

The best work of the professional picture researcher is to visually illustrate concepts in an imaginative, creative way, which extends the meaning of the text and enhances or underlines it. She or he will use research skills, lateral thinking, and wide experience to source appropriate images for the subject matter, and to do so in the most cost-effective and timely way, so as to maximise the business efficiency of the publishing organisation producing the work. Experienced picture researchers have accumulated deep knowledge, contacts and sources over a considerable period of time by working on many different projects. They normally follow through projects from beginning to end, clearing rights and administrating everything connected to the supply of images for reproduction.

Picture Researchers can be staff or freelance, and work in a wide variety of organisations, from publishing, newspapers, TV, video, film, advertising, through to all forms of new media.

Skills a Picture Researcher Needs:

- To locate and acquire visual material, both online and offline, in digital or analogue form, in a timely manner so as to facilitate and streamline the creation of the final product.
- An ability to conduct an effective search at commercial photo libraries, private or state collections, museums and archives, using the web, as well as older methods of cataloguing such as card indexes and library catalogues.
- To be able to analyse and manage images of every format, including digital files, transparencies, prints, and illustrations, for defects, both technical and aesthetic. An ability to store these images safely as appropriate to the format. Expertise with graphics software is needed to examine digital images to check file size, quality and read file header information for caption notes.
- To be able to commission photographers to shoot particular images, involving briefing, arranging permissions, contracts and dates; receiving the commissioned images at the right time and in the right format so as to incorporate them into the publishing workflow.
- To keep good records of all images acquired, and to provide captioning and photo acknowledgments.
- Financial negotiations such as budgeting, pricing and fee agreements. An awareness of the additional fees such as search fees, holding fees and scanning fees, which may be applied by suppliers for the delivery of required and requested visuals. Skilled picture researchers are adept at obtaining high quality material and reducing costs by effective negotiation.
- An understanding of copyright law and other legal matters, including model releases, and how they pertain to the use of the product is imperative. Copyright or permission to publish should be cleared on any image used in any medium as a legal necessity. This

complex and often omitted stage of publication is an essential part of a picture researcher's plethora of skills. Lack of attention to such matters can lead to litigation.

- An aesthetic sense is highly desirable, to be able to suggest which images will enhance the subject matter.
- Diplomacy to be able to deal with a wide variety of individuals so as to ensure smooth running of the project.

Membership of the PRA

Membership is available to all those who are responsible for the research and supply, editing and management of images required for visual media.

Any person normally engaged in the co-ordination and administration of Picture Research, Picture Editing or Picture Management, shall be eligible for membership.

Membership is available for individuals only, however companies may sponsor individual staff for the relevant category of membership. If more than five members of staff wish to join from one company or department, there is a 20% discount on the membership subscription.

Categories of Membership are:

Introductory:

(Up to two years experience working as a picture researcher or picture editor.)

Eligible to vote, receive all the information the Association supplies including the magazine and newsletters and attend all the Association's meetings. Not eligible to join the Freelance Register.

Full:

(Over two years full time experience.)

Eligible to vote and receive all information and services the Association provides. Freelance full members are eligible to join the Freelance Register and put their membership details online as soon as they have paid their subscription.

Associate:

(For individuals working in picture libraries and other similar organisations.)

Eligible to receive information the Association provides including the magazine and newsletters and attend all meetings. Not allowed to vote at A/EGMs.

Magazine Subscribers

Anyone can subscribe to the Association's quarterly magazine. If you are a member in any of the membership categories, the magazine comes to you free.

Subscribing to the magazine can be very useful for photographers, picture libraries, publishers or researchers new to the profession or those not eligible for membership. It is a good way to keep informed of the Association's activities.

The Picture Research Association Constitution

1. AIMS AND PURPOSES

The purpose of The Picture Research Association is to promote the interests of its members and the international recognition of professional people involved in the business of researching, selecting, editing and managing pictures in all areas of visual media as a profession requiring particular skills and knowledge.

The Association aims to publicise the specific and necessary skills of picture researchers, managers, picture editors and all those specifically involved in the research, management and supply of visual material to all forms of the media. To this end it will provide all such appropriate services to its members as may be thought practical and desirable.

To coordinate its members on an international basis and bring together all those involved in the picture profession providing a forum for information exchange and interaction. To cooperate and exchange information with organisations in similar fields of interest.

To promote the specific skills of its members by encouraging anyone needing images in any form for any media to engage members of the Association to obtain them, and thus ensure that professional standards in all areas are upheld.

To advise those specifically wishing to embark on a profession in the research of and supply of pictures for all types of visual media information and publishing, providing guidelines and standards in so doing.

2. MEMBERSHIP

Membership is offered to all those who are responsible for the research and supply, editing and management of images required for visual media. Any person normally engaged in the co-ordination and administration of Picture Research, Picture Editing or Picture Management, is eligible for membership. Any doubtful case will be considered on its merits by the Committee.

Corporate membership is not available but companies may sponsor individual staff for the relevant category of membership

Categories of Membership are:

Introductory:

(Up to two years experience working as a picture researcher or picture editor.)

Eligible to vote, receive all the information the Association supplies including the magazine and newsletters and attend all the Association's meetings. Not eligible to join the Freelance Register.

Full:

(Over two years full time experience.)

Eligible to vote and receive all information and services the Association provides. Freelance full members are eligible to join the Freelance Register and staff full members are eligible to receive information on any job vacancies the Association is notified of.

Associate:

(For individuals working the picture libraries and other similar organisations.)

Eligible to receive information the Association provides including the magazine and newsletters and attend all meetings. Not eligible to vote at A/EGMs.

No member shall be expelled from the Association except for serious professional misconduct or failure to pay membership subscriptions. Each case will be considered by the Committee and the member concerned will be informed, in writing, of the decision.

The expulsion will take effect one month from the date of the decision to expel, unless the member can fully satisfy the Committee why such measures should not be enforced. The Committee's decision will be final.

3. ELECTION OF THE COMMITTEE

The Committee will be elected at each Annual General Meeting. The election will be the first item on the agenda after the consideration of the previous minutes. The election will be by a show of hands and, in the event of a tie, the chair shall have the casting vote. The new Committee will not take office until after the meeting.

A quorum at an Annual General Meeting shall consist of no less than 10% or 10 whichever is greater, of the total voting membership.

The Committee shall be comprised of five full paid up members and will run for a term of one year.

Committee roles shall include: Chair, General Secretary, Treasurer and Magazine Editor. It may co-opt further members if necessary.

A quorum at a Committee meeting shall consist of no less than three officers or the Committee.

4. MEETINGS There shall be an Annual General Meeting once in every

twelve calendar months.

Any motion moved at an AGM must be proposed and seconded. The proposer will have the right to reply to the debate. Any amendments made to alter the original motion must be proposed and seconded, a vote must be taken on the amendment before the original motion.

There will be no procedural motions except "the proposal to move to vote". If this is moved and seconded, it must be followed at once by a vote on the motion then on the floor.

The Chair will be responsible for keeping order at meetings.

Committee meetings will be held throughout the year and will be called by the Chair and General Secretary.

If not less than five voting members request an EGM one has to take place within six weeks.

Amendments to the constitution must be put to the General Secretary either before or upon notification of the forthcoming AGM and at least two weeks before the AGM date. Should a proposal be accepted by an AGM or EGM, it will then be followed by a postal vote.

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Visit our website

<http://www.picture-research.org.uk>

Join the PRA

You can join the PRA online, as either an introductory, full, or associate member. Currently (2007) annual fees are £45 for introductory, £55 for full, and £50 for associate members.

How to apply:

Click here to go to the online application form:

<http://www.picture-research.org.uk/join-pra.html>

You will need a copy of your C.V. to paste into the application. We carefully consider applications at our bi-monthly committee meetings, as we reserve the right to turn down applicants in certain circumstances (though that rarely happens in practice). So depending on when you apply it might take up to two months for us to decide on your application. Only when you are accepted do we invoice you for your membership fees – all benefits of the organisation are instituted immediately upon payment of that invoice.