

AIS Image Coordinator Report
For AIS Board Meeting
3 and 4 November 2017

Summary:

Thanks to Janet Smith!

Introduction

Possible evolution of AIS Image Coordinator

Establishment and Membership of an ad hoc "AIS Image Consultation Group"

Consensus Recommendations of this Group

 Support for requirement for image to be submitted with Registration

 Establishment of a curated high-resolution image repository

Other issues being discussed

Closing

Thanks:

I cannot open this report without gratitude to Janet Smith. She served faithfully in this position and developed "best practices" for submission of images. I have just indicated my willingness to curate and distribute AIS Programs. This was also Janet's responsibility and she has graciously offered to help me understand the history of these programs.

Introduction:

I was asked to take on the position of AIS Image Coordinator and agreed after chatting with several people in leadership about the possibilities. Let me first confess that I am a "newbie." I am still gathering information on the historic collection, use and distribution of photos in AIS. Please know that I have lots to learn. You may presume ignorance, but I ask you also to presume good intent. I wish to make it clear: My intent is not to add another layer of bureaucracy, rather, with the help of many leaders with deeper historical roots, to facilitate **workflow** and access among our various users of AIS images. This includes, but is not limited to: registration, the online encyclopedia, publications (e.g. "Irisés" and Calendar), and regional and local promotions.

I am not interested in being in charge of the photo contest. I support that concept completely, however in reaching out to the best of member photographers, I needed to make it clear that advising me would not disqualify them from participating in the contest.

Possible Evolution:

Our mission is to promote AIS and its role in educating members and the public. Images of blooms, plants, gardens and all our activities are often the first impression. We want to make sure that these images are pleasing, accurate, and accessible.

To this end I have established a small "ad hoc" committee to have initial discussions about how to accomplish this. I do not want this group or me to be limited in our thinking by the current

definition of AIS Image Coordinator. As we work, I will keep the AIS President informed so that procedures can be followed if needed to change, expand or shrink the responsibility.

Establishment and Membership of an ad hoc “AIS Image Consultation Group”:

I asked people whose photographic work I respect and people involved in various areas of image use and distribution. Groups such as this cannot function effectively if they are too large. I know that as we start to explore specific areas the group will change to add people directly impacted and perhaps not involve members that do not have a passion in that area. I asked those people to direct me to others. We have a group of 12 people:

Initial Ad Hoc Group: AIS Image Consultation Group

Terry Aitken	Kelly Norris
Paul Black	Riley Probst
Chad Harris	Andi Rivarola
Susanne Holland Spicker	Cora and Kelly Roller
Elladen McLeester	Beth Train
Dawn Mumford	

Other have been included in email, telephone and face-to-face discussions, including: Gary White, Bob Pries, David Cupps, Terry Laurin, Jim Morris and John Jones.

We have a blend of photographers, hybridizers, one youth member and her mother, and members at large. Some fit into more than one category.

Consensus of Group:

There are two broad, over-arching issues that we have discussed and there is consensus on these:

1) We believe that images should be required at the time of registration.

It has been repeated by many members of the group, “Only the hybridizer can be sure that a photograph accurately represents the iris being registered.” Whether the photo is taken by the hybridizer, someone who works with the hybridizer or a professional photographer does not matter. It must be seen by the person who is introducing it and approved.

My personal experience with this centers on Ben Hager’s ‘Beverly Sills.’ It’s very popular in my area and when people visit they ask about it. For several years I thought I was growing it I’ve seen many images purporting to be this Hager Dykes winner. Growing conditions can cause some variation, but ‘Sill’ is coral-pink with a tangerine beard. I believe I was growing *Vanity*.

2) We support the establishment of a curated central repository of high resolution photographs.

Currently finding an image for publication is more complicated that it needs to be. The Iris Encyclopedia is an incredible resource, however many of the images are not suitable for

publication or full screen display. There was a limit on the size of the files that could be submitted (which has been/will be lifted).

It is our recommendation that this group of images be curated by a select group to assure high quality, high resolution images. This would be the first place to look for photos for publication. In additions great photos of blooms, this would contain the best of iris garden and landscape photography.

Once we require images we need to start going back through award winners, AM and HM to make sure that when 2018 awards are issued we have images ready to publish.

Other issues being discussed:

Workflow: If these two changes are implemented, we want to make sure that it is done with maximum impact and minimum stress. AIS must establish a clear and concise process that works for hybridizers, photographers, the Registrar and those working with images in the encyclopedia. I stand ready to work with these people to make this happen.

Currently my job is to collect images of new registrations and pass them on to the Encyclopedia. Hopefully my position can facilitate workflow.

Copyright Protection: Photographers deserve, indeed are legally entitled to credit for their work. We need to make this clear but not make it onerous. Most are more than willing to share as long as they are credited. Photos with a watermark (photo credit layed on the image) are clearly unusable. The bulletin has wanted clean images without a copyright © imprint. The bulletin does give credit elsewhere in the magazines for contributing photographers, but some have expressed that having the copyright in the photo is more efficient, arguing that few will go looking for the separate section. This is a discussion that needs to be held with the bulletin editor. In the meantime, credit must at the very least be connected with the image. Every digital image has metadata included. This hidden information can include the type and settings of the camera as well as GPS info. The photographer's identity can be encoded.

Closing:

There is much more that we have discussed, more ideas that have been shared. This group has expressed creative and passionate interest in promoting irises through imagery. I am eager and excited to channel this energy to make AIS bloom!

Respectfully,
Neil Houghton
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AIS Image Coordinator
24 October 2017