

## TRIBUTES

I briefly raised this at the recent AGM at Clyst St Mary on Saturday October 14th, and prior to that at an Executive Meeting, highlighting the difficulty which a Publicity Officer faces when a prominent member of our community passes away. The need for salient facts to be stored was thought to be very necessary.

This was greeted with gales of laughter at the Executive Meeting, where everyone perceived I was asking them to write their own obituaries.

Maybe I didn't explain myself very well?

First of all - I prefer to use the word 'Tribute'. Obituary is a rather sad, final word, I think.

Now - picture this scenario? As a Publicity person - whether with the WCPF or your own club - suddenly, you are asked to "write something" about one of your members who has suddenly died.

How do you approach the task?

Ring the family and ask them for information? I don't think so. At a sensitive time such as this, it is unthinkable.

OK - so attend the funeral, and hopefully talk to other attendees, pick up an Order of Service, which may have information and a photograph? Yes - a good idea, providing the service isn't occurring many miles away and hopefully not on a day when you have another commitment?

But what if someone 'out there' would like to pay their respects? This notification may be the first they know about the passing?

What next?

Ah yes! Contact the club he/she belonged to. Someone there is bound to be able to help?

Not always!!

Sometimes, there's quite a lot of help is given, but it's surprising how often there isn't a nice photograph of the ex-member - but worse still - **NO REPRESENTATIVE IMAGES!**

Please, please think about this in your own club? Perhaps, when you have a Portrait session one evening - make it a policy to take mug shots of members present. Low-res JPEGs won't take up a lot of space on a hard drive, and if you create a Folder somewhere and call it 'Club Members Resumes', and then tuck these images away in separate folders, with the name of the person identifying each one. At the same time, take the opportunity to save about half a dozen of their images in there too.

Then, when I - or my replacement, comes calling, it will be the work of moments to come up with the images - and hopefully also some facts? No need to write anything yourself - that's the Publicity person's role.

Its important to let others know when a fellow photographer passes away. Often, this is the first indication they have of this sad occurrence, and if they want to attend the funeral or memorial service, the sooner they hear about this the better.

In the meantime - I will practice what I preach with the Executive Members - and any other high-profile members of our community!

Thanks for reading this - and maybe one day (but not too soon?) I will have recourse to contact your club?

*Ann Owens  
Incumbent WCPF Publicity Officer!*