

Herefordshire
Photographic
Society

Newsletter | Issue 4
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SNAPSHOT

Unprecedented Times

Covid-19 has left many companies in the photographic publication industry with some very difficult decisions to make, especially surrounding their future. This month our Newsletter features an interesting article (from Phil) that takes a look at the challenges that Covid-19 has presented to the photographic publishing world. Our 'Covid Legacy' section (below) has the full details. This month's 'Kit News' gives us a review on up and coming kit items that may want to keep an eye on. With the Club's monthly critiques and Zoom evenings gathering pace, together with our new events page for 2021/22 there's lots coming up in the following months! Please do take a look at our 'events' page on the Club website for more details. In the meantime, we hope you enjoy this newsletter.....

The Covid Legacy

There have been real changes in the manner of publication and dissemination of information within the industry. Covid-19 has challenged the press and sometimes blamed for a title disappearing. The March issue of the established Digital SLR Photography title edited by Daniel Lezano will be its last.



We all know that we are getting more information from online sources nowadays, not all of which have secure provenance. Of course, sites such as DPReview provide a substantial and ground breaking plethora of news and comments as well as tutorials and

videos, and we must remember that we can access more and more information from the manufacturers themselves.

The Casualties

But there are casualties. Future Publications (home of Digital Camera, Digital Photographer, nPhoto, and Canon Pro-Plus, has embraced online, but print subscribers still outnumber digital subscribers by 3:1. In the case of Digital Camera it just made 19,000 print subscribers at the end of 2019, Digital Photographer probably less than 10,000. Circulations were double that just a few years ago.

Bright Publishing at one time had three titles on stills photography aimed at the beginner, enthusiast and experienced. None of these now remain though Will Cheung (who edited the well appointed Advanced Photographer magazine) is still hanging on



with the Photography News newspaper we have at club nights or online.

GMC Publications are keeping Outdoor Photography and Black and White Photography alive, though the latter is no longer keeping to a regular publication date.

Big publishers are no longer willing to carry publications – eg Bauer Media, at one time bought all of the former EMAP titles based in Peterborough, well known for its Radio stations like Scala, Pirate FM, Planet Rock and JazzFM and magazines such as Country Walking, Empire and Bella and is now branching into TV, closed down the long lasting and high circulation Practical Photography last summer. Indeed, PP (established in the 1950s) was the highest circulation photographic magazine – 32,000 copies would seem a large number, but in the 1980s was achieving 100,000 sales.

Even the long lasting stalwart Amateur Photographer has not been immune, but is probably sighing with relief now that niche publisher Kelsey Publications has bought it. Indeed, this move is breathing new life into the stable – every fourth issue is now a 'bumper' larger issue and they are also producing their own bookazines – Landscapes, Wildlife, Advanced Camera Techniques

Kelsey Publications

are the first three. This is a great development and I hope will be supported.

Of course, it is nothing new that magazines come and go – remember Photo Technique, Photo Answers, Zoom, Photography, Camera User, Digital Photo User, to name a few.

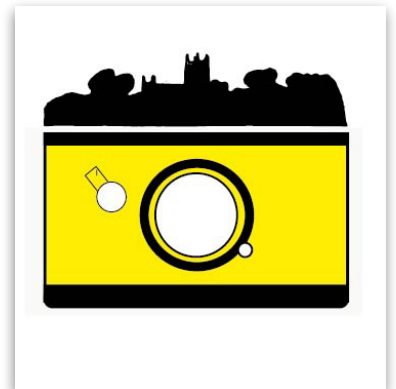
What is different now is that the long term compact between manufacturers, retailers (advertising revenue) and customers (sales) has broken down, perhaps also illustrating that (in the short term) we are buying fewer product.

Against this, we are nowadays taking far far more images, though often via tablets and smartphones, and like in many fields we need support if we are to improve our creativity and art in the field.

The so-called Hereford Times Camera Club cannot provide by its very nature the essential discourse a face-to-face club can provide – and many comments posted have no real provenance. Who is to say whether the ‘advice’ or ‘help’ you receive online has any real meaning. It is, after all, in the ‘cloud’!

It strikes me, that the value of a real photographic society for sharing news, tips and information is becoming ever more important, and also inviting visitors from the industry as practitioners, retailers or manufacturers is a welcome focus.

Since its first meeting in 1885, this has been the prime reason for the formation of Herefordshire Photographic Society – our membership at times has dwindled and at times expanded, but now as much as in the 19th and 20th centuries our remit is unchanged. Cameras and lenses have improved and the technology radically as we join the modern 21st century era. And I, for one, need Societies such as ours and I am proud to be part of the modern world! (Phil Chapman).



Hereford Times CC

HPS 1885

KIT NEWS

Olympus Moving Forward - The transfer of the Olympus Camera division has now been completed to OMD Digital Solutions, and it seems the brand will continue for the foreseeable future, though the company is also restructuring – with changes to

ambassadors. Indeed there is now only one UK trainer - Dave Smith, who I know has visited Hereford LCE before, so some will know him.

Indeed, it is reported that, despite all, micro four thirds format sold more cameras in Japan last year than any other manufacturer! The new company is continuing with the Olympus roadmap and adding more new lenses. New and imminent are M.Zuiko Digital ED 150- 400mm F4.5 TC1.25x IS PRO, ED 8-25mm F4.0 PRO, ED 100-400mm F5.0-6.3 IS, ED 100mm Macro PRO Lens. The wide zoom looks attractive if it comes out at a good price.

Sensors - The next generation of sensors is also coming. Sony has developed a new stacked sensor that will be in the new A1 camera, and it appears Nikon will also be using it in their new D7. MFT Rumours suggest that a sensor may be on the cards for MFT, so this is likely to be an Oly/Panasonic possibility. Canon for the present seem to be sticking with their dual CMOS processors at the top end.

Nikon software - Every Nikon camera to date has come with free software – recently including View-NXi and Capture NX-D. Nikon has now merged the two together to produce one new free software called Nikon Studio. It is downloadable from Nikon, and once installed View NXi disappears, but Capture NX-D will still be available for now. [Note that it doesn't appear in the Update panel of NX-D or View NXi, so you will need to go to Nikon/downloads directly.]

Early reviews seem very positive!
(Review by Phil Chapman)

NEXT TIME

Book reviews, together with an overview of Goethe's Colour Values are just two items coming up in our next Newsletter for you! Remember our **Battle with Hay CC** takes place in May - see our website for full details.

