

Biting The Bullet

"A raft of issues have come together and forced us to take another look at the Yearbook. The volume of complaints from Corporate Members and Yearbook advertisers that our Yearbook is not published early every year could not be sustained. Allied to this, we encountered significant problems in producing a yearbook at all this year. Our credibility as an organisation was at stake. I am now confirming that the yearbook will be launched at Conference 2003 in November" Colm Croffy has announced.

The Yearbook is being expanded to mark the Tenth Anniversary of the founding of AOIFE. The National Executive has guaranteed that Yearbook 2004 will be published and distributed in early December of this year. "Finally, we have put in place the necessary arrangements to satisfy the legitimate concerns of Corporate Members and

advertisers" Colm told *Shenanigans*.

"In my professional life I produce printed materials including a substantial newsletter. Late last year the financial situation going forward was daunting and we had to reduce costs for 2003. The yearbook is a huge expense and advertising revenue does not fully cover costs. I believed I could save a great deal of money by producing the yearbook



Colm Croffy

without recourse to an outside design agency. Over the past six months I have devoted literally in excess of 400 hours but I now realise that the magnitude of the task meant that the

publishing deadline kept slipping" Mark Patton explains, "In addition my involvement in the yearbook meant I was neglecting my responsibilities to the Eagle Wing Festival. As to the impact on my family life, we won't go there!" a rueful Mark exclaimed.

Gráinne McLoughlin, Ian Malcolm and Dan O'Donoghue took responsibility for sourcing much of the advertising for the Yearbook. "I have explained the situation to a number of key service providers who are regular advertisers in the yearbook. While disappointed, advertisers acknowledge that AOIFE has taken action to redress the concern that the yearbook for 2004 should be published this year. Yes, there are a small number who are considering pulling their advertising. But the vast majority of advertisers recognise that the yearbook is the premier reference source for decision makers in the festival and event sector and realise the importance of advertising with us" is the reaction Gráinne McLoughlin experienced.

"All advertisers will have the opportunity to make any necessary changes to their

advertisements to reflect that they will now refer to 2004" Ian Malcom confirmed. "Any cost involved in making necessary changes will be borne by AOIFE" Dan O'Donoghue added.

Producing Yearbook 2004 by early November of this year will necessitate a major input by the yearbook team of Mark Patton, Gráinne McLoughlin, Ian Malcolm and Dan O'Donoghue, backed up by Secretary General Nicole



Mark Patton

Mulholland and National Executive Members.

Member Festivals can expect phone calls from now to get dates for 2004. "We are committed to publishing each year's yearbook at the close of the

previous year, beginning now. Not alone does this meet the needs of Corporate Members and advertisers, it optimises the benefit of the yearbook to all our members".

Biting the bullet can't have been easy.

STOP PRESS

Regarded as the 'guru' of festivals internationally, Professor Donald Getz of the World Tourism Education & Research Centre at the University of Calgary, Canada, is confirmed as a keynote speaker at Conference 2003.



Author of *Festivals, Special Events and Tourism* (1991), *Event Management*

and *Event Tourism* (1997) and *Explore Wine Tourism* (2000) in addition to being co-founder and editor-in-chief of 'Event Management' (formerly *Festival Management and Event Tourism*)

Don Getz is on the editorial boards of several international tourism journals.

SHENANIGANS
Share Your Memories of Ten Years
We plan to issue a Special Edition celebrating 10 Years of AOIFE
If you have any memorabilia to share, please email shenanigans@iol.ie with details before 12 September 2003

Maurice Galway, Artistic Director of **Samhlaíocht** is upbeat about the 2003 festival. "We were greatly assisted by a substantial increase in funding from the Arts Council & the continued support of longstanding Corporate sponsor Kerry Group. Samhlaíocht staged our eleventh Easter Arts Festival, exploring the theme *Rhythm*. We ran from April 11 - 21 and staged 60 events in venues throughout Kerry. In our opinion 2003 was a most successful year for the Festival"

Tralee is the main focus of events over the Easter weekend. The Street



Tumble Circus in Tralee

Carnival, always a vibrant affair, included community groups from all over Kerry and as far away as West Africa alongside professional street performers. "The sun, a most welcome visitor, was shining down on the crowds who were out to see the spectacle. Transforming the town square into a circus arena, Tumble Circus enthralled their audiences with dazzling trapeze & rope stunts whilst maSamba had young & old stomping their feet & dancing to the infectious rhythms of Brazil" Maurice continued.

Siamsa Tíre was the venue for the Samhlaíocht's latest venture on Saturday night,

with support from local percussionists "d'Afrique", their tribal rhythms taking on a jazz tinged traditional air to a backdrop of live video projections with Today FM's Donal Dineen at the controls. Headline act James Yorkston & the Athletes, made their first visit to Kerry - and only their second visit to Ireland with a full band - delivered a polished performance of material from their "Going up Country" album to a most appreciative audience.

"This type of event is attracting people from further afield; there were many visitors who had made the trip from Dublin for this show. We would regard the fact that visitors chose to spend their Easter weekend in Tralee on the strength of our programme as an extremely positive sign"

Maurice enthused. "and the Comedy Club on Sunday night saw a packed house, who laughed their way through the evening!"

Maurice's final message to all those involved is "A hearty Congratulations & Well Done. You helped to create a very special Festival indeed".

Preparations are now underway for The Fourth Kerry Film Festival October 20 - 26. A selection of photographs from Samhlaíocht 2003 can be seen at www.samhlaiocht.com

The Bealtaine Laois Festival of Literature was held in venues across Laois in May and Bridie Keenan rates the festival as "a huge success".

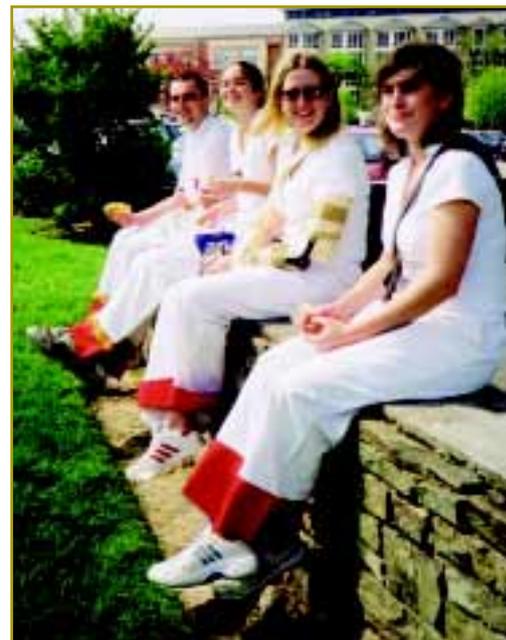
"The festival kicked off with the official opening in Áras an Chontae. A lively and enthusiastic audience were treated to the short story award winners stories. The first prize of €1000 went to Tim Booth a native of Co Kildare, but now living in Ballinskelligs, Co Kerry. His story entitled "Nowadays Clancy", was a very moving piece based in a rehabilitation hospital for accident victims. Second prize of €500 went to Chuck Kruger, who is based in Cape Clear, Co Cork,

for his story entitled "King Conger" "Bridie told *Shenanigans*.

Shay Flannery and Katherine Hyland visited Abbeyleix and Mountmellick Hospitals to perform the "Confessions of an Old Reprobate". The show consisted of extracts from the diaries of Joe O'Neill. It was very well enjoyed by the hospital residents and staff alike. The Kitchen was the venue for Two Chairs show entitled "Irish Women Writers through the Ages". Nuala Hayes and Ellen Cranitch enthralled the audience with a selection of writing from the Field Day Anthology of Irish Writing. Nuala, with her dramatic interpretation and carefully selected work, and Ellen with her beautifully crafted musical

accompaniment made for what Bridie describes as "a spellbinding show". Children's authors Grace Wells, Vincent McDonnell, Nuala Ní Dhomhnaill, Anne Egan and David O'Donoghue visited some lucky national schools in the county.

In addition to readings at Emo Court music was



MaSamba members at lunch!

performed by John Spillane. The Dunamais Theatre was the venue for the children's show "The day I swapped my Dad for Two Goldfish". Bridie again "This highly recommended show by the Ark, proved to be a great success with parents and children alike, and for many of the young audience their first visit to the Dunamais Theatre will have made a lasting impression".

The conclusion to the Bealtaine Festival came on Sunday 18th May in Café Latte where the audience enjoyed a hearty breakfast and the wonderful talents of local writers with readings by members of the Laois Writers Group. They were entertained by Grand Parade, an award winning barbershop quartet.

Helena MacMahon of Samhlú Street Theatre Group is well known to Conference Delegates for her workshops in 2002 and 2001. Innovative, creative and eminently practical in their approach, Samhlú Street Theatre Group was formed in 1994 by a small group of volunteers from the Irish Coffee Festival to form a new Street Theatre Group. With very little finance, they purchased their first sewing machine and set up a workshop in a school room. Almost 100 people participated in the first parade, using coal bags, plastic shopping bags, disposable overalls and household paint among the props. In 1995 Cois Sionna Credit Union agreed to sponsor Samhlú and since then membership has increased to 700 participants aged from four to 72 years young. Cois Sionna's commitment over the years has allowed Samhlú to do



Awards and were presented with their award by President Mary McAleese.

Another award of special interest to AOIFE Members was the Judges' Special Recognition Award to National Irish Bank. This special award recognised the bank's work with Baboró Galway International Arts Festival for Children, Galway Arts Festival and Kilkenny Arts

press launches for local companies and participate in parades as far afield as Birmingham. Since 1999, a schools programme, involving all local national schools, has been developed and holiday workshops are organised during the summer making costumes and constructing sets and learning to drum, flag wave and windsock, as well as

to dance, move and mime. Cois Sionna publicises the activities through their network of offices.

This successful linkage between Samhlú Street Theatre Group and Cois Sionna Credit Union was recognised when they won the Aer Rianta Business2Arts €4,000 Arts Award at the 12th annual Allianz Business2Arts

Festival and the annual programme in Customer Care for senior arts managers which National Irish Bank organises in co-operation with Business2Arts.

Shenanigans says "well done!" to all concerned.

Photo L-R: Helena MacMahon (Samhlú Street Theatre); President Mary McAleese; John Burke (Chief Executive, Aer Rianta); Jim McMahon (Cois Sionna Credit Union).

Sexy Aussie plays Mitchelstown

The 2003 Mitchelstown Guinness Music Festival got off to a bang recently in celebrity haunt Lillie's Bordello as a mixture of the acts on the bill gave a tantalising taste of what's to come. Pop bands such as Fifth Avenue, and Broken Hill, and singers such as Sarah Jane Hudson gave impromptu performances in the members' bar area of the club. But the big news on the night was that sexy Aussie Dannii Minogue has been confirmed to play the Cork-based Festival over the August bank holiday weekend.



Revs, the Proclaimers, Alphastates., Mankind, Dolores Keane, Eleanor McEvoy, and Jerry Fish & The Mudbug Club among others. Over the years the Mitchelstown Guinness Music Festival stage has been lit up by top Irish & International acts, including SIX, Samantha Mumba, Boyzone, David Kitt and Brian Kennedy. Tickets are now on sale for Dannii's Gig at a steal of a price of € 15.00 with the rest of the concerts during the weekend free.

To get the full line-up and all details related to the Mitchelstown Music Festival log onto www.mitchmusic.com

Other acts performing in Mitchelstown over the bank-holiday weekend include The

LeChéile 2003

LeChéile 2003: Oldcastle Arts & Music Festival will take place from July 25-27. Since its inception in 1998 the annual LeChéile: Oldcastle Arts and Music Festival has been run by CULTURE GAP - a group of young volunteers from Oldcastle - on a not-for-profit basis. The festival was founded with the aim of bringing live music and other cultural events to an historic and scenic part of Ireland and since its inception has featured many of Ireland's best known live music acts such as *The Saw Doctors, The 4 of Us, Aslan, Altan, Kila, Hot House Flowers, Something Happens, Dara, Turn, Sack, Pierce Turner, Mundy, The Frames* and *Picture House*. The festival will also include a range of day and night-time

entertainment for all age groups, including street and stage theatre performances; art exhibitions; fireworks, bungee jumping, Comedy, an outdoor stage featuring tribute acts, etc.

Testifying to the attraction of past festivals, each year the festival has drawn an estimated 10-15,000 to the town over 3 days. Day and weekend tickets are on sale in the months leading up to the festival over a wide radius and festival-goers also avail of the opportunity to visit some of the regions historic and scenic sites, notably Loughcrew megalithic cairns overlooking the town and the Loughcrew Gardens. Check out www.licheile.com

With the introduction of event licensing for outdoor events in 2001, it was only a matter of time before similar procedures for indoor events came on stream. With the Licensing of Indoor Events Bill having recently passed both stages in the Dáil, it won't be long before this new legislation - which implements the principle that the promoter has responsibility for public safety issues - comes into force.

Shenanigans asked AOIFE's Safety Adviser Victor Ryan to provide an overview of what event organisers can expect from the forthcoming legislation.

The primary objective of the Licensing of Indoor Events Bill - which was first introduced over two years ago - is to ensure public safety at indoor events. It gives full legal effect to the recommendations of the Hamilton Committee and, when enacted, will require promoters and organisers to demonstrate to the fire authority in advance of an event that they can run the event safely. The Bill also has the subsidiary purpose of strengthening the enforcement procedures of the 1981 Fire Services Act.

Background

The Committee on Public Safety and Crowd Control (Hamilton Committee) was established in 1989. To clearly identify its area of work, the committee examined a number of events including soccer and GAA games, open air concerts and events, indoor events and concerts and race meetings and looked at issues such as overcrowding, crushes, crowd surges, fire safety, violence, structural standards and the physical layout of venues. The final Hamilton Report (February 1990) made 73 recommendations, many of which have been implemented in the intervening years.

The key recommendations in regard to indoor events included, first, that all major indoor pop concerts

anticipating an attendance exceeding 2,000 should be licensed on an individual basis by the District Court and, second, a minimum of two months notice should be provided in an application for a licence.

Following on the recommendations of the Hamilton report, two codes of practice, on safety at sports grounds and at outdoor pop concerts, were published. A tragic death which took place at the Point Depot gave impetus to the development of a third code of practice on safety at indoor events (1998). The code could not and did not address the issue of licensing the events to which it applies. Codes of practice will be put on a statutory basis under the new legislation.

Legislation

The new licensing system is based largely on the outdoor events provisions in Part XVI of the Planning and Development Act, 2000, and the Planning and Development (Licensing of Outdoor Events) Regulations, 2001, which introduced a new licensing regime for the control and proper management of large-scale outdoor events. The new system will focus on crowd control and the levels of safety appropriate to an event.

An indoor event is defined as "a performance which takes place wholly or partly in a building and comprises music, singing, dancing, displays of entertainment or any similar activity and in respect of which members of the public may or may not attend".

The licensing system will be operated by fire authorities and applicants will have the right to appeal decisions to the District Court. There is also provision for other front-line emergency services - the Gardai, health boards and ambulance services - to be involved at the licensing stage and during follow-up inspections.

Enactment of the Bill will give

full legal effect to the recommendations of the Hamilton Committee, in particular that all major indoor pop concerts where the anticipated audience exceeds 2,000 should be licensed. The provisions in the Bill will go even further and regulate classes of events with less than 2,000 people in attendance.

Key Provisions

The new legislation is divided into three main parts - Part 1 containing standard provisions, Part 2 dealing with indoor events and Part 3 highlighting amendments to the Fire Services Act 1981.

The key provisions with regard to indoor events are contained in Section 5 of the Bill and provide that an indoor event will require a licence from the fire authority and that it will be an offence to run such an event without a licence. Section 6 provides for the procedures to be followed by fire authorities when making a determination in relation to an application for a licence. A fire authority will be able to impose conditions in the licence and those involved in the event will be required to have regard to various codes of practice. Section 7 states that a licence will not necessarily authorise the holding of an indoor event, as compliance with other relevant codes of practice will still be required. Section 8 makes provision for those applying for a licence, if aggrieved by a decision of the fire authority, to have the right of appeal to the District Court. Section 9 makes provision for the issue of codes of practice, while Section 10 outlines the general duty of care of persons involved in organising or attending an event.

Part 3 of the Bill addresses more general amendments to the Fire Services Act 1981, the basic legislation dealing with fire fighting and fire safety in Ireland. It addresses the issue of powers of inspection for fire authorities, the withdrawal of fire safety notices and

broadens the legal definition of a building to include "part of a building". It also puts beyond doubt the duty of persons in control to make adequate provision for the safety of persons on a premises regardless of whether an outbreak of fire has actually occurred.

Attendance Number Thresholds

The attendance number thresholds have not been included in the body of the Bill. The thinking behind this approach is to provide for flexibility in the system whereby different classes of indoor events can be determined as time goes by. Additional regulations will be introduced to prescribe the appropriate thresholds.

It is intended to introduce regulations which will require indoor performance events which have an audience exceeding 1,000 adults or 750 children (under 16 years of age) to obtain a licence. Further proposals will deal with indoor sports events where the audience exceeds 1,000, and conferences, conventions, seminars, exhibitions, trade shows or trade fairs where the audience exceeds 2,000.

Smaller events - those which have an audience below the above thresholds - will continue to be regulated by existing legislation such as the Fire Services Act - ease of escape regulations - building regulations, dance licences and liquor licences.

Application Fees

With reference to licence application fees, the intention is that there will be a one-off application fee of €1,000 in respect of an event being held mainly for profit or gain and €1,500 for a multiple licence.

Victor Ryan is an independent Event Safety Consultant. You can contact Victor at 8 Highfield Avenue, Templaraine, Arklow, Co Wicklow. Mobile 086 821 0048 E-Mail: victorryan@eircom.net

2003 sees AOIFE celebrate its 10th anniversary. This fact alone is a strong indication of how the event sector in Ireland has really come of age. From a tourism perspective, the positive relationship between events and tourism is becoming increasingly recognised. Bord Fáilte's marketing involvement with the sector, for example, has become much more strategically focused. Festivals and events are now being drawn into the destination marketing process in an unprecedented way through the International Sports Tourism Initiative (launched in 2000), and the Festival and Cultural Events Initiative (launched in 2002).

"This is good news for the sector and brings some recognition for the tremendous contribution which festivals and events make, in both economic and socio-cultural terms" Dr. Bernadette Quinn of DIT told *Shenanigans*. "However, there is much work to be done to ensure that the sector's contribution continues to be recognised and that its future development evolves in a planned and strategic manner. Urgent tasks include gathering information on event activities to both quantifiably demonstrate the importance of the sector, and to inform sponsors and supporting agencies of the returns associated with investments. Equally important is the need to analyse the marketing of the sector to ensure that event leveraging strategies are being effectively used to yield optimal benefits."

"In the context of these foregoing issues, the Faculty of Tourism and Food at DIT is delighted to announce that the 2003 AOIFE conference will contain, for the first time, a research component. The research workshops will create a forum to generate debate and discussion about the festival and event sector in Ireland and will offer opportunities for both practitioners and researchers to work together in the interests of developing the sector effectively" Dr. Quinn concluded.

For further information, please contact Dr. Bernadette Quinn, Faculty of Tourism and Food, Dublin Institute of Technology, Cathal Brugha St. Dublin 1. Tel: 01 402 7557, Fax: 01 878 8721, Email: Bernadette.Quinn@DIT.ie.

Fáilte Ireland was formally established on Wednesday 28th May 2003. On that date, Bord Fáilte Éireann and CERT were dissolved and their functions transferred to the new Authority. Mr Shaun Quinn, formerly Chief Executive of CERT has been appointed Chief Executive of Fáilte Ireland.

Fáilte Ireland will focus on the experience of visitors when they get here, by working closely with the tourism industry to provide a one-stop-shop for strategic and practical support to develop and sustain Ireland as a high quality and competitive tourist destination. Tourism Ireland Ltd., which has responsibility for the international tourism marketing of the island of Ireland, will continue its focus on getting people to Ireland.

The establishment of Fáilte Ireland resulted in the passing of two organisations that have made an enormous contribution to Irish tourism. Bord Fáilte and CERT.

"Together, Bord Fáilte and CERT have played a key role in growing the tourism industry into one of the biggest economic sectors in the State. The women and men who have served on the Board of Bord Fáilte and the Council of CERT and all the members of staff who have worked for these organisations over the years with such commitment, creativity and diligence, have played a key role in achieving this success. On behalf of the Government, I would like to take this opportunity to express my sincere thanks to them for their commitment and their valuable contribution," said Minister John O'Donoghue TD Minister for Arts, Sport and Tourism when he officially launched the new body. "The tourism industry in Ireland is at a pivotal point in its development. The factors

central to our success to date are not necessarily the ones to carry us forward into the future. With the establishment of Fáilte Ireland we will have, for the first time, an organisation dedicated to excellence in both product and service, the twin experiences of the tourist visitor to Ireland", said the Minister.



John O'Donoghue TD, Minister for Arts, Sport and Tourism

The Members of the National Tourism Development Authority are Gillian Bowler (Chair), Maureen Cairnduff (Journalist and writer), Dominic Dillane, (Lecturer in hospitality management, D.I.T. Cathal Brugha Street), Brian Dowling (Managing Director, CIE Tours International), John McDonnell (Treasurer, ICTU), Noel McGinley (businessman), Mary McKeon (hotel group executive), Noel O'Callaghan (O'Callaghan Hotels), Pádraig Ó Céidigh (M. D. of Aer Arann), Patrick O'Donoghue (Gleneagle Hotel, Killarney), Páidí Ó Sé (publican), Catherine Reilly (Tour operator) and Eithne Scott-Lennon (Fitzpatrick Hotel Group).

Speaking about Fáilte Ireland Colm Croffy told *Shenanigans* "After 51 years Bord Fáilte (for all its perceived shortcomings from festival organisers' point of view!) has been stood down

and elements if it and its staff incorporated into Fáilte Ireland. AOIFE has been dialoguing on behalf of the Festival and Events sector for a good number of years with Bord Fáilte and will continue with Fáilte Ireland and Tourism Ireland Limited".

"On behalf of everyone in AOIFE I commend and congratulate the Directorate and staff of Bord Fáilte, who have, in the space of 51 years, succeeded in developing our Tourism Sector to the level it enjoys today - 5% of GNP and some €1.2 billion of foreign earnings. We wish the fledging Fáilte Ireland every success in its role. AOIFE is championing that policy must move from destination-based to experience-based tourism and believes that our members have a crucial role to play in the enhancement and delivery of this type of product".

Shenanigans joins with Colm in expressing our good wishes to everyone associated with Bord Fáilte and CERT and wishes every success to Fáilte Ireland.

CHECK OUT



MEMBERS' FORUM

www.aoifeonline.com

Send items for inclusion in *SHENANIGANS* to:
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AOIFE

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Shenanigans is produced for AOIFE by
Ted Keane & Associates
T (066) 712 5748 M 087 251 8018
E tedkeane@iol.ie
Design by Indigo Digital Imagery
T (066) 718 0274
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Miley Carroll is a member of the AOIFE National Executive and has been associated with County Wexford Strawberry Fair for many years. "I have an abiding interest in photography"

Miley Carroll told us at *Shenanigans*. "It is a fascinating hobby and with a little care and attention - and some imagination - anyone can produce excellent



Miley Carroll

an immense number of really first class images. A special word of thanks to Bord Fáilte who last year sponsored a major prize for the best photograph taken at festivals in Ireland. I had the pleasure of judging the 1000s of photos submitted. I decided that I would share some of my experience as an amateur photographer to help us all to improve the photographic images

photographs of their own festivals."

Miley feels strongly that Festivals, parades and children's entertainment are just some of the events that have some real eye catching colours and produce beautiful photographs. "At Conference 2002 we introduced a photographic competition and it attracted

of our festivals" Miley explained. "We will now go through a few hints that can help you capture that photo you want for your collection or share with your friends."

"If I only had a camera!" Yes that is a very popular statement by most of us when something spectacular or special crops up before our eyes. The camera has always been the way of

capturing that special moment and every household has special memories to look back on through a photograph collection. The standard compact camera is very easy to use and can capture some stunning shots under suitable lighting conditions at a very low cost. If we take a wee step further at a little extra cost you can have the Zoom lens model which is a major advantage of zooming closer to a subject to photograph.

Digital Photography opens up another different world of capturing photos with major advantages. However we are climbing up the ladder also as the basic digital camera costs more but has numerous advantages including:

- ◎ You can view the picture before capture it and if you want to erase it you can do so.

- ◎ You can store the images on your computer or on CD-ROM and print them on your own printer.

There is so much to mention about where one can go with digital that this short article could not hope to detail and there is no limit to the equipment and software one can purchase. However it's all more and more money too!

Going back to basics we hope you have got some useful hints from this issue of *Shenanigans*. "I took some photos at various festivals and you can see by example of the few photos submitted of what a beautiful colour photo you can get without big expense. Get your camera ready for this year's festival event competition and enjoy all your festivals round the country!" is Miley's advice.



1. Always remove batteries from unused equipment. All batteries are prone to leakage, apart from re-chargeable batteries which never leak. If you are going to leave your camera, flashgun (or indeed any other electrical equipment such as radios) unused for a period of more than a couple of weeks, you would do well to remove the batteries. Once leakage occurs acid is released and sooner or later this will corrode the electrical contacts, rendering your equipment useless no matter how careful you are in cleaning up the mess!

2. Use a medium telephoto or zoom lens for Portraits. You are probably familiar with certain "arty" portraits where the face of the sitter has been deliberately distorted to give an oversized nose or huge hands outstretched towards the camera. These are achieved by using

wide-angle lenses which exaggerate perspective distortion. They are rarely flattering to your subject. You can avoid this effect by using a telephoto lens or a zoom lens set to about 100 mm on a normal 35 mm camera. Either of these will flatten the perspective and give you a much more natural rendition of your subject's face.

3. Remove distracting clutter. There is little more off putting than a messy background. Don't be afraid to remove junk from your background, such things as crisp bags, tin cans and other forms of rubbish. Even twigs on bushes can sometimes be removed before shooting. Always be aware of this stuff when composing your photo. In cases where you simply cannot remove the object (litter bins, telegraph poles and such like) either change your subject's position, or else your own. It's surprising what you can achieve by

simply moving a pace or so to either side. Watch out for telegraph poles, tree branches and telegraph wires sticking out of your subject's heads or ears.

4. Keep the eyes sharp. In portraiture it is important that your sitter's eyes are sharp. A lot of our non-verbal communication centres around the eyes. We often form first impressions by our subconscious feelings about a person's eyes. In portraiture we generally get an uneasy feeling if the eyes are not pin sharp. If the sitter is not sitting full face on to the camera, try to ensure that the nearest eye at least, is pin sharp.

5. Don't attempt to focus too close with an unsuitable camera. Many of us attempt to photograph close ups of flowers and such like from time to time. Very many of the results are disappointing because the subject is out of focus. Don't automatically blame your camera. Have

you read the instruction book? Do you know the closest focussing distance at which the camera will operate? Read the book, note the closest distance and observe it. Don't ask the machine to do something it was never designed to cope with. You can always experiment with a close up lens, or indeed an ordinary magnifying glass held in front of the lens. Either will shorten the closest focussing distance but unless you are using a reflex camera there will be a pronounced difference between what your eye sees and what the lens itself sees.

6. Look for patterns. Keep your eye open for patterns, whether natural or man made. These often make for dramatic pictures and make a big change from the run of the mill holiday shot. Watch out for the pattern of fallen leaves on the ground, for the delicate patterns of frost, for cobblestones lit by a sinking sun, even by the



"In *Dunbrody at Sunset* I was trying to produce an evocative blend of water, shadow and sunset. Photographing fireworks at *Wexford Opera's 50th Anniversary* was difficult but the result was rewarding. Children in fancy dress provide excellent opportunities to capture lots of colour".



pattern of the windows on high rise buildings. While looking for patterns also watch out for small details. Sometimes the smaller details on a building tell a better story than a long range picture of the entire structure.

7. For best results shoot early or late in the day. The vast majority of our pictures are taken during the middle hours of the day. The light is at its harshest and most uninteresting during these hours! Most reasonable modern cameras and films are capable of returning excellent work when the light levels are lower. Try to shoot when the sun is lower in the sky. This will provide you with a much more interesting form of cross lighting. In the morning the atmosphere is usually crystal clear and the light clean and vibrant. Evening shots will display a more yellowish to red cast due to atmospheric dust and debris

picked up during the course of the day. This is what makes sunsets so appealing. **8. Remember the Rule of Thirds.** To envisage the "Rule of Thirds" try to imagine that your scene is divided into three sections along both the horizontal and the vertical sides. The imaginary lines drawn from these points result in nine rectangles. The four points where these lines intersect are known as the "thirds" and are generally held to be the four most dynamic points in the picture. Try placing an important element of your photograph on one of these "thirds" and see what happens. Generally speaking it makes for a more pleasing composition. Remember also not to allow your horizon to split your picture into two equally important halves fighting one another for attention. Keep your horizons either high or low in the frame as circumstances dictate.

9. Use a "lead in", especially in landscapes.

Be on the lookout for interesting lines that lead the eye into the picture. A road, a river, a hedgerow, even a line of telegraph poles or lamp posts can be an effective device to lead the eye along a diagonal line and into the picture. It is even more effective, if after following the line the eye finds something such as a building or a grove of trees to rest upon.

10. Use fast film to avoid camera shake. Slow films of from 25 to 125 ISO generally provide superior technical quality but at the expense of longish shutter speeds. This raises the problem of slightly fuzzy pictures due to camera shake for many users. We are faced with a trade off if camera shake is a persistent problem. The answer is to use the faster films of ISO 400 and upward. While

there may be a slight loss of biting sharpness, this is much better than having shots ruined by camera shake. In any case there are two sure ways to overcome the dreaded shakes without resorting to a calming potion. One is to use a tripod, pretty well guaranteed to arrest the problem, but probably not brought along on account of its bulk and weight. The other is to practice your shutter release technique. Remember, taking a sharp photo is very similar to accurate rifle shooting. You do not need to jab the button. A gentle squeezing action will do the job. The shutter will fire in either case, but the squeeze release will be a much more gentle affair and will help enormously to keep your shots shake free.

Compiled by Miley Carroll

Where's your Questionnaire?

The Festival Research Project being undertaken by Fiona Goh Consulting on behalf of AOIFE is now well underway. However, to date, only 23% of festivals have responded to the survey, which is a disappointment for AOIFE Chairman, Colm Croffy.

"National Executive Members have been making great efforts to follow up with Member Festivals and I am intrigued at the reactions to our telephone calls. The vast majority of people agree that this research is valuable, but we need a much higher return rate for the figures to be meaningful".

There are a number of barriers that are currently impeding AOIFE and Member Festivals when attempting to make the case for festivals. The

perception lingers that festivals are low impact, social activities that bring little added value to our communities and that festivals are minor players in the Irish tourist industry. Nobody can accurately define the direct spending powers of festivals (including significant employment of artists and suppliers) and this in turn feeds the notion that festivals contribute negligibly to the local economy.

"This critical research will mean we can put these perceptions to bed once and

for all. We can ensure that the missing connection between festivals as an integral part of the cultural fabric of Ireland and the country's Unique Selling Points 'product' for tourism is put in place. We can clearly show that the belief that festivals should be low priority areas for support is utterly wrong" an exasperated AOIFE Chairperson continued.

"I accept totally that we are looking for core information and that it can take time to dig out the facts and figures. I know that we are now entering the busiest time of the year for festivals." Colm admits, "That was why we launched the project earlier, to avoid the busy period, while timing things so that committees were up and running."

Colm Croffy is resolute in his determination to bring this research project to a successful conclusion. "We are not going to drop the project. We need this research. Irish festivals need this research. We are going to continue making those follow-up phone calls!"

Do you all need the hassle of follow up phone calls? Why not take that questionnaire, get with the Treasurer (if you're not the Money Bags yourself) and get the information off in the post now.



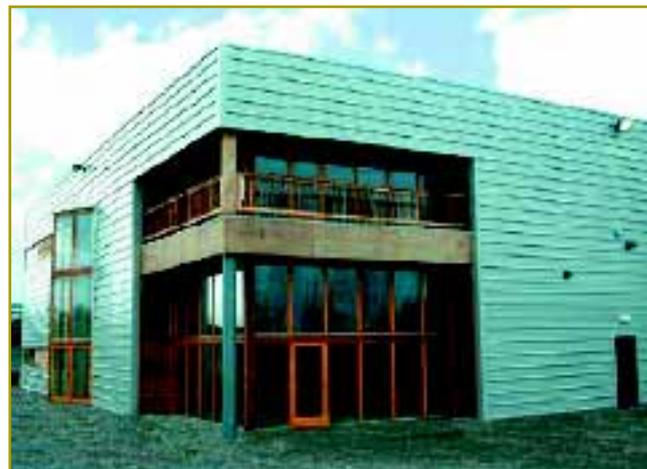
Lost the form? No problem, log on to www.aoifeonline.com and download a copy.

Spraoi's New Home

8

"We are thrilled with our new permanent home at The Studios, Carrickpherish in the city" Miriam Dunne of Waterford Spraoi told *Shenanigans*. "This 10,000 square foot studio is the first

and possibly bring it to other venues and festivals around Ireland, and further afield, later on. A 45-minute piece, it can be staged indoors or outdoors, and is based on the story of the whaling ship



purpose built space in Ireland dedicated to the development of street theatre" a very enthusiastic Miriam continued. "Consisting of a 6,000 square foot main studio, the building also contains three other studio spaces, as well as storage and office facilities. We moved in February and it has been all systems go since then."

Most recently the Studios were a performance space for Spraoi's new production "Jonah", a brand new, fixed location show, devised and written by the company's two Artistic Directors. The production was showcased for a week in mid-May and the company hope to re-stage the show in autumn in Waterford,

Essex, a story which inspired the novel "Moby Dick".

"We have been working on "Jonah" for about two years now, researching, designing, writing, and the result is something completely different from our normal parade work, and yet incorporating those visual elements for which Spraoi is well known".

Next up for the company is the annual Spraoi Festival, held over the August Bank Holiday weekend in Waterford. Dates this year are August 1st to 3rd, and the festival will be "the usual manic mix of world music and international street theatre" Miriam Dunne promises.



Nice 2 Know ...

Paddy Rock extends 'Greetings from The Culchie Capital Of Ireland' and wants us all to know that

Ireland's Original Culchie Festival will take place this year in Lisselton (Co. Kerry) on the October Bank Holiday Weekend. Paddy & Company are looking for Culchies from all over Ireland to take part. How would you like to run a heat and select a Culchie to represent your Festival? If your festival is interested then contact Brendan Morrissey on 087 262 2778 or Paddy Rock on 087 243 9760. And your greetings are most heartily reciprocated, Paddy!

Shenanigans joins with National Executive Members in wishing **The Mouse Pad** every success. Mitchelstown's new office supply retail outlet is the brainchild of Ian Malcolm, AOIFE Assistant Treasurer.

Supreme Promotions is a new corporate member. "Promotions get results and getting those results sustains your festival!" Margaret Rowland told us. You can contact Margaret on 01 459 7377 (business hours), at 087 763 9160 or by email supremepromotions@eircom.net

The address is Unit 4B, Cookstown Business Centre, Cookstown Industrial Estate, Dublin 24. Check out www.supremepromr.com

Karin Wimmer has been in touch regarding "**Piparella and the Lost Colours**" an interactive environmental show, that caters for up to 250 children. Karin can be contacted on 091 586 939 or 087 8126522. Email is clownpipa@eircom.net or by writing to 83 Hazel Park, Galway City.

Dan O'Donoghue took time out from the rigours of

organising Festive Expo 2003 and Showcase to change his car. **Miley Carroll**, AOIFE's photography guru, happens to be a Škoda main dealer. Miley is smiling. Dan is driving a chic silver Škoda Octavia. Two and two makes four...

Monina Paz & Hernan Catvin are **professional Tango dancers** from Argentina and have been teaching Tango for last 10 years to a variety of levels and class sizes. Check out www.tangoireland.com For more information. Monina & Hernan can be contacted at 086-316 6410 or by email monitango@yahoo.com.ar

