

Guidelines for Organising NZ National Philatelic Literature Exhibitions

1 Appoint the core organising team

The NZPF require names of a Chairman, Treasurer, Secretary, and Jury Chair. The Jury Chair must be person on the national register of philatelic literature judges and any appointment is discussed with the NZPF to ensure a suitable person holds this position.

2 Make application to NZPF to host exhibition

To hold the title 'National' the exhibition organising committee must comply with the NZPF Approved Regulations for National Philatelic Exhibitions (see <https://nzpf.org.nz/exhibitions/exhibition-organisation/national-exhibition-regulations/>) These regulations include a standard form which must be completed and, together with the necessary fee, forwarded to the NZPF Secretary. Forms and information on fees payable are on the NZPF website.

The Federation approval will include the nomination of an NZPF coordinator who provides guidance and support to the organising committee but particularly, must approve the exhibition prospectus.

3 Prepare information and forms

3.1 Prospectus

The current 'model' prospectus (rules for the exhibition) is attached as Appendix. However, due to changes occurring in publication media, allowances should be made for non-'traditional' entries and variations are encouraged. The jury chairman and the NZPF coordinator should discuss areas where prospective entries might not comply with current guidelines, and these should be covered in the prospectus. Any entries not covered by FIP guidelines should be considered as 'experimental' classes, but the prospectus must finally be approved by the NZPF coordinator,

The prospectus should cover the exhibition background including information on who is hosting the exhibition and what happens to the entries on completion

3.2 Fees and forms

Fees for entrants to NZ National Literature exhibitions have traditionally been nil. The exhibitor is providing a free copy of their publication and often any delivery costs to the exhibition. The entry is of significant commercial value. As the publication is then held by the society organising the exhibition, which might otherwise have had to pay the full cost for it, charging an entry fee has been considered counterproductive in seeking entries.

NOTE: Most literature exhibitions (particularly international) require two copies of the entry. One is viewed by the jurors and by the attendees at the exhibition while the second, in 'mint' condition is then held in a library of the organising country or by one of the international federations. The NZ exhibitions have always requested only one copy. The results of the NZ exhibition can be used to publicise the entry, but this has been considered a return to the entrant which encourages entries.

3.3 Exhibition classes

These have recently included:

- A. Books and monographs
- B. Periodicals and Journals
- C. Catalogues
- D. Digital works
- E. Websites
- F. Social media works
- G. Non-competitive printed works
- H. Non-competitive digital works

As described in 3.1, Classes should generally follow international guidelines (see <https://www.f-i-p.ch/wp-content/uploads/Literature-SREVs-and-Guidelines-8-August-2022-new.pdf>). However, the

organising committee should consider changes in publishing media, particularly electronic publications, and website options that have or are taking place. The appointed Jury Chairman and NZPF coordinator (who must approve any outcome) should discuss the implications of choosing any FIP non-compliant classes in terms of assessment criteria and award levels.

Generally, there are no age restrictions in place but if the committee were to determine it useful to split into youth and adult ages then this could be covered by sub-classes as appropriate.

3.4 Acceptance of entries

The prospectus should clearly identify who can enter; what can be entered; any language requirements or restrictions; when applications and entries need to be received; addresses and methods of receiving the material for the exhibition; how promotional material will be used; and anything else deemed relevant. Specific comment on some of these issues follow:

(a) Who? and What?

Traditionally there has been no limitation on who might enter. However, care is needed, particularly with electronic media, to ensure the entrant is a 'real' person or a legal entity such as a company, society, etc.

Generally, satisfaction of the "who" leads to acceptance of the 'what' unless the entry is clearly outside the specified criteria.

(b) Language

For international exhibitions there are generally no limitations on language. However, NZ literature judges are not required to have a second language. This has led to a general rule that entries must be primarily in English or at least have sufficient images and bilingual (including English) text enabling the judges to assess the entry. The Jury Chairman will have a significant impact on how an entry, that does not meet the language criteria described in the prospectus, will be judged. Entrants should be made aware of this distinction as, being determined 'hors concours' (outside of competition), should not be perceived as a negative but rather the judges were not able, due to the limited range of language skills they had, to adequately assess the entry.

(c) Timelines

The timeline for entry forms to be returned and a date for entries to be received should be clearly identified. It is suggested this should include four to six weeks for the judging process.

3.5 Judging, awards and appraisal

The prospectus should introduce the Jury Chair to the exhibitors, state what awards are on offer and whether appraisals will be provided.

3.6 Reporting Results

An indication of when and how the organising committee will announce results should be given to the exhibitors.

3.7 Entry form

The entry form should cover details of the entry, any awards they have previously attained for the work and an address of the entrant for sending certificates and any other material to.

The form should be approved by the NZPF coordinator prior to being issued.

3.8 Exhibition logo, letterhead, etc.

This is the time to decide on the imagery for the exhibition - a logo, letterhead, typefaces, colours, etc. There are arguments for keeping things consistent and repeating the imagery over several years to show a level of organisational skills by the host society, rather than being always different and inconsistent. However, after a few exhibitions some change will be required to show the organisers do review, learn, and progress.

4 Publicity and invitations.

The main drive to get entries takes many forms and needs to be flexible. It is something constantly needing revision to ensure best coverage is achieved to get sufficient entries and make the event worth running. Any proposed changes from past practices should in the first instance involve three-way discussions between the Exhibition Chairman, Jury Chairman and NZPF Co-ordinator. They should be aware of changes that have taken place in terms of philatelic literature exhibitions elsewhere and changes to the Guidelines from the FIP Literature Commission.

4.1 Websites

All information should be in a section on the organising society's website and most publicity refers back to this site. Information should also be lodged on the NZPF (<https://nzpf.org.nz/>) and the APF (<https://apf.org.au/>) websites.

4.2 Individuals

NZ Commissioners attending overseas exhibitions should be asked to promote the exhibition at the events they are attending. This could usefully include them arranging to pick-up exhibits from other overseas commissioners at the exhibition. Others can be involved promoting the event to philatelic members they meet who may be editors or authors.

4.3 Personal Invitations

These are emails sent to editors and authors of specific works inviting them to enter and attaching the prospectus and entry form.

It also includes broadcast emails going to societies affiliated to NZPF getting the information around New Zealand.

4.4 Advertising

The only paid advertising done since 2017 has been in the "Philatelic Literature Journal", the quarterly journal published by the American Philatelic Society. Previously, paid advertising was placed in "The London Philatelist" (RPSL).

It would be useful to show works did arrive because of an advertisement. Paying for an ad in a journal not bringing results has little point. Effectiveness should be monitored, and changes made if necessary.

Comment from Christchurch Philatelic Society

The first targets for invitations have been previous exhibitors. The next targets are those we see mentioned or reviewed in the *Philatelic Literature Journal* (PLJ). Then we look at what comes into our library. All journals we receive get invitations to their Editor along with the offer they do not need to send more copies but we will use those we get normally for the judging. This usually results in a positive response. We do the same with books that we purchase for the library irrespective of whether they get in the PLJ or not. Finally, we just hunt around via Google to see what comes up for books or journals and send invitations out if deemed of some interest.

While it is a "National" exhibition, entries are not limited to just NZ but we have accepted works from around the world as long as they are in English or are multilingual with English being one of them.

One issue becoming more prevalent is the cost of getting books from various parts of the world to NZ. Some postal services will not even carry packages over certain weights which means commercial courier services are needed which generally cost more. High cost is not an incentive to exhibit. One option tried is to use NZ Post's "YouShop" service which then means the organising team contributes to the costs of getting books here. It is an expensive service as you pay a fixed charge per shipment, plus an amount per weight. The idea is not to do it for individual books but to try and consolidate the shipments to pay one fixed charge for multiple books. Getting books from various exhibitors to arrive at the UK or USA warehouses at the same time to enable consolidation is not as straightforward as it seems.

5 Plan the event

Book the venue. Even within the hosting Society there will be a booking system in place so don't forget it.

Determine what else will be used to enhance the programme. Options include;

- Dealers stamp fair or just bring and buy type members' fair
- Seminar or lecture
- Open day to showcase philately

Liaise with those needed to assist to make the event work, dealers, speakers etc.

Ensure advertising for the event is made to ensure people know it's on.

6 Administration

As entries arrive it is important records are kept in a format simplifying later tasks.

An '.xlsx' format spreadsheet has been found to be useful to input the various items of information put onto appraisal sheets, certificates, and the catalogue. Maintaining the listing in class order and alphabetical order within class has distinct advantages, including that digital links to websites and social media can be inserted "live" to assist judges in finding these online from their own computers.

The Jury Secretary can produce blank Appraisal sheets from the spreadsheet as the works come in so they are ready to go out to the judges.

7 Judging

7.1 Judges

The jury chairman is tasked with recruiting judges for the event. This must be done in conjunction with NZPF which tries to rotate the duties around the pool of qualified judges.

Where there is an apprentice judge on the register it is desirable they be included to ensure a "supply" of qualified judges are available for future exhibitions.

Final selection is ratified by the NZPF.

7.2 Jury Secretarial Services

Once entries are received, individual judging sheets for the entry are produced by the Jury Secretary. These are given in '.docx' format to the judges to complete and return to the Secretary. The results are collated onto the form, so all the judges' comments are on one sheet. During the judging process, as the works are debated and the result evolves, the Jury Secretary edits the judging sheets so the final result going to the exhibitor is produced while all judges are present.

7.3 Distribution of entries

Once entries are received, they get sent around in packages to each judge to review. When judges live in the same town or city, reliance on goodwill to exchange packages is made, otherwise Courier Post services are needed for which a budget figure should be allowed for.

7.4 Judging Session

It has been found desirable to have a two-day session for the judging panel to get together and go through their various comments, review the works again and reach a consensus result.

How this works is up to the team involved and the leadership of the Jury Chair. It can be flexible in terms of place and time to suit those involved. However, a two-day affair with everything wrapped up does seem to be the more efficient. It has been a weekend but can equally be held on weekdays.

8 Post Judging

8.1 Catalogue

Once results have been determined, the exhibition catalogue is prepared. It has recently been kept to an A5-size booklet for the ease of posting to overseas. Page numbers depend on numbers of entries but should be kept to units of 4 (ie 4, 8, 12, 16, etc. pages) so it can be printed as A4 size folded into an A5 booklet.

The booklet should contain:

- Introduction and Forward (Sponsors and individuals need thanking)
- Jury Report (an image of the judges at work is always good)
- Entries set out in class sections giving author, country, award, points awarded, title of work and publisher.

Scans of book covers can be used to fill pages to get to the unit of 4 pages. As the exhibitors are unlikely to attend the event, the catalogue and certificate is all they see from the organising committee, so it should be interesting and professional and not just a photocopied list.

8.2 Certificates

Certificates are produced once results are confirmed. Again, these have been kept to A5-size for ease of posting and printed on heavier (220gsm) glossy paper. Certificates should be signed by the organising committee chairman and the Jury Chairman. This may involve couriering between the two if they are in different towns/cities or accepting that electronic signatures are used.

8.3 Prizes

Prizes may be presented for best of class, best overall, special mention prizes, etc. Flexibility is required so the judging team can make decisions based on the works they have in front of them.

Prizes have often been quality art prints (generally kept small so even in a mount they are no bigger than A5) again for postage purposes. As most go overseas, a NZ themed topic is generally appropriate. Past themes include native birds, and Rita Angus paintings.

9 The Event

Ensure all preparations are in place.

The books, power, wifi or direct cable internet and large screens are required along with tables, boxes or rigid packing and tablecloths. If lighting is poor, additional lamps may be needed for looking at the books.

Books are best on tables with some raised. Building up a tier with carton boxes covered with a tablecloth is a simple way to achieve this. Certificates are placed adjacent to the work so visitors can see the details without a catalogue. This also means numbers of catalogues printed do not need to be many more than exhibitor numbers.

It is assumed that probably half, if not more in future years, will be digital entries. One or more screens will be needed to display these. Digital works can be formed into a PowerPoint type presentation and programmed to cycle through so there will always be images on display without the need for the site to be specifically manned. With social media works, potentially a second screen with wifi access to the internet will allow these to be viewed. This element could need full time supervision.

10 Mailout

Organise the posting to all exhibitors of the Catalogue, a Certificate and Appraisal sheet as well as any prize if applicable.

In addition, "Thank You" certificates and catalogues should go to the judging team, the organising team including the NZPF coordinator.

11 Wrap up

11.1 Reports

A final exhibition report must be provided by the Exhibition organising committee chairman and the jury chairman to NZPF.

An electronic copy of the entries and results must be provided to be included on the NZPF website. [For previous results see <https://nzpf.org.nz/exhibitions/exhibition-results/>]

11.2 Filing entries

The hard copy entries should be catalogued and placed in the library that will hold them. As part of the hosting conditions, exhibition entries are to be made available to any member of an NZPF affiliated Society. Therefore, it is good to identify them both in the library's catalogue and physically. A bookplate with the event logo and text "An entrant in the XX NZ National Philatelic Literature Exhibition" is suggested.

Appendix: latest version of the Prospectus used for the 2023 exhibition

18th NEW ZEALAND NATIONAL PHILATELIC LITERATURE EXHIBITION

25 – 26 November 2023

Hosted by the Christchurch (NZ) Philatelic Society Inc, P O Box 9246,
Tower Junction, Christchurch, 8149, New Zealand

Organised and promoted under New Zealand Philatelic Federation patronage

2023 PROSPECTUS

The Organising Committee invites entries from New Zealand and overseas to be judged and displayed at the 18th New Zealand National Philatelic Literature Exhibition (18th NPLE) to be held in 2023.

Background

Specialised philatelic literature exhibitions have been held in New Zealand every second year since 1989. They have drawn worldwide support and have served to introduce collectors to literature that will develop their knowledge and interests.

Following the success of the previous exhibitions, the Christchurch (NZ) Philatelic Society Inc has accepted an invitation to organise the 18th NPLE and members of the Society form the Organising Committee. The Society is home to an extensive philatelic library in New Zealand, housed in our Philatelic Centre.

Entries to the past exhibitions are accessible to New Zealand Philatelic Federation (NZPF) affiliated society members and are also used by philatelic exhibition judges. This practice will continue.

The Organising Committee for this exhibition also welcomes entries of electronic media including digital monographs, journals, newsletters, websites and social media.

Fees and Entry Forms

For the 18th NPLE there is only an information form to complete and no fees. These entry forms are to be completed and returned to the organisers by 1 September, 2023

Exhibition Classes

Class A Books and Monographs published after 1 January 2017, 1 copy required.

Class B Periodicals and journals, 1 volume or year's issues from 1 January, 2021.

Class C Catalogues published after 1 January, 2020, 1 copy required.

Class D Digital Entries, a URL for accessible items, or on CD/stick.

Class E Websites, the URL for the active electronic media.

Class F Non-competitive Books, Monographs or Periodicals, 1 copy.

Class G Non-competitive digital entries, a URL, CD or stick.

Class H Social media.

Acceptance of Entries

1. Entries may be submitted by the author, compiler, editor, publisher, sponsoring organisation or society or any other individual holding proprietary rights.
2. Entries for the 18th NPLE need to be in English (or part English) to comply with NZPF rules for literature. Any non-English items will be accepted for the 18th NPLE but treated as "Hors concours" and not judged.
3. Entries must be received by the organising committee:
 - a) at PO Box 9246, Tower Junction, Christchurch 8149, New Zealand, or

- b) via the contact link at www.cps.gen.nz for digital items or to email address captaincoqk@gmail.com
 - c) Competitive entries by 1 October 2023 to provide sufficient time for judging; or non-competitive entries by 1 November 2023.
4. Entries sent from outside New Zealand must be declared as a "Gift" for Customs purposes.
 5. New Zealand Post has service in the United Kingdom and the United States under the "YouShop" banner, where books can be mailed to at local domestic rates. We have organised for an account under this "YouShop" service with those so entries can be sent to us at much reduced costs to the participants. For those in the UK or USA, to use these facilities, the applicable addresses for books to be sent to are;

NZ8167124 Christchurch Philatelic
 Allport CS YouShop NZ8167124
 13 Hayes Road
 Middlesex
 UB2 5ND
 United Kingdom

NZ8167124 Christchurch Philatelic
 14601 North Bybee Lake Court
 Suite NZ8167124
 Southall Portland
 Oregon
 97203
 United States

To use this facility, please ensure your parcels are at one of these addresses between 1 July and 15 August 2023. This ensures packages can be consolidated and assists in keeping our costs down.

6. Entries should be accompanied by information about where and at what cost they may be obtained. For competitive entries this will be included in the Awards List and in the case of Non-competitive entries will be made available at a suitable event open to members of the public. If order forms are provided, they will be put out for viewers at the exhibition.
7. The entries will not be returned but will be retained after the exhibition(s) and placed in the library of the Christchurch Philatelic Society, Christchurch.
8. Electronic (Classes D, E, & G) should be in Word, RTF, PDF, PowerPoint, or video formats. They should be 'read only' and will be virus scanned. The Organising Committee will advise the submitter if any file received cannot be opened to see if the issue can be resolved. For class D if there is a part or section that is for members only, please provide a temporary password or access facility for the judges to review.

Judging, certificates and critiques

1. Entries will be judged by experienced philatelic literature judges on the NZPF Register of Philatelic Judges, under the chairmanship of Jeff Long, FRPSNZ, using the FIP Special Regulations and Guidelines for Philatelic Literature.
2. For the 18th NPLe, certificates (and not medals) will be awarded at the discretion of the Judges in the following categories: Large Gold, Gold, Large Vermeil, Vermeil, Large Silver, Silver, Silver Bronze and Bronze.
3. A number of special prizes will be available.
4. A written critique with split of points awarded will be sent to each exhibitor.

For your information, an extract from the *Special Regulations for the evaluation of Philatelic Literature Exhibits at FIP Exhibitions* reads as follows;

ARTICLE 4 ; CRITERIA FOR EVALUATING EXHIBITS

4.1 Literature exhibits will be evaluated according to the following criteria;

Treatment of contents

Originality, significance and depth of research

Technical matters
Presentation

- 4.2 The criterion “treatment of contents” requires an evaluation of the literary style, clarity, and skill in communication shown in the exhibit.*
- 4.3 The criterion “originality, significance, and depth of research” requires an evaluation of the overall significance of the subject matter presented in the exhibit, as well as the degree to which the exhibit displays original discoveries, research, analysis or approaches to a comprehensive understanding of the subject matter.*
- 4.4 The criterion “technical matters” requires an evaluation of such aspects as title page and imprint pagination, credits, bibliography, index, and use of illustrations.*
- 4.5 The criterion “presentation” requires an evaluation of the effect of binding, typography, and similar production factor on the usability of the production. To avoid the impact of purely commercial aspects, this criterion will only be evaluated to the degree that it represents a negative factor.*

We recognise that postal services are struggling at present to cope and this may persist into 2023. If entries in classes A to D inclusive are submitted electronically as a result of postal issues, they will be judged as if they were provided in hard copy.

We note that the rules for electronic exhibits are currently undergoing consideration internationally and we are keen to reflect the latest trends. Should there be developments resulting in changes we will contact entrants of those before any judging is carried out. Changes will also be on our website www.cps.gen.nz

Reporting results

A complete list of entries and awards from past NZ National Philatelic Literature Exhibitions is provided on the NZPF website www.nzpf.org.nz The competitive entries for the 18th NPLE will be added the website. A copy of the exhibition’s Awards List will be sent to all entrants.

Conclusion

We trust we will have the great support we had had in the past to enable us to host another successful exhibition.