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THE CABLE RELEASE

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Organized for the mutual
advancement and enjoyment of
photography .

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AND
HAPPY NEW YEAR**



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Another Addiction
by Rick Berger
Member: HUB Camera Club
Livingston Camera Club

The US (and perhaps the rest of the world) is currently steeped in addictions. The news is full of this stuff; dependency on opioid pain killers, social media addiction, alcohol abuse etc. etc. Now, just when we don't need any more out-of-bounds behavior, along comes another addiction...editing software addiction. Don't laugh! This is serious stuff. It can put all of us photo enthusiasts at risk! It can affect our families, our jobs, our eating habits, our wallets, and perhaps most importantly...our health. So what actually is this addiction and how did it start?

Editing addiction had its earliest beginnings in (and you may remember this term) the darkroom. It was here that photographers first became enmeshed in the web of printing photos. Many of us who were involved in this tribal ritual can still recall standing in a room with little or no light while we breathed the acrid fumes of chemicals such as acetic acid. Some of us even developed (photo pun) a skin condition where our hands became brown and wrinkled from leaving them too long in a tray of developing solution, all in the name of producing the perfect print.

Today, few if any of us, spend any time "souping" film or prints like we did in the old days. Our editing, instead, takes place in front of the computer, our digital darkroom. So, you ask, what's with the editing software addiction? As a proud member of the OCD Perfectionist club I'm still in search of the perfect image, be it a print or a projected photo. Here's where the addictive behavior comes in. Whether we use Lightroom, Photoshop, or some other system to edit our shots, as long as we have an email account and have shown the Gods of the Internet that we have an interest in photography, we are now being bombarded by info and ads designed to convince us that our editing systems are so yesterday. We are urged to keep up with the times by purchasing the software that is the latest and greatest ever offered since the dawn of photography. Each company making this stuff is out to convince us that their system works faster, is more intuitive, more user friendly, and will result in our creating better photos than Ansel Adams or anyone else! But wait, there's more! They're trying to convince us that Lightroom and Photoshop are dinosaurs which are doomed to oblivion. And just who are these purveyors of truth? They go by names such as ON1, Luminar, Affinity, Topaz, Aurora, Photomatix, NIK, Alien Skin and on, and on.

Okay...so where's the addiction and how do you spot it? You'll know you have it when you begin to experience the symptoms. It starts with the belief that everything these companies claim is true. You begin to get the feeling that you have to have their software or your photos are doomed to receive a "6" in every competition, your reputation as a photographer will suffer, and your photo creativity will melt like the wicked witch of the West! You have dreams at night about the software. You gotta have it...you're addicted! Some folks are able (without therapy!) to control the addictive behavior. They do this by simply not clicking on the little button that says, "Buy." It sounds like a simple solution, but many just can't resist at least signing up for the software on a "trial" basis. This only feeds into the behavior because once they get the system and edit a few pictures on it, they've gotcha! Then there's the "pre-order" special price. "Wow", you think, "If I buy the program before the 15th, I pay only \$79.00 instead of the regular price of \$99.00. OMG, tomorrow's the 15th. I better push that Buy button today, before lunch. Don't want to miss out on this deal!" Two days later, another offer arrives from a different company claiming that with their package you can instantly create HDR photos that are mind-blowing...and without using Photoshop! After thinking it over, you buy that one too. For some this scenario is repeated time and time again. The result? You sit down to edit a shot and can't remember which program does what better and you're not really certain about how to use any of them. You're a full-blown addict with nowhere to turn. So you now enter into Addiction #2...endlessly watching YouTube tutorials on how to use the programs.

I've observed this addictive behavior up close and can attest to how dangerous (and expensive) it can be. It's simply ridiculous to get caught up in this spiral. And now, if you'll excuse me, I have a few photos to edit. I'm just not sure which of the programs I have I should use. After all, I have a choice since I own Lightroom, Photoshop, ON1, Luminar, Aurora, Topaz, Iridient Developer, Alien Skin, NIK and, oh...never mind.

©Billion Lim
Focal Length: 400mm
Exposure: F/8.3 1/250sec
ISO: 520



©Ken Hubbard
Focal Length: 18mm Exposure: F/16 1/30sec ISO: 100



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Focal Length: 270mm Exposure: F/8.3 1/2000sec ISO: 640

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**WHAT'S HAPPENIN' AT NJFCC MEMBER CLUBS in
December 2017?**

Club	Location	Date	Topic	Judge or Speaker
Camera Naturalist	Program at NJAS	1/4 1/18	Competition: Macro, B&W Program: MacPhun Software	N. Palmieri, J. Dickerson Nick Palmieri
Cranbury "Digital"	Cranbury Methodist Church	1/10 1/24	Election/Best of Year Choice Photographic Lines	
Cranford/Millburn	Bauer Ctr. Millburn Cranford Comm. Ctr.	1/8 1/22	Presentation: Being Mindful in the Field Competition: B&W Journalism	Joel Morgovsky Dave Mills
Essex Photo	Caldwell United Methodist Church	1/4 1/18 1/26	Program: Before/After Improvements Competition Club Planning Meeting	Arik Gorban Phil Echo
4 Seasons@Manalapan	FSM Clubhouse	1/9	TBA	
Gateway	Sacred Heart School Staten Island, NY	1/3 1/17	Competition 4 Presentation: Taking Portraits	Joel Morgovsky John Sandstedt
Hillcrest	Pilgrim Presby. Ch. Phillipsburg11/27	1/8 1/22	Competition Meeting	
HUB	Mountain Lakes Library	1/22	Competition: Open [PI] P/Mtg. - Creative Image Techniques	Vinnie Kempf Members
Hunterdon County	Bethlehem Pres. Ch. Pittstown		Ceasing Operations	
Livingston	Livingston Comm. Senior Center	1/8 1/22	Open Competition #3 Theme Competition: Negative Space, Creative Space [Digital]	Phil Echo Jackie Dickert
Metedeconk Lakes	Jackson.	TBA	TBA	
Monmouth	Colt's Neck Reformed Church	1/4 1/11	Presentation: A Shot in the Dark Merit Judging: Humor	Sal Tozzi
Monroe	Monroe Township Comm. Center	1/4 1/18	Competition: Warmth Tips on Elements: Shooting Snow & More	
Morris Photocolor	Morristown Town Hall, Room 304 Senior Ctr. Room	1/3 1/17	Competition Program: Winter Photography	Nat Clymer Brien Szabo
Ocean County	Girls Scouts of the Jersey Shore Toms River	1/8 1/15 1/22 1/29	Color Competition Workshop: Table Top Shooting Presentation: Beyond the Rule of Thirds B&W Projected Images	Rich Lewis Rich Lewis
Photographers of Sussex Co.	Admin. Bldg., Sussex County Fairgrounds, Augusta.	TBA	TBA	
Photographic Society of Vineland	Newfield Senior CTR Newfield	TBA	TBA	

**WHAT'S HAPPENIN' AT NJFCC MEMBER CLUBS in
December 2017**

Club	Location	Date	Topic	Judge or Speaker
Pocono	NCC Monroe Tannersville	1/9 1/16	Executive Committee Meeting Monthly Meeting	
Princeton	D&R Greenway Land Trust Princeton	TBA	TBA	
Raritan Photographic Society	American Legion Hall - Milltown	1/11 1/25	Presentation: Using Texture Screens Competition: Open Digital	Steven Yahr
Ridgewood	Franklin Lakes Meth. Church	1/3 1/10 1/17 1/24 1/31	Executive Committee Meeting Print Competition 2 Program 5 Assigned Subject: Shadows Competition 2: Pictorial Competition 3	Phil Echo Arik Gorban Dave DesRochers
River Pointe	RP Clubhouse Manchester	TBA	TBA	
Rockland	Clarkstown Comm. Ctr New City, NY	1/4 1/11 1/25	Presentation: Pictures on the Hudson Members Exhibit Night Evaluation: Leading Lines	B. Socor, Lori Henderson Vinnie Kempf
Somerset County	Manville Library	1/9 1/23	TBA Competitions: Neon Signs, Open	TBA
Sparta	Sparta Amb. Squad	TBA	TBA	
Staten Island	Snug Harbor Culture Ctr. Staten Island	TBA	Snow School	TBD
Stone Bridge	SB Clubhouse Monroe	TBA	TBA	
Teaneck	Rodda Rec Ctr Teaneck	1/2 1/9 1/16 1/23	Holiday Party Competition: Projected Image TBA Studio Night	Ron Wyatt
Tri - County	Nutley Library	TBA	TBA	
Vailsburg	Bailey Civic Ctr.	TBA	TBA	

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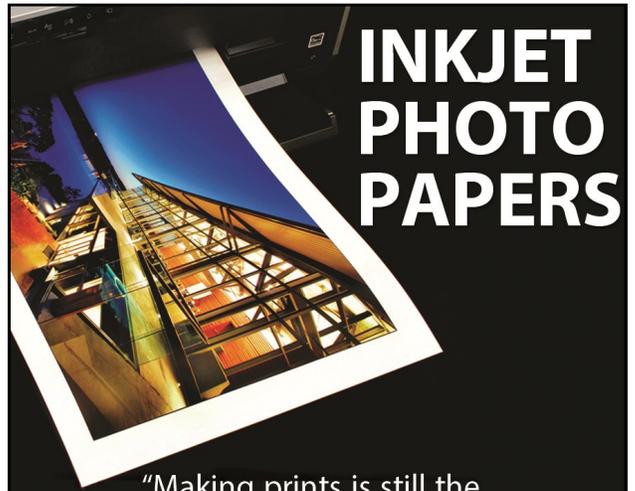
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Dear Photo Friends,

As I complete my 43rd year in the retail photographic industry, I want to say thank you for supporting Hunt's this year. We can't do it without you! I have enjoyed getting to know many of you over the years and helping fill your photographic needs.

We continue to take and fill orders for the Nikon D850 and Sony A7RIII, two of the hottest cameras of 2017! These cameras have been showing up pretty regularly at this point. Call me if you'd like to place an order.

I should have some very good deals on Nikon, Canon, Sony, Fuji, Olympus and Panasonic in January. Call me at [781-462-2383](tel:7814622383) for details and pricing.

...and something else you may want to know about:

Canon has continued their printer rebate program. Now through December 31, 2017 or until supplies run out, we are offering the [Canon Pixma PRO 100 printer](#) at \$369.99 before rebate (Canon sells it on their website for \$499.99). We are including with it TWO packages of Canon 13x19" Luster paper, 50 sheets each, a \$100 value! Canon is offering a \$250 mail in rebate on this package, so your final cost is **\$119.99!** This printer includes a FULL set of eight ink cartridges and is always reviewed very well. Call me now to get yours!

Hunt's and Canon are also offering an incredible special on the [Canon Image PROGRAF Pro-1000 17" Printer](#). Purchase the printer for \$1,299.99, and receive **\$600 worth of Canon paper!** You can then send in your \$300 mail-in rebate. Your final cost is **\$999.99** for the printer and **\$600 worth of paper**. Supplies definitely limited on this one. Call me now to reserve yours. Rebate expires December 31, 2017!

As always, UPS Ground shipping is FREE in the Lower 48 and there is no sales tax except for orders shipped to MA, RI or ME. Please call me, Alan Samiljan, at [\(781\) 462-2383](tel:7814622383) or send an email including your name and phone number to asamiljan@huntsphoto.com and I'll call you.

Hope to hear from you soon and have a Happy & Healthy Holiday Season!

Photographically yours,
Alan
Alan Samiljan