

Please read the complete rules for 5th Annual Mattie Kelly Environmental Institute's Amateur Photo Contest before entering.

OFFICIAL PHOTO CONTEST RULES

No purchase or payment necessary to enter or win.

Entrant Eligibility

Mattie M. Kelly Cultural & Environmental Institute employees, Committee members, and their immediate family members are not eligible. Immediate family includes only spouses, parents and children. All entrants must be amateur photographers. Amateurs are considered individuals who do not make a living selling their work. Final designation of amateur status is at the discretion of the judges. Entrants deemed not an amateur by the panel of judges will be disqualified.

Photo Eligibility

All photos must be taken in Choctawhatchee Watershed within the last three years. The photo subject must be relevant to the Choctawhatchee Watershed and be a realistic representation of the natural heritage of the Choctawhatchee Watershed.

Number of Entries

Each entrant may submit up to three (3) photos.

Photo Formats

Entry photographs may be color or black and white. Entrants must submit a high resolution digital image (at least 300 dpi) of photograph(s) on a CD. Please attach a label to the CD with your name and address.

Photographer/Copyright

Entries must be submitted by the original photographer. Do not submit a photo taken by someone other than yourself. You must be the sole owner of the copyright of any image submitted. Your submission of the photo and entry form is your guarantee that you are the author and copyright holder of the photo.

Photo Subject Restrictions

Photos must be appropriate for posting on a public website or in a calendar available to the public. Obscene, provocative or otherwise questionable content will not be considered. The Mattie M. Kelly Cultural & Environmental Institute retains sole discretion as to what constitutes inappropriate content. *Photos containing recognizable people must be accompanied by a signed model release form (attached).*

Return of Photos

Photo CDs will not be returned.

Ownership/Use Rights

Photographers retain the copyright to their photographs. By entering the contest, photographers agree to have their submitted photograph displayed at the 5th Annual Choctawhatchee Estuary Family Festival without any fee or other form of compensation, and agree that winning photos

may be displayed in a "past winners" photo gallery, and copies of the photograph may be retained for archival and organizational promotional purposes. Photos will be credited to the photographer named in the entry form. Entries (including non-winning entries) may be selected for display or use on the Mattie M. Kelly Cultural & Environmental web page and in a photo calendar; entrants will not receive financial compensation for photos used in these ways. Entrants agree that they may be contacted to obtain permission for use of photos in this way. In the event that ownership of any photograph submitted to us is contested in any manner, the Mattie M. Kelly Cultural & Environmental Institute retains the discretion to disqualify that photograph and discontinue use of the photograph.

How to Enter

The photo CD may be mailed or hand delivered along with completed entry forms to the Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College (see further instructions below). All entries must include a CD containing a high resolution TIFF digital image (no lower than 300 dpi) of that print (label CD with name and address), and a completed contest entry form. Entries must be received by Saturday, April 2, 2012 at 5:00 p.m. CST.

Judging

Entries will be judged on the basis of creativity, photographic quality, and effectiveness in conveying the beauty and/or unique character of the Choctawhatchee Watershed. Judges will be looking for entries that are realistic and represent the natural heritage of the Choctawhatchee Watershed. A panel will judge the entries and all contest decisions are final. Entries that fail to comply with the Official Contest Rules will be disqualified.

Winners

Judges will select a first, second, and third place winning photo. If fewer than ten eligible photographs are entered, a first place winner only may be named. In addition, one or more honorable mention winners may be selected or photo categories may be created with an especially large numbers of entries, at the discretion of the judging panel. If photo categories are created, various place prizes will be awarded for each category. Winners will be notified approximately 2-3 weeks after the contest deadline by phone or email using the information on the entry form. Winning photographs, along with the photographer's name and information about the photo will be announced at the 5th Annual Choctawhatchee Estuary Family Festival on *April 28*, 2012 at Rocky Bayou State Park. The first place prize is \$250, the second place prize is \$150, and the third place prize is \$100.

Image Modifications:

Minor digital enhancement is permitted, but images that have been significantly modified or appear unnatural will be disqualified.

Not Permitted:

- No borders or frames may be added to images.
- No watermarks, signatures, or copyright notices may be added to images. All winning images will be displayed with the photographer's name.
- Adding or replacing elements in an image is not permitted.
- Artistic filters are not permitted.
- No HDR Images

Permitted Modifications:

- Images may be cropped and rotated as necessary as long as the rectangular format is maintained.
- Images may be resized as long as the aspect ratio is maintained so that prints can be made in size 8X10 inches.
- Red-eye removal and spot editing.
- One-step enhancement (such as "AutoFix", "QuickFix", "Auto Levels", etc.)
- Use of filters to sharpen, soften, blur, despeckle, or remove noise.
- Use of corrective functions to improve the natural appearance of the image, such as levels, contrast, brightness, curves, intensity, tone, hue, saturation, lightness, value, color balance, and tint.

SUBMITTING ENTRIES

Photographs must be submitted via electronic copy on CD. Do not send negatives or prints. Attach a label to the CD with your name and address.

Mail CD and completed entry form to:

Mattie M. Kelly Cultural & Environmental Institute
c/o Meredith Fingason
100 College Blvd.
Niceville, FL32578
ATTN: photo contest

ADDITIONAL TERMS AND CONDITIONS

The Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College is not responsible for computer system, hardware, software, or program malfunctions or other errors, failures, or delayed computer transactions or network connections that are human or technical in nature. Furthermore, we are not responsible for: (i) lost, misdirected, misplaced, illegible, unintelligible, incomplete, or late entries or (ii) any act, failure to act, or delay regarding the transmitting or processing of entries. The Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College reserves the right, in their sole discretion, to cancel or suspend all or any portion of this contest without notice if factors beyond their control, including technical difficulties, disrupt or corrupt the fair or secure administration or operation of the contest. Void where prohibited. The Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College is entitled to interpret these rules as needed and these decisions are final. The Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College reserves the right to disqualify any entrant that they have reason to believe is not the original work of that entrant, or does not otherwise meet the contest rules. If a winner is disqualified or determined to be ineligible, an alternate winner will be selected using the same judging process/criteria described above. Alternate winners are subject to all requirements set forth in these Official Rules.

By participating in the contest, you agree to release and hold harmless the Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College and its employees, affiliates, and advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from your participation in this contest, including infringement of intellectual property rights. The Mattie M. Kelly Cultural & Environmental Institute of Northwest Florida State College and its employees, affiliates, and advertising and promotional agencies assume no responsibility or liability for any damages, injuries, claims, causes of actions, or losses of any kind arising in whole or in part from this contest.

Adult Model Release

In consideration of my engagement as a model, upon the terms herewith stated, I hereby give to _____ his/her heirs, legal representatives and assigns, those for whom _____ is acting, and those acting with his/her authority and permission:

a) the unrestricted right and permission to copyright and use, re-use, publish, and republish photographic portraits or pictures of me or in which I may be included intact or in part, composite or distorted in character or form, without restriction as to changes or transformations in conjunction with my own or a fictitious name, or reproduction hereof in color or otherwise, made through any and all media now or hereafter known for illustration, art, promotion, advertising, trade, or any other purpose whatsoever.

b) I also permit the use of any printed material in connection therewith.

c) I hereby relinquish any right that I may have to examine or approve the completed product or products or the advertising copy or printed matter that may be used in conjunction therewith or the use to which it may be applied.

d) I hereby release, discharge and agree to save harmless _____, his/her heirs, legal representatives or assigns, and all persons functioning under his/her permission or authority, or those for whom he/she is functioning, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication thereof, including without limitation any claims for libel or invasion of privacy.

e) I hereby affirm that I am over the age of majority and have the right to contract in my own name. I have read the above authorization, release and agreement, prior to its execution; I fully understand the contents thereof. This agreement shall be binding upon me and my heirs, legal representatives and assigns.

Dated: _____

Signed: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____

Witness: _____

Minor Model Release

For valuable consideration, I hereby confer on _____ the absolute and irrevocable right and permission with respect to the photographs that he/she has taken of my minor child in which he/she may be included with others:

- a) To copyright the same in _____ name or any other name that he/she may select;
- b) To use, re-use, publish and re-publish the same in whole or in part, separately or in conjunction with other photographs, in any medium now or hereafter known, and for any purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising and trade, and;
- c) To use my name or my child's name in connection therewith if he/she so decides.

I hereby release and discharge _____ from all and any claims and demands ensuing from or in connection with the use of the photographs, including any and all claims for libel and invasion of privacy.

This authorization and release shall inure to the benefit of the legal representatives, licensees and assigns of photographer _____ as well as the person(s) for whom he/she took the photographs.

I have read the foregoing and fully understand the contents hereof. I represent that I am the [parent/guardian] of the below named model. For value received, I hereby consent to the foregoing on his/her behalf.

Dated: _____

Minor's Name: _____

Parent or Guardian: _____

Address: _____

City: _____

State/Zip: _____

Phone: _____

Witness: _____