



## 40<sup>th</sup> Anniversary Photo Contest - Participation Guidelines

### Eligibility

- Open to amateur and professional photographers
- Must be original photographer
- Open to any UC Master Gardener volunteer past or present

### What to enter

- Photos relevant or pertaining to the UC Master Gardener Program's 40<sup>th</sup> Anniversary (1980 – 2020)
- Photos that help tell the story of the UC Master Gardener Program – past and present

### What not to enter

- Do not submit photos that are not your own
- Do not insert watermarks, photos with words, or inappropriate content to the contest – photos will be considered ineligible
- Entries may not contain the following: alcohol, drugs, or any kind of illegal or inappropriate behavior. Entries that contain any inappropriate material will be disqualified
- Photos that have been digitally altered beyond standard optimization may not be entered<sup>1</sup>

### How to enter

- Entries must be submitted using the online entry form on the UC Master Gardener Program website: <https://1.shortstack.com/Pqb0kK>
- Photo files: photos should be file format JPG, JPEG, or PNG
  - Each submitted photograph entry must include on the submission form the following:
    - Title/Caption/Description of Photo
    - Location of photo
    - Date/Year of photo
    - Email Address
- Entries must be received no later than July 31, 2019 (11:59 PST)
- Entries must be accompanied by a written release form granting UCANR and the UC Master Gardeners Program permission to publish and utilize any and all photo(s) submissions

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<sup>1</sup> Standard optimization is defined as removal of dust, cropping, adjustments to color and contrast, etc. Multiple exposures that have been combined to produce a single "High Dynamic Range" (HDR) image are acceptable.





### Voting Criteria

- Consider the following criteria when voting/liking:
  - Content- depicts history of the UC Master Gardener Program (events, activities, people, gardens, etc.)
  - Originality- unique, artistic quality, captures attention
  - Quality- clear, crisp, lacks problems with exposure and noise
  - Composition- visual impact, framing, perspective
- Top 3 entries with the highest overall votes/likes will be designated as “People’s Choice” winners to receive prizes
- Voting will take place from June 13 - July 31, 2019
  - Votes will be tallied from August 1 –5, 2019
  - Winners for 1st, 2nd, and 3rd place will be announced on August 6, 2019

### Winners and Prizes

- Winners will be awarded a “*People’s Choice*” certificate
- Winners will be displayed on the statewide UC Master Gardener Program photo contest website, social media channels, UC ANR Repository, program marketing materials and the 2019 Annual Report
- Winners will be recognized by having their photo displayed in a gallery at the 2020 UC Master Gardener Program statewide conference
- (1) First place winner will receive \$75 gift certificate, (1) second place winner will receive \$50 gift certificate and (1) third place will receive \$25 gift certificate. Winners will be notified by email.

### Photo Release

By submitting my photograph I give the University of California and the UC Master Gardener Program, the absolute right and permission to use my photograph in its promotional materials and publicity efforts. I understand that the photographs may be used in a publication, print ad, direct-mail piece, electronic media, or other form of promotion. I release the University, their offices, employees, agents, and designees from liability for any violation of any personal or proprietary right I may have in connection with such use. I am 18 years of age or older. For any photographs with people (non UC Master Gardener) in them I have obtained and [attached a photo release](#) to my submission.

### Questions? Contact:

Donna Valadez

*Marketing Assistant, Statewide Office*

*UC Master Gardener Program*

Email: [dnavaladez@ucanr.edu](mailto:dnavaladez@ucanr.edu)

Website: [mg.ucanr.edu/Photo](http://mg.ucanr.edu/Photo)

### Photo Release:

English: <http://anrcs.ucanr.edu/files/191717.pdf>

Spanish: <http://anrcs.ucanr.edu/files/191718.pdf>

