

# TelAlaska

## NOME/SEWARD/UNALASKA 2010 PHONE BOOK COVER PHOTO CONTEST

### *CONTEST SPECIFICATIONS*

Thank you for your interest in our annual phone book cover photo contest. The winning photo selected in this competition will appear on the cover of your 2010 Nome/Seward/Unalaska Telephone Directory.

Please read the following contest specifications carefully. These guidelines have been established in order to insure fair competition for both our local amateur and professional photographers.

#### ***1. Photo Award***

The winning photo will be selected by a panel of judges and a check in the amount of \$250.00 will be sent to the winner once they have been notified and the appropriate photo releases are signed.

#### ***2. Deadlines/competition schedule***

10/29/09	Request for entries mailed in customer billing
<b>1/15/10</b>	<b>DEADLINE FOR ALL ENTRIES- 5:00 P.M.</b>
2/19/10	Judging
2/26/10	Notification of winner

#### ***3. Entry Specifications***

- A. **All entries must have been taken in the local service areas covered by the Directory.** See a complete list of communities on the next page.
- B. The photographer is required to give written permission allowing TelAlaska publication rights for the photograph for use on the cover of the Directory for one year - June 2010 through June 2011. If people appear in the photograph, they must also sign a release form allowing TelAlaska to use their image on the directory cover.
- C. All photos must be submitted in protective packaging and must include the negative. 35mm color slides must be clearly marked with the photographer's name on the top side and submitted in a plastic sleeve. Digital photos may be submitted on a disk – please note that digital photos must be 300 dpi when sized down to 5" x 7".
- D. **NO MORE THAN FIVE PHOTOS PER ENTRANT WILL BE JUDGED.**

#### **4. Entry Application**

The TelAlaska Entry Application must be completed and submitted with each photo submitted no later than **5:00 P.M., Friday, January 15, 2010 in the Anchorage office.**

Please submit photos and application to:

TelAlaska  
Attn: Photo Contest  
201 E. 56th Ave.  
Anchorage, AK 99518

Please call 1-866-478-4949 if you have any questions.

#### **5. Publishing Rights**

All entrants agree that the photographs submitted are wholly owned by themselves. Furthermore, entrants agree that if their photo is selected, they will not sell the photo or reproductions of the photo during the period that it is displayed on the Nome/Seward/Unalaska directory cover.

#### **6. Exclusions**

TelAlaska employees are not allowed to enter the photo contest.

#### **7. PHOTOS WILL NOT BE RETURNED UNLESS REQUESTED AND ACCOMPANIED BY A SELF-ADDRESSED, STAMPED ENVELOPE.**

**Photos submitted must have been taken in the Directory's service areas listed below:**

##### **Interior Telephone Company, Inc.**

Cold Bay, Cooper Landing, Fort Yukon, Galena, Iliamna, King Cove, Port Lions, Sand Point, Unalaska/Dutch Harbor, Seward or Moose Pass

##### **Mukluk Telephone Company, Inc.**

Brevig Mission, Council, Elim, Golovin, Koyuk, Little Diomedea, St. Michael, Shaktoolik, Shishmaref, Stebbins, Teller, Wales, White Mountain or Nome

##### **OTZ Telephone Co-Operative, Inc.**

Kobuk, Kotzebue, Ambler, Buckland, Deering, Kiana, Kivalina, Noatak, Noorvik, Red Dog, Selawik or Shungnak

**ENTRY APPLICATION**  
**2010 Nome/Seward/Unalaska**  
**PHONE BOOK COVER PHOTO CONTEST**

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone numbers    Home \_\_\_\_\_    Work/message \_\_\_\_\_

**Description of photo** including where it was taken (must be within Directory service area) and any information about the camera, film and lens used.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Information about photographer:** Please include some biographical information about yourself!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby agree that if my photograph is chosen for the cover of the 2010 Phone Directory, I will abide by all terms and conditions of the contest as detailed in the *Contest Specifications*.

Dated: \_\_\_\_\_ Signature: \_\_\_\_\_

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**FOR TELALASKA USE ONLY**

Date received: \_\_\_\_\_ Entry# \_\_\_\_\_ Rcvd By: \_\_\_\_\_

**ALL ENTRIES MUST BE RECEIVED IN THE ANCHORAGE OFFICE BY 5 PM,  
FRIDAY, JANUARY 15, 2010**

## **JUDGING CRITERIA**

**Each photo will be assigned points based on the following criteria:**

**A. Subject Matter Representative of the Local Exchange Area.....5**

The purpose for requiring imagery representative of our service location is to immediately identify our Directory by its visual image and to celebrate our areas special beauty.

**B. Acceptance by the Local Communities.....5**

In considering this criteria, judges are asked to evaluate artwork based on the total market acceptance of the photo, rather than on their own personal preferences. What would the community as a whole like?

**C. Marketable Image.....5**

It is important the photo be appreciated by residents, visitors and tourists.

**D. Interest Factor.....5**

How interesting is the subject matter of the photo? Does the photo get your attention?  
How long does the photo hold your attention?

**E. Technical Acceptance.....5**

This criteria does not deal with whether the image is good, but how it will reproduce and how it will look in the layout for the cover of the Directory. The photo needs to be in sharp focus; the light and dark areas must reproduce well; the colors should be crisp.