

To: Marketing, Planning, & Legislative Committee

Date: April 23, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: “Love The Bus” Photo Contest

Summary of Issues:

The marketing department employs professional photographers each year to keep photos on the website current and interesting. Staff plans to conduct a contest during the summer to engage aspiring photographers in the area. Modest cash prizes will be awarded to winners in each of three categories.

The California Academy of Science ran a photo contest last year, and CCCTA has mimicked their program (<http://www.calacademy.org/lovelife/>). Program description, rules and releases have been modified to reflect the CCCTA program. A web page will be designed to display contest description, entries and winning photos.

Recommendation:

Review the flyer that describes the contest, rules, judging and prizes, and support implementation of the contest. No Board action is required.

Financial Implications:

Assuming all eligible prizes are awarded the cost to CCCTA will be \$1400. This is about the same amount we pay a photographer for a half day. This amount will be taken from the current year promotions budget.

Attachment:

- 1) “Love the Bus” photo contest flyer

2012 Photo Competition

Love The Bus

County Connection is looking for inspiring photos to capture the role that public transportation plays in the quality of life for Central Contra Costa residents.

Categories

- The bus In Motion
- People Who Ride The Bus
- The Bus In Our Community

Winning entries will be displayed on cccta website



Submit your photos by Friday, August 1, 2012.

Prizes:

- Grand Prize Winner in each category receives a \$250 cash prize
- Three runners up in each category receive a \$100 gift certificate for the photo shop/studio of their choice.

Send Photos (JPEG) To:

- marketing@cccta.org
- No more than 20 photo entries per person.
- Read contest description and official rules on back. Rules also posted at cccta.org/_____



COMPETITION DESCRIPTION:

The "Love the Bus" Photo Competition (the "Competition") is an opportunity for aspiring photographers to capture the role that public transportation plays in the quality of life for Central Contra Costa residents.

The competition will feature photographs in the categories of:

1. The Bus In Motion – County Connection buses move 3.5 million passengers each year throughout Contra Costa County. Photos that capture movement will be included in this category. Bus movement, people movement, the movement of scenery out the window.
2. People who ride the Bus – Photos that capture the County Connection bus rider. Transit riders going to work, school, church, shopping. Riders waiting for the bus, climbing onboard, talking with each other, watching out the window.
3. The Bus in our Community – County Connection buses and bus stops are prevalent throughout the Central County Community. There are 1700 bus stops and 180 shelters and benches throughout the service area. Buses travel through downtown areas, to major destinations, and down suburban and rural streets. Photos that show the County Connection presence in the Community will be included here.

The Competition begins on April 21, 2012 and ends at 11:59 pm PST on August 1, 2012.

The Competition is subject to these official rules, which also can be found at <http://www.cccta.org>

PRIZES:

One Grand Prize winner will be selected for each of the three categories and each will receive a cash prize of \$250. Three runners up per category (total of nine) will be awarded \$100 gift certificates to the photography store/studio of their choice.

Winners will be invited to receive their Awards at a County Connection Board of Directors meeting.

JUDGING:

Winning Grand Prize and runners up will be selected on or before August 31, 2012. A panel made up of staff, professional photographers and artists will select the winners. Photographs will be judged on aesthetic value (60%), originality (25%) and technical proficiency (15%).

All decisions of the judges are final. County Connection retains sole discretion over the categories in which photographs are considered, and over the selection of and/or decision not to select any particular photograph as a winner. Winners will be notified via e-mail August 31, 2012, and will be required to respond in person or (as directed) to e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, the County Connection may choose the next winning runner-up entry from among the remaining eligible entries.

HOW TO ENTER:

From April 20, 2012 through August 1, 2012 send your high resolution digital photograph entries to marketing@cccta.org, and title your message Love the Bus

RULES REGARDING PHOTOGRAPHS:

- Limit of 20 photograph entries per person.
- Photographs must be in digital format and should be submitted at the highest resolution possible.
- Photographs must be original and the submitting photogra-

pher must hold all rights in the photograph.

- Submitted photographs may not have been previously published.
- Photographers must have permission from any people whose faces are recognizable in their photographs and, if a photograph is selected as a winner, the photographer must submit a release* form for any recognizable individuals pictured in the winning photograph. Photos showing more than twenty people within a group do not require a release. *Release forms are available at <http://www.cccta.org>
- By submitting a photograph, the photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, grants to County Connection the right to use and publish the photographer's photograph for any purpose and in any media, in perpetuity, including on the County Connection website, promotional publications and advertising.
- The photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, also grants to County Connection the right to crop the photographer's photograph; and to use the photographer's name and photograph in association with the photograph and/or the Competition.
- Parties under the age of 18 selected as winners must provide a release executed by their parent or guardian agreeing to the terms of this paragraph to qualify as final winners.
- Photographers retain copyright in their photographs, subject to the rights granted above.

CONDITIONS:

The Competition is subject to these Official Rules. By participating, Entrants agree: (i) to be bound by these complete Official Rules and the decisions of County Connection, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Competition or these Official Rules, except where prohibited by law. By accepting a prize, winners agree to release County Connection and its affiliated entities, together with their respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities (collectively, the Releases), from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of a prize or participation in any prize-related activities.

County Connection reserves the right to cancel or suspend the Competition, in its sole discretion, should it receive fewer than 20 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters. County Connection may prohibit an entrant from participating in the Competition or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Competition in any way. Disputes regarding these Official Rules and/or this Competition will be governed by the internal laws of the State of California.

Employees, officers, directors, agents, representatives of County Connection and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Competition, are not eligible.

PRIVACY: All personal information collected by County Connection will be used for administration of the Photo Competition. In addition, entrants shall receive e-mail correspondence from, or on behalf of the County Connection, subject to the Agency's privacy policy which is located at www.cccta.org.

These Official Rules and Photo Release forms are available at <http://www.cccta.org>.