

## LONG SHOT 2018 Guidelines/Terms & FAQs

### What is Photographic Center Northwest?

[Photographic Center Northwest](#) (PCNW) is an educational institution that facilitates creation, conversations, and experiences of significant photography. Through our Certificate Program, exhibitions, and an array of public programming we foster dialogue in the region through photography as the global language of today.

### What is Long Shot?

[Long Shot](#) is our annual 24 hour global photo shoot and exhibition event celebrating photography and community.

### When is Long Shot 2018?

#### **Long Shot Global Photo Shoot / June 9, 9am (PT) – June 10, 9am (PT) (24 hrs)**

Photography adventures commence at 9am (PT) on Saturday, June 9th as participants from all over the world unite during 24 hours of image-making. Participants are encouraged to connect and share their stories and visual imagery through social and visual media online platforms such as Instagram, Twitter and Facebook throughout the weekend. Share imagery using #longshot2018 #photocenternw #pcnw.

#### **Submit / Monday, June 11th**

Up to five images may be submitted to our Long Shot online platform by Monday, June 11<sup>th</sup>, 6pm (PT). You will need to create an account. (scroll down for file specs). If you're local you can drop off darkroom prints no larger than 11x14 paper size.

#### **Celebrate / Saturday, June 16th**

Join us for a Seattle celebration of Long Shot participants and their images. Enjoy music, drinks and amazing artwork. The evening centers around a reverse auction, in which everyone has the opportunity to bid and take home images by participating photographers from around the world. Donate to PCNW that evening and go home with a unique Long Shot photograph! All are welcome to attend, whether you participated in Long Shot or not, on **Saturday, June 16 from 5-9pm at PCNW.**

### What does it cost?

A suggested \$20 donation registers you for Long Shot. Registration covers your participation in the event, which includes image submission, your images reviewed by a panel of professionals, and one selected image printed on fine art paper and exhibited during the exhibition celebration on June 16. If you would like a copy of your print you can add \$15 to your registration fee.

### Rally Others

Spread the word! Invite friends, co-workers or family to join you by having them register online and join you as participants. Not in Washington? No problem. Anyone, anywhere in the world can participate.

## **Fundraising**

After registering for Long Shot, you can choose to further support PCNW by asking friends and family to make a cash contribution to Long Shot on your behalf. Any amount counts, whether it's \$5 or \$500. We rely on the support of our community for 30-40% of our budget in order to keep tuition and facilities access affordable, and our exhibitions free. Anyone can make a donation by [clicking here](#).

## **Do I have to fundraise to participate in Long Shot?**

No, you do not.

## **Do I have to shoot for the entire 24 hours?**

Nope, you can shoot for one minute, one hour, or 24 hours, it's totally up to you!

## **How are images selected and printed?**

A panel of industry professionals review submissions and select one image from each participant. All selections will be featured in our online slideshow and printed at PCNW by a team of volunteers led by a PCNW master printer. Images will be printed on fine art paper and sleeved with archival Rising mat board as backing for the exhibition celebration on June 16th. **Below are instructions for preparing and submitting your Long Shot images. It is recommended that you prepare and SUBMIT PHOTOS ON A LAPTOP OR DESKTOP COMPUTER.**

**DEADLINE:** Images must be received by June 11, 6 pm (PT).

## **File Prep Guidelines:**

- Files must be in .JPG format, no layers please
- Minimum file size must be 2340px X 3120px, and less than ~ 3MB
- We recommend exporting/saving your files sRGB and with no sharpening.
- Images will be printed on 11x14" paper; long side will print 12" and shorter side will be ratio according to your camera.
- Smaller files will be resized accordingly, this will apply to iPhone, Android, and Instagram shooters. Please send largest .JPG your phone will allow.
- Files MUST include first name, last name, and title if desired in that exact order.  
Example: JohnSmith\_SeattleSunset.jpg Note: this should be included in the actual file name, not just the metadata

## **LONG SHOT SUBMISSION SITE: (TBA)**

## **How will I know which image is chosen?**

We will post a slideshow of the selected images on our website.

## **What if I want to print my own photograph?**

Local participants shooting film are welcome! Drop off up to five prints by Monday, June 11<sup>th</sup>, 6PM (PT) (no larger than 11x14" paper) and we will select one for the Saturday, June 16<sup>th</sup> celebration. Please pick up the other prints within one week of Long Shot or your prints may be disposed.

## **Do I get to choose a photograph to take home that evening?**

You may bid on anyone's photo at the celebration exhibition by making a donation at the winning bid amount. Then it's yours! You do not get to choose a photo to take home in return for participating in the Long Shot photo shoot.

**What do you do with my image after I submit?**

By participating in Long Shot you grant PCNW one time permission to print, exhibit, and gift that print to a donor during the Long Shot celebration on Saturday, June 16th. All proceeds benefit PCNW.

**What are the terms of agreement?**

PCNW respects photographers' rights and wants our audience to be clear on what happens to your images through this event. By participating in Long Shot you understand that of the images you choose to deliver/upload, at least one will be chosen for display. One unique print of the chosen image will be made by PCNW and will be gifted to a donor. You retain the copyright to your image and acknowledge PCNW's one-time printing and display of your work. PCNW may use your selected image for future promotional materials for Long Shot: including posters, postcards and e-newsletters. By submitting your image to Long Shot your image may be considered for other PCNW hosted and PCNW affiliated exhibitions and opportunities, which you may choose to opt out of should your work be selected.

**What happens to my photograph if it doesn't find a home on Saturday, June 16?** Any print not given to a donor within a calendar year of June 16, 2018 will be destroyed.