

## LONG SHOT 2018 Guidelines & FAQs

### What is Photographic Center Northwest?

[Photographic Center Northwest](#) (PCNW) is a nonprofit educational institution located in Seattle, WA facilitating 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 day of photography and pop-up exhibition and fundraising event, celebrating photography and community.

### When is Long Shot 2018?

#### Global Photo Shoot / June 9, 9am (PST)– June 10, 9am (PST) (24 hrs)

Photography adventures commence at 9am (PST) 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 and #chasethelight

#### Submit / Monday, June 11

Up to five images may be submitted to our Long Shot online platform by 12pm (PST), Monday, June 11. You will need to create an account to submit your final photographs. (scroll down for file specs). **Analog submissions** may be dropped-off no later than 2pm (PST) Tuesday, June 12 and may be no larger than 11x14" paper size.

#### Celebrate / Saturday, June 16

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 in Seattle, WA.**

### 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 juried by industry 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.

### Can my friends and family participate?

Yes! 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.

### **Is this a fundraiser?**

Yes! After registering for Long Shot, you can choose to further support PCNW by asking friends and family to participate with you, or to make a donation to Long Shot on your behalf. Any amount counts, whether it's \$1 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?**

No, you can take photographs for any length of time within the 24-hour period.

### **Do my submitted photographs have to be from that specific 24-hour period?**

Yes, that's the whole idea!

### **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 Hahnemühle paper and sleeved with archival mat board as backing for the exhibition celebration on June 16. **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 12pm (PST), June 11; analog submissions (in person only) must be received by 2pm (PST), June 12.**

### **File Prep Guidelines:**

- Files must be in .JPG format, no layers please
  - Recommended 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:** <http://longshot.miga.io/>

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

We will post a slideshow of all selected images on our website, and you can see at the pop-up exhibition on June 16, too.

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

Local analogue photographers are welcome! Drop off up to five prints by Tuesday, June 12, 2pm (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 16. 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. **Unless you request otherwise**, PCNW may use your selected image for future promotional materials for Long Shot: including posters, postcards and e-newsletters; **you will be credited by name if images are used**. 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.

Happy photo adventures!

<3 The Long Shot Team