



## LONG SHOT 2014 - FAQs

### **What is Photographic Center NW?**

[Photographic Center NW](#) (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?**

Three days of world-wide image making and sharing, community interaction, and conversations surrounding photography. [Long Shot](#) is our annual summer fundraiser celebrating photography and community by connecting people from around the world on the summer solstice weekend.

### **When is Long Shot 2014?**

This year all of Long Shot will take place over three consecutive days, June 20-22, 2014.

#### **Friday, June 20th / Shoot**

Photography adventures commence at 12:01am on Friday, June 20th as participants from all over the world unite in one day of image-making. Participants are encouraged to connect and share their stories and visual imagery through social and visual media online platforms such as Tagboard, Flickr, and Facebook throughout the day. PCNW darkrooms and digital labs will be open late Friday night for participants to develop and print.

#### **Saturday, June 21st / Experience**

Up to five images may be submitted via [this photo-sharing site](#) by 10am PST Saturday, June 21st. Local participants may drop off darkroom prints to PCNW by 10am.

Jury of images begins with selections made by local and national reviewers including Rock Hushka, curator, Tacoma Art Museum; Yoko Ott, director, The New Foundation; and others. One image per participant is selected for print exhibition. Selected images are printed in Photo Center digital labs by a team of volunteers led by PCNW master printer, Juan Aguilera. Prints are cut and sleeved; exhibition begins. The community is invited to spend time at PCNW throughout the day with sponsors, staff, and community. Elements of Long Shot weekend at PCNW will be online for global participants to view.

### **Sunday, June 22nd / Celebrate**

Join us for an evening celebration **6-9 pm**. Enjoy refreshments and entertainment, see the photographs selected both through slideshows and the exhibition. All donors to Photographic Center NW that evening take home a unique Long Shot photograph!

### **How do I participate?**

Anyone in the world can participate and shoot with any camera. [Register online here!](#)

### **What does it cost?**

\$20. There is no individual sponsorship component this year, as has been in past years.

### **Do I have to be in Seattle to participate?**

Absolutely not! You can shoot anywhere in the world.

### **How do I submit my images?**

Upload up to five JPEGs to our [photo-sharing site](#) by 10am PST on Saturday, June 21st, or if you're local you can drop off darkroom prints (no larger than 11x14 paper size) to the Center. Our facilities will be open extra hours on Friday night for those who need to print, scan, or have staff review work.

Final files must adhere to the following guidelines:

- Files must be in .JPEG format
- Minimum file size must be 768 x 1024px @ 300 dpi
- Maximum size should be approximately 11"x14" (or smaller)
- Files MUST include first name, last name, and title in that exact order.  
Example: JohnSmith\_SeattleSunset.jpg
- No more than five images per Long Shot participant will be accepted.

### **Who will choose which image is selected for exhibition?**

We will have a panel of local and national reviewers responsible for reviewing images. Each Long Shot participant will have one image selected.

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

We will post a slideshow of the selected images on our website by Sunday. Each selected digital image will be printed by our team and prepared for exhibition on Sunday. Images will be printed on Hahnemühle paper and sleeved with archival Rising matboard as backing. Prints will be displayed unframed.

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

Local participants shooting film are welcome! Drop off up to five prints (no larger than 11x14" paper) and we will select one for the Sunday celebration. Photo Center facilities will be open late on Friday for those who want to utilize. Please pick up the other prints within one week of Long Shot or your prints may be disposed.

**What if I am not local, how can I connect with Long Shot events?**

There are a few ways to interact with our community and see what's happening in Seattle and at PCNW that weekend: Our website, activities happening at PCNW during the Long Shot weekend, through social media, and via the image sharing platform, SmugMug.

**What does my \$20 registration fee support?**

Long Shot is our annual summer fundraising event! Your dollars help support Photo Center NW's mission, vision, and ongoing public programming. We are a nonprofit organization and are sustained by the ongoing support of our community.

**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 Sunday, June 22nd. All proceeds benefit PCNW.

**What are the terms of agreement?**

PCNW has paid for access to SmugMug for Long Shot file upload; SmugMug terms of service state that you must be 13 or older to utilize the service, and that your intellectual property rights to your photographs are protected.

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. Any print not given to a donor within a calendar year of June 22, 2014 will be destroyed. You retain the copyright to your image and acknowledge PCNW's one-time printing and display of your work.

**When and where is the Long Shot Exhibition & Celebration?**

The Long Shot Exhibition and Celebration will be hosted at PCNW on Sunday, June 22 from 6-9pm. Invite your whole community!