



MATTIE M. KELLY
ENVIRONMENTAL INITIATIVE
AT
NORTHWEST FLORIDA STATE COLLEGE

Choctawhatchee Basin Alliance (CBA) and Mattie M. Kelly Environmental Initiative (MKEI) OFFICIAL PHOTO CONTEST RULES

No purchase or payment necessary to enter.

Eligibility

Entrant Eligibility

All entrants must be amateur photographers. Amateurs are individuals who do not make a living selling their work.

CBA/MKEI employees, committee members, and their immediate family members are not eligible. Immediate family includes spouse, parents, siblings, and children.

Photo Eligibility

Seeking photos that capture what you love about nature in and around the Choctawhatchee Bay. Whether it's the beauty of our natural surroundings, the connection between people and the environment, or moments that highlight sustainability and science, share your perspective on the unique natural heritage of Northwest Florida.

Submitted photos must have been taken in the Northwest Florida region within the last two years. Northwest Florida region includes Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Franklin, Liberty, Gadsden, Leon, Wakulla, Jefferson, Madison, Taylor counties.

Photos must be appropriate for posting on a public website or in a calendar available to the public. Obscene, provocative or otherwise questionable content will not be considered. CBA/MKEI retains sole discretion as to what constitutes inappropriate content.

Photo Requirements

Photo Format

Entry photographs may be color or black and white (grayscale). Photos must also be **horizontally** oriented sized at 8.5 x 11 inches with resolution of 300 pixels/inch (ppi) or greater. Each photo may not exceed 50 MB in size.

Image Modifications

Minor digital enhancement is permitted. Images with significant modification and an unnatural appearance are not permitted. Below details provide specification.

Permitted Modifications:

Please read all rules for the CBA/MKEI Amateur Photo Contest before entering.

- Images may be cropped and rotated as necessary as long as the rectangular format is maintained.
- Images may be resized as long as the aspect ratio is maintained so prints are 8.5 x 11 inches.
- Red-eye removal and spot editing.
- One-step enhancement (such as "AutoFix", "QuickFix", "Auto Levels", etc.)
- Use of filters to sharpen, soften, blur, despeckle, or remove noise.
- Use of corrective functions to improve the natural appearance of the image, such as levels, contrast, brightness, curves, intensity, tone, hue, saturation, lightness, value, color balance, and tint. Corrective functions must be used on the entire image, not individual portions of image.

Not Permitted:

- No borders or frames may be added to images.
- No watermarks, signatures, or copyright notices may be added to images.
- Adding or replacing elements in an image is not permitted.
- Artistic filters are not permitted.
- No HDR Images

Model Release

Photos where people appear need to include a signed, model release form.

Photographer Copyright

Original photographer must submit entries in the photo contest. Original photographer is the individual who took the photo and must be the sole owner of the copyright of submitted photos. Your submission of photo(s) and accompanying entry form guarantees you are the author and copyright holder of the photo.

Ownership/Use Rights

Photographers retain the copyright to their photographs. By entering the contest, photographers agree CBA/MKEI has the right to use the photos to promote the institute's mission. All entries (including non-winning entries) may be selected for CBA/MKEI use. CBA/MKEI will always credit photographer. Entrants will not receive financial compensation for photos used by CBA/MKEI.

Photo Submission

Each entrant may submit up to three photos. Submitted photos must be in digital format. Do not submit negatives or prints. Photos must be accompanied by photo submission form. An adult/minor model release form is also required when applicable.

Entries may be emailed to CBA@nwfsc.edu if using small or compressed files. Entries may also be emailed if using a Dropbox shared link. Entries on CD/USB stick can be mailed to CBA. When mailing a CD/USB, please clearly label with your name. CDs and USB sticks will not be returned. If you do not receive a confirmation email from CBA within 7 days, please contact our office to ensure your submission was received. **CBA address for mailing:**

Choctawhatchee Basin Alliance
c/o Alison McDowell
109 South Greenway Trail
Santa Rosa Beach, FL 32459
ATTN: Photo Contest

Please read all rules for the CBA/MKEI Amateur Photo Contest before entering.

Submission Deadline is Sunday, September 22, 2024, 11:59 p.m. CST.

Judging

Judging criteria include 1) creativity, 2) photographic quality, 3) ability to encompass science in the natural world, and 4) effectiveness in conveying the beauty and/or unique character of the Northwest Florida region. Judging panel evaluates all entries and all contest decisions are final. Judges disqualify any entries failing to comply with the Official Contest Rules.

Selected Photos

Judges select a first, second, and third place photo. Judges select nine honorable mention photos. First, second, third place, and honorable mention photos appear in the MKEI 2025 calendar.

Selected photographs will be announced in September as part of the Mattie Kelly Family Bay Day. First place photo receives a \$250 gift card, second place \$150, and third place \$100. Selected photos will also be posted to the CBA Facebook page.

ADDITIONAL TERMS AND CONDITIONS

CBA/MKEI is not responsible for computer system, hardware, software, or program malfunctions or other errors, failures, or delayed computer transactions or network connections of human or technical origin. Furthermore, we are not responsible for: (i) lost, misdirected, misplaced, illegible, unintelligible, incomplete, or late entries or (ii) any act, failure to act, or delay regarding the transmitting or processing of entries. CBA/MKEI reserves the right, in their sole discretion, to cancel or suspend all or any portion of this contest without notice if factors beyond their control, including technical difficulties, disrupt or corrupt the fair or secure administration or operation of the contest. Void where prohibited. CBA/MKEI is entitled to interpret these rules as needed. All decisions are final. CBA/MKEI reserves the right to disqualify any entrant where there is reason to believe work is not original or does not meet the contest rules. If a winner is disqualified or determined to be ineligible, an alternate winner will be selected using the same judging criteria. Alternate winners are subject to all requirements set forth in these Official Rules. By participating in the contest, you agree to release and hold harmless the CBA/MKEI and its employees, affiliates, advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from your participation in this contest, including infringement of intellectual property rights. CBA/MKEI and its employees, affiliates, and advertising and promotional agencies assume no responsibility or liability for any damages, injuries, claims, causes of actions, or losses of any kind arising in whole or in part from this contest.

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