

Cappies Photography Leverage Program

Saving unnecessary cost to the program and schools to further student impact



About Photography and the Cappies

Cappies continually challenges itself to live our mission to “...celebrate and recognize High School Theatre across the Greater Cincinnati community.” Capturing pictures of our participant schools’ shows is very important to enabling full celebration. Photographs are used in the publications of student reviews through WCPO outlets. Also, photographs are shared for the enjoyment of all critics through an end-of-the-year presentation at the Annual Gala, as well as the Cappies of Greater Cincinnati social media page. Theatre is considered so enjoyable through the way it engages our senses; capturing visual representations helps re-live and recognize the achievements of the students involved.

About Cappies Photography Leverage Program

Cappies runs on a lean and highly efficient budget. The Cappies Board strives to employ any dollars collected in the most effective way possible to simultaneously: (i) reduce cost to participant schools so as to avoid any barriers to entry or retention, and (ii) use any revenue collected judiciously to maximize student benefit impact. As such, Cappies is adopting the Photography Leverage Program, which seeks to avoid redundant activities that present unnecessary cost to the Cappies program, and thus to the participant schools.

The concept is simple: the Cappies program seeks to leverage the use of pictures that the participant schools already capture as part of their show routine. Leveraging these pictures helps avoid the necessity of hiring a photographer for each show, which presents significant direct cost to the program and indirect cost to participating schools.

Program Requirements

As part of this Leverage Program, each participant school Director is required to:

PICTURES

- (1) **Provide between 5 to 10 pictures from the show performance within one week of designated Cappies show curtain.**
 - a. Pictures secured prior to show (e.g. taken at rehearsal, dry-run) are welcomed well in advance.
- (2) Pictures are to be sent in **Jpeg format** with at least **300 DPI resolution** (typically 1-5 megabytes per picture).
- (3) At least 5 pictures provided must be **horizontally oriented**; vertical pictures will not be published in WCPO outlets.
- (4) Pictures must be sent through one of two methods:
 - a. eMailed to cappies.publication@gmail.com as individual FILE attachments (not picture attachments) to ensure full resolution is preserved.
 - i. Because gMail’s file attachment limit is 25 mb, you may have to send your pictures in multiple eMails.
 - b. You can also attach your files through a shared gDrive cloud folder under your school’s subfolder at:
 - i. https://drive.google.com/folderview?id=0B263XtWmyYpfQIYzeWljUDAxWU0&usp=drive_web
- (5) Individual picture files must be titled with a unique identifier that can be cross referenced to the respective picture caption (e.g. “Picture 1”, IMG041820945).
- (6) **Each eMail containing pictures must be submitted with a fully completed Legal Consent Form attached** (see attached).
- (7) **An image file for your School Program in its entirety must also be submitted within one week of curtain** for providing a source reference for production information (e.g., spelling of students’ names), as well as inclusion in the Gala’s presentation materials.

CAPTIONS

- (8) Each eMail must contain captions in the body text of the eMail for the respective picture files attached that reference the file’s unique identifier (e.g. “Picture 1: Mayberry High’s ensemble cast inspires during its fall performance of *Peter Pan*”).
- (9) Picture captions should identify the character and actor names of any individuals featured in the respective picture.
- (10) Picture captions should capture the name of the High School and show Title (“the event”).
- (11) Picture captions should be no more than two to three brief, declarative statements that describes “what is occurring” in the picture (e.g. Wendy Darling, portrayed by Senior student Jane Smith, flies through the air in Mayberry’s spring production of *Peter Pan*) and credits the photographer in the last statement when possible (e.g. Picture provided courtesy of John Smith). In the event a “courtesy of” name is not included, the name will be taken from the Legal Consent Form.
- (12) Picture captions **should not** editorialize (e.g. Jane Smith, portraying Wendy Darling, brought the audience to a standing ovation during Mayberry’s brilliant performance of *Peter Pan*).
- (13) Picture captions **should not** reference production days or times, as publication timeliness can vary based on delays (e.g. Mayberry High’s ensemble cast inspires during Friday night’s performance of *Peter Pan*).
- (14) Any participant schools’ inability to participate in the Photography Leverage Program must be communicated to Cappies no later than October 1 so that alternative arrangements can be made.
- (15) Contact the Cappies Board at cappies.publication@gmail.com with any questions.

CONSENT TO USE YOUR SUBMITTED PHOTOGRAPHY AND CAPTIONS PER TERMS BELOW

The undersigned hereby agrees and consents to the following regarding his or her submitted "User Content", including photography and captions:

(A) Cincinnati Enquirer, its affiliates, and Cappies of Greater Cincinnati ("we") have your expressed permissions to now or in the future post, upload, transmit through, or otherwise make available on their Websites your submitted messages, text, illustrations, files, images, graphics, photos, comments, sounds, music, videos, information, content, and/or other materials ("User Content"). Subject to the rights and license you grant herein, you retain all right, title and interest in your User Content. We do not guarantee any confidentiality with respect to User Content even if it is not published on the Website. It is solely your responsibility to monitor and protect any intellectual property rights that you may have in your User Content, and we do not accept any responsibility for the same.

(B) You confirm that the User Content you have submitted to us and provided us permission to use is NOT protected by copyright, trademark, patent, trade secret, moral right, or other intellectual property or proprietary right without the express permission of the owner of the respective right. You are solely liable for any damage resulting from your failure to obtain such permission or from any other harm resulting from User Content that you submit.

(C) You confirm that the User Content you have submitted to us and provided us permission to use does NOT:

(i) violate or infringe in any way upon the rights of others, including, but not limited to, any copyright, trademark, patent, trade secret, moral right, or other intellectual property or proprietary right of any person or entity;

(ii) impersonate another or is unlawful, threatening, abusive, libelous, defamatory, invasive of privacy or publicity rights, vulgar, obscene, profane, pornographic, or otherwise objectionable;

(iii) encourage conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any law;

(iv) constitute an advertisement for goods or services or a solicitation of funds;

(v) include personal information such as messages which identify phone numbers, social security numbers, account numbers, addresses, or employer references;

(vi) contain a formula, instruction, or advice that could cause harm or injury;

(vii) constitute a chain letter of any kind; or

(viii) constitute an attempt to circumvent character limits through being excessively repetitive or by any method.

(D) You agree that by submitting User Content to us, you automatically grant, or warrant that the owner has expressly granted, to us a worldwide, royalty-free, perpetual, irrevocable, non-exclusive, fully sublicensable, and transferable right and license to use, reproduce, distribute, create derivative works based upon (including, without limitation, translations), publicly display, publicly perform, transmit, and publish the User Content (in whole or in part) as we, in our sole discretion, deem appropriate including, without limitation, (i) in connection with our business; and (ii) in connection with the businesses of our successors, parents, subsidiaries, and their related companies. We may exercise this grant in any format, media or technology now known or later developed for the full term of any copyright that may exist in such User Content. Furthermore, you also grant other users permission to access your User Content and to use, reproduce, distribute, create derivative works based upon, publicly display, publicly perform, transmit, and publish your User Content for personal, non-commercial use as permitted by the functionality of the Website and these Terms of Use.

(E) You agree that by submitting User Content to us, you also grant us the right, but not the obligation to use your biographical information including, without limitation, your name and geographical location in connection with broadcast, print, online, or other use or publication of your User Content. Notwithstanding the foregoing, you waive any and all claims you may now or later have in any jurisdiction to so-called "moral rights" or rights of "droit moral" with respect to the User Content.

(F) We reserve the right to display advertisements in connection with your User Content and to use your User Content for advertising and promotional purposes. You acknowledge and agree that your User Content may be included on the websites and advertising networks of our distribution partners and third-party service providers (including their downstream users).

(G) We have the right, but not the obligation, to monitor User Content. We have the right in our sole discretion and for any reason whatsoever to edit, refuse to post, remove, or disable access to any User Content.

The undersigned further consents to the use of the above-mentioned pictures and captions submitted in any motion picture, television broadcast, advertisement, publication, online mediums, or program at such time and in such places as the above-named organizations, separately or in partnership, and in their individual and joint discretion, shall determine.

The undersigned also consents to the irrevocable right to use his/her name (and any fictional name), written copy and photograph for purposes outlined as in the above paragraph.

The undersigned further grants the above-mentioned rights without compensation.

Print Name: _____

Title (e.g. Volunteer Show Photographer): _____

Sign: _____ **Phone:** _____

Address: _____

City/State/Zip: _____ **Date:** _____

Witness (print name): _____ **Phone** _____

Sign: _____ **Date:** _____

If minor, consent of parent or guardian of minor named above.

I affirm that I have legal right to issue such consent:

Guardian (Print Name): _____ **Phone** _____

Sign: _____ **Date:** _____

Witness (Print Name): _____ **Phone** _____

Sign: _____ **Date:** _____

Cappies show information:

High school: _____

Show name: _____

Date pictures taken: _____

Submission files names & formats:
