

Cappies Photography Leverage Program



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

2025-2026 School Year

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 (3) At least 5 pictures provided must be **horizontally oriented**; vertical pictures will not be published in WCPO outlets.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 a shared Google Drive cloud folder under your school's subfolder at:
[i.https://drive.google.com/drive/folders/1xCXt4MzIBrQh4HJ7uia_cvnivT4eEnTd?usp=drive_link](https://drive.google.com/drive/folders/1xCXt4MzIBrQh4HJ7uia_cvnivT4eEnTd?usp=drive_link)
ii. If you need access, contact noah.moore@cappies.org
- (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 Mike Sherman at mike.sherman@cappies.org with any questions.

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

(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.

