



To: RCRC Board of Directors
From: Santinia Pasquini, External Affairs Coordinator
Date: June 12, 2017
Re: Rural County Photo Contest

Summary

This memo outlines the guidelines and submission requirements for RCRC's 2017 Rural County Photo Contest, which was created to promote tourism and local economic development through showcasing the beautiful landscape, scenery, activities, history, and charm of RCRC's member counties.

Issue

We invite the RCRC Board of Directors and their constituents to get out their cameras and capture life in rural California by showcasing the beautiful landscape and scenery in their communities. Whether it's a scenic waterway, wildlife, livestock, architecture, snowy landscape, seasons, farm and ranch photos, or just a photo that captures the vibrant life in your community – we want to see and share your photos!

Beginning July 1, 2017, RCRC will be accepting photos for the 2017 Rural County Photo Contest. Photos must be submitted no later than midnight on Thursday, August 31, 2017. The contest is open to the general public, and winning photographs will be announced in early September 2017. The winning photograph will be featured during RCRC's Annual Meeting, September 27-29 in El Dorado County.

Photo entries should be sent to spasquini@rcrcnet.org. All entries must include:

- A brief description of each photo;
- Location where the photo was taken, including the county in which it was taken; and,
- Photographer's full name and email address.

Photographs must be submitted in .jpeg, .jpg., or png. format, 300 dpi or less, and no larger than 10MB. All photographs must be the original work of the participant, or must have the photographer's written permission. By submitting a photo, you give RCRC the right to use the photo in any publication, social media platform, or website, without payment or other consideration.

Judging Criteria

RCRC staff will evaluate all valid entries and select 5 finalist photos to place for public vote through RCRC's social media platforms (Facebook, Twitter, and Instagram). The public voting period will run Tuesday, September 5, 2017 through Tuesday, September 12, 2017, and the photo with the highest number of collective votes will be deemed the winner. The winner will be notified via email by Friday, September 15, 2017.

Prize

The winning photo will be displayed at RCRC's Annual Meeting, September 27 – 29, 2017 in El Dorado County, and may be used in various marketing materials or work product throughout the next year. Winners will be asked to submit an original, unedited digital file. All photograph awards will carry the photographer's credit line.