

# ALASKA POWER & TELEPHONE COMPANY 2009 PHONE DIRECTORY COVER PHOTO CONTEST



## ***CONTEST SPECIFICATIONS***

Thank you for your interest in our annual phone book cover photo contest. The winning photo selected in this competition will appear on the cover of your 2009 Alaska Power & Telephone Directory.

Please read the following contest specifications carefully. These guidelines have been established in order to insure fair competition for both amateur and professional photographers.

### ***1. Photo Award***

The winning photo will be selected by a panel of judges and a check in the amount of **\$250.00** will be sent to the winner once they have been notified and the appropriate photo releases are signed.

### ***2. Deadlines/Competition Schedule***

Request for entries will be sent with selected customer billings beginning in July '08. Contest information and entry application will be available at local AP&T offices or on the web at [www.APTalaska.com](http://www.APTalaska.com).

**9/17/08 DEADLINE FOR ALL ENTRIES- 5:00 P.M.**

9/22-26/08 Judging

9/29/08 Notification of winner

### ***3. Entry Specifications***

A) **Images taken within or representative of local service areas covered by the Directory will be given preferential consideration.** (See a complete list of communities on the next page.)

B) The photographer is required to give written permission allowing AP&T publication rights for the photograph for use on the cover of the Directory for one year – January through December of 2009. If people appear in the photograph, they must also sign a release form allowing AP&T to use their image on the directory cover.

C) Digital photos may be submitted on a disk or similar storage media—please note that digital photos must be 300 dpi when sized down to 5” x 7”. All actual printed photos must be submitted in protective packaging and must include the negative. 35mm color slides must be clearly marked with the photographer’s name on the top side and submitted in a plastic sleeve.

**D) NO MORE THAN FIVE PHOTOS PER ENTRANT WILL BE JUDGED.**

#### ***4. Entry Application***

The AP&T Entry Application (see Pg 3) must be complete and each photo submitted received no later than **5:00 P.M., Wednesday, September 17th, 2008 in the Port Townsend, Washington office.**

Please submit photos and application to:

**Alaska Power & Telephone Co.**

**Attn: Photo Contest**

**PO Box 3222**

**Port Townsend, WA 98368**

Please call **1-800-982-0136 x 117** if you have any questions.

#### ***5. Publishing Rights***

All entrants agree that the photographs submitted are wholly owned by themselves. Furthermore, entrants agree that if their photo is selected, they will not sell the photo or reproductions of the photo during the period that it is displayed on the 2009 Alaska Power & Telephone directory cover.

#### ***6. PRINTED PHOTOS WILL NOT BE RETURNED UNLESS REQUESTED AND ACCOMPANIED BY A SELF-ADDRESSED, STAMPED ENVELOPE.***

**Photos submitted of images taken in or near the following AP&T service locations will receive preferential consideration by those involved in the judging process.**

Allakaket, Alatna, Bettles, Chisana, Coffman Cove, Craig, Delta Junction, Dot Lake, Eagle, Edna Bay, Haines, Healy Lake, Hollis, Hydaburg, Hyder, Jim River Camp, Kasaan, Klawock, Klukwan, Metlakatla, Meyers Chuck, Naukati, Northway, Petersburg, Skagway, Tetlin, Thorne Bay, Tok, Whale Pass & Wrangell.



**ENTRY APPLICATION**  
**2009 Alaska Power & Telephone Company**  
**TELEPHONE DIRECTORY COVER PHOTO CONTEST**

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Numbers: Home \_\_\_\_\_ Work/Message \_\_\_\_\_

Description of photo including where it was taken and any information about the camera, film and lens used.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Information about photographer: Please include some biographical information about yourself!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I hereby agree that if my photograph is chosen for the cover of the 2009 AP&T Phone Directory, I will abide by all terms and conditions of the contest as detailed in the *Contest Specifications*.

Dated: \_\_\_\_\_

Signature: \_\_\_\_\_

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**FOR AP&T USE ONLY**

Date received: \_\_\_\_\_ Entry# \_\_\_\_\_ Rcvd

By: \_\_\_\_\_

**ALL ENTRIES MUST BE RECEIVED IN THE PORT TOWNSEND  
WASHINGTON OFFICE BY 5 PM, WEDNESDAY, SEPTEMBER 17<sup>TH</sup>, 2008**

**Mail To: AP&T, Attn: Photo Contest, PO Box 3222, Port Townsend, WA 98368**

## **JUDGING CRITERIA**

**Each photo will be assigned points based on the following criteria:**

**A. Subject Matter Representative of the Local Exchange Area.....5**

The purpose for preferring imagery representative of our service location is to immediately identify our Directory by its visual image and to celebrate the unique beauty of our service areas.

**B. Acceptance by the Local Communities.....5**

In considering these criteria, judges will evaluate images based on the total market acceptance of the photo, rather than on their own personal preferences. What would the community as a whole like?

**C. Marketable Image.....5**

It is important the photo be appreciated by residents, visitors and tourists.

**D. Interest Factor.....5**

How interesting is the subject matter of the photo? Does the photo get your attention?  
How long does the photo hold your attention?

**E. Technical Acceptance.....5**

This criteria does not deal with whether the image is good, but how it will reproduce and how it will look in the layout for the cover of the Directory. The photo needs to be in sharp focus; the light and dark areas must reproduce well; the colors should be crisp.