



2018 AAEA PHOTOGRAPHY AWARDS DIVISION

Photography Entry Basics

- Enter images published as editorial material between April 16, 2017, and April 15, 2018, in a farm publication or website employing AAEA active or affiliate members or in a company- or association-sponsored farm publication. We will only accept stock images that were taken for editorial purposes by a current AAEA member who was a member at the time the stock photos were shot. No other stock images or PR photos originally taken for client work may be entered.
- All entries must be submitted in digital format through the online award platform.
- A photographer may submit more than one entry for categories P1-P5 and categories P8 and P10, but the same image cannot be entered in two different categories, unless it is an image published as part of a picture story (Cat. P5), or is part of a POY portfolio (Cat. P6). A published image entered in Cat. P5 can be entered in one other category. Categories P7 and P9 are limited to three single- image entries that have not been entered into another category.
- For Cat. P8, a photo illustration is defined as a photograph created to illustrate a concept or issue being discussed in a story. The image can be created either in a studio setting or in a natural environment. Example: illustrate a story on corn being used in pharmaceuticals with a photo of corn kernels spilling out of a prescription bottle.
- No HDR (High Dynamic Range) photos may be entered in any category.
- **The AAEA Photo of the Year Award** will be chosen from the winners of categories P1, P2, P3, P4A, P4B, P5, P7, P8 and P10 at judges' discretion.

Assigning File Names

Label each image file starting with the category number followed by photographer's last name followed by a unique one- or two-word title that is also typed into the Headline/ Title field on the entry form.

Example: John Smith enters two photos as separate entries in Cat. P1, one of cows, one of horses. His image files are labeled: P1-Smith-cows.JPG and P1- Smith-horses.JPG.

Exception for multiple image entries: If a photographer enters more than one group of photos in the Nuts and Bolts categories (Categories P4A and P4B), images must be labeled with a category designation, followed by photographer's name, followed by the one- or two-word title, followed by a sequencing number.

Example: John Smith has a three-image entry in Cat. P4A. The images illustrate an article on feeding. Here is how he labels the images: P4A-Smith-feeding-1.JPG; P4A-Smith-feeding-2.JPG; P4A-Smith-feeding-3.JPG. All three images will then be uploaded as the entry titled "Feeding" in Cat. P4A. The same system applies to labeling entries in Photo Stories (Cat. P5).

How to Enter

Go to **Betternewspapercontest.**

com/2018AAEACommsAwards/2018AAEACommsAwards to begin the entry process. REMINDER: You will need to submit each Photography entry separately instead of all on one entry form as in the past. Your contact information will be pre-entered for each entry once you are authorized. You will need to give each entry a short unique title, such as "Rodeo clown."

File type for photo entries: JPEG (5MB or smaller). The JPEG files must be entered and submitted through the online system; no mailed-in entries will be accepted.



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- **As part of each entry**, you must submit a PDF (or JPEG) of the “tear sheet” for printed media, or of a “snapshot” of the web page for online-only photos, to serve as “Proof of Publication.” Name the file with the Cat. no., entry title and the words “Proof of Pub.” For example, if a photo entry in Cat. P1 is titled “Rodeo clown,” the file name of the article or web page PDF (or JPEG) should be “P1-Rodeo clown-Proof of Pub.” The judges will only judge the image itself.
- In the Comments section of each entry, type in the title of the magazine or website where the photo appeared. For Cat. P8, also describe the concept and the methods used to create the illustration in the Comments section.
- Categories P1-P3, P7-P9: Submit one digital image for each entry at betternewspapercontest.com/2018AAEACommsAwards. See the category descriptions below and on next page for other category-specific directions, including for multi-image entries.
- Type the name of the photographer and his or her publication or organization in the Credits section of the entry form, even if you are entering solely for yourself.

Photoshop/Enhancement Guidelines

Acceptable manipulation for any category includes: Darkening highlights and opening shadow areas; Color correction to make photos appear more realistic; Removing dust and scratches; Sharpening in moderation.

Unacceptable manipulation* includes: Removing or adding elements; Changing elements in relation to one another; Digitally applied photo filters; HDR (High Dynamic Range) imaging.

2018 Photography Categories

Cat. P1: Portrait/Personality

Photographs entered in this category should be of a person and reveal the essence of that subject’s character.

Cat. P2: Pictorial

Photographs entered in this category should be graphic images in which composition, tonal qualities and color (if applicable) are more important than subject matter.

Cat. P3: Feature

Photographs entered in this category are usually “found” situations with strong human interest and a fresh view of the commonplace.

Cat. P4A and P4B: Nuts and Bolts

Photographs entered in this category should enhance the editorial message of the technical copy. Photos should be of a practical or illustrative nature but will also be judged on creativity. Entries in this category may be a single photo or multiple photos from the same story. Upload such multiple photos into ONE Cat P4A or P4B entry. **Cat. P4A, Nuts and Bolts -- Livestock**, will include livestock or livestock equipment. **Cat. P4B, Nuts and Bolts -- Crops**, will include crops or cropping equipment.

Cat. P5: Picture Story, Photo Sequence or Photo Essay

Photographs in this category should work together to create a cohesive story or point of view. Submit one digital file for each image. Include one JPEG or PDF image of the tear sheet layout labeled with category and name, followed by a one- or two-word description followed by “tearsheet.” Example: P5-Smith-feeding-tearsheet.JPG. If additional photos were not published because of space limitation, you may include them in the entry. Those photos that were added but not published cannot be entered into any other category.

Cat. P6: AAEA Photographer of the Year

Evaluation of portfolios will be on the basis of subject matter, originality, technical excellence, and versatility. Portfolio must consist of no more than 20 images. However Cat. 5 photo stories each count only as “one” of those 20 images. Unpublished photos (Cat. P9) entries are not allowed in Cat. P6. Submit (upload) one digital file of each image into your Cat.



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P6 Photographer of the Year entry, keeping the file name each image had in its original category. (Remember to edit carefully and only showcase your best images in your portfolio.) Only one Cat. P6 entry per photographer.

Cat. P7: Emerging Photographer

Open to members who have yet to win 1st, 2nd or 3rd place in the AAEA Photography Awards. Subject matter is unlimited. Entrants are limited to three entries in this category; one photo per entry.

Cat. P8: Photo Illustration

Photographs entered in this category will be staged concept photos that illustrate an idea, issue or other concept in an article or on a cover. The entries are judged primarily on how clearly the illustration conveys the editorial concept.

Describe the concept and the methods used to create the illustration in 100 words or fewer in the Comments section of the entry form. Submit a PDF or JPEG "Proof of Publication" of the whole page featuring the photo illustration.

Cat. P9: Unpublished Photos

Ag-related images entered in this category should be images taken for editorial-assignment or stock purposes between April 16, 2017, and April 15, 2018, but not published as editorial material. These images will not be eligible for Photographer of the Year or Photo of the Year. Entrant limited to up to three separate entries in this category; one photo per entry.

Cat. P10: Advertorial Photos

Ag-related images must clearly tell the story of the advertising and editorial content associated. Subject matter is unlimited.

**DEADLINE: April 30, 2018,
for entries and payment.***

* If a corporate check will be arriving after the deadline date, please send an email to that effect to dalexander@asginfo.net

PHOTO QUESTIONS?

Contact Christine McClintic: 1776 Hill Haven Road, Hollister, MO 65672; 417-544-4500; jd-powersource@live.com

Master Photographer Program

The awards you earn in the photo awards program determine your level in the Master Photographer Program.

Level 1 Earned by entering the photo awards program

Level 2 Place 2nd, 3rd, or honorable mention in one class

Level 3 1st place in one class or place 2nd, 3rd or honorable mention in two different classes, or win Photographer of the Year

Level 4 1st place in two different classes, or place in three different classes

Level 5 Photographer of the Year and place 1st, 2nd, or 3rd in two different classes, or runner up Photographer of the Year and place 1st, 2nd or 3rd in three different classes, or place 1st in three different classes

Master Photographer

Photographer of the year and place 1st, 2nd or 3rd in three different classes, or runner up Photographer of the Year and place 1st, 2nd, or 3rd in four different classes, or place 1st in four different classes

Contact Christine McClintic at jd-powersource@live.com if you have questions about the Master Photographer Program, your current level, or what you need to win in order to achieve the next level in the program.

PHOTOGRAPHY CHECKLIST

- Is your AAEA membership current?
- Was your entry published in print or online between April 16, 2017 and April 18, 2018?
- Have you included the **Required** pdf or jpeg for Proof of Publication?
- Have you listed the name and publication (organization) of the photographer in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate.