



# Photo Contest 2015

**Send us your action photos and your local council might just**

**WIN \$500!**

We're looking for ACTION photos of your local council community service activities for use in The Sample Case and newsletters - and on our website and Facebook page. To give you incentive to send us your best dynamic ACTION photos, we're sponsoring a quarterly UCT Photo Contest that will pay \$500 to the winning council! That's right, \$500! So, get out your cameras and cell phones and start shooting photos now.

If you have questions about taking attention-getting photos, contact the Public Relations Department at [lfisher@uct.org](mailto:lfisher@uct.org) or at 800.848.0123, Ext. 130. We're always here to help.

## HERE'S HOW THE CONTEST WORKS:

- Send **ACTION photos** of your council's community service projects and events to UCT's Public Relations Department. Photos may be emailed to [lfisher@uct.org](mailto:lfisher@uct.org) or mailed to: UCT, Attn: Linda Fisher, UCT Photo Contest, 1801 Watermark Drive, Suite 100, Columbus, OH 43215. If you're not sure what we mean by "action photos," see the photo tips provided on the second page.
- You may submit up to five photos per quarter. Try to make them photos of **different UCT-related or UCT-sponsored activities** or of UCT members volunteering in their communities.
- Get good, clear photos of members volunteering or of individuals benefiting from your council's sponsorship. Make the extra effort to make your photos the best they can be! Be sure to take photos from the front, not the back. **People want to see faces, not backsides! You might have to take several photos in order to get one good photo, but isn't it worth it to potentially win \$500?!** Use the photos provided on the second page as a guideline.
- Whenever possible, **show that the activity "belongs" to your UCT local council**. Include a UCT banner or show volunteers wearing UCT apparel in the shots you take. This is a great way to increase UCT brand awareness and might give you an edge in the photo contest! If you need banners and T-shirts, contact Sandy Shafer at [sshafer@uct.org](mailto:sshafer@uct.org) or at 800.848.0123, Ext. 146, and she can help you purchase them.
- We prefer high resolution JPG or TIFF files. **Please set your camera photo size as high as possible**. Digital photos are the best, but we'll accept 4 x 6-inch colored glossies.
- Make sure to designate that your photos are for the photo contest.
- **Send information about each photo** that includes your council's name and number, details about the action taking place in the photo, and the names of any individuals in the photo in left-to-right order. Include your name and email address or phone number so we can contact you if your photo wins the contest!
- At the beginning of the second month of each quarter home office judges will choose the most appealing photos as finalists, and these photos will be posted on our website at [UCT.org](http://UCT.org) and on our Facebook page at [www.facebook.com/UCTinAction](http://www.facebook.com/UCTinAction) for viewing only.
- Home office judges will determine the winner early in the third month of the quarter, and we'll notify the individual who submitted the photo. We'll also announce the winner on our website and Facebook page - and will send a \$500 check to the winning council's secretary! There can be no consecutive quarter winners, and each council is eligible to win a maximum of \$1,000 per year.

## 2015 contest quarters are:

**January-March** – Submission Deadline Jan. 31

**April-June** – Submission Deadline April 30

**July-September** – Submission Deadline July 31

**October-December** – Submission deadline Oct. 31

# Get in focus - take photos that will get attention!



**We know your councils are busy helping others in your communities. We want photos of these volunteer activities to share with members and the public - and we have some tips to help you take the best photos possible:**

The most attention-getting photos are clear, concise images of members ACTIVELY engaged in community service. Try to avoid stagnant check and plaque presentation photos. Try instead to get photos of members volunteering or photos of those who benefit from your efforts. **Your photo needs to “grab” the attention of the judges by telling some kind of story that will make them want to know more.** Use the photos on this page as a guideline – this is what we mean by action!

Composition is important. Make sure everything that doesn't matter to what the photo is trying to communicate is framed out. Are subjects being photographed from the front or are you only seeing their backsides? You want to focus on the subject matter and not other things going on around the room or area. **Never take photos of people's backs. Nothing is more boring than a group of people with all backs turned to the camera.** It just doesn't work.

A directed candid? Even though directed and candid are opposites, **it doesn't hurt to offer a little guidance when taking your shot.** Ask people to move closer together or to look up and smile. When you act as a voyeur and just grab shots of people talking or eating, you don't get the best results. In this case it would be better to say "Hey folks, how about a little smile for the camera."

**Clearness and light are essential!** We realize you're not professional photographers, but if your photo is blurry or too dark, it's probably not going to make the cut. We're not looking for professional lighting, but the photo at least needs to be clear.

Pay attention to your preview screen. If your subject's eyes are closed, or he or she has a frown, retake the photo. **Don't just take one shot. Take many shots,** and you'll have a much greater chance of getting that one gem you're looking for.

**UCT members are volunteers in action - the action is what others want to see!**

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## Photo tips

- Set the camera's resolution to take high quality photos at the highest resolution possible.
- Compose your shot thoughtfully. Frame the photo in your mind before framing it in the viewfinder.
- Get rid of distracting backgrounds and clutter. Move positions to avoid trees looking like they are growing out of heads, when they are in the background. Change angles to avoid window glares from across the street.
- Try an interesting angle. Instead of shooting the object straight on, try looking down to the object, or crouching and looking up. An uncommon angle makes for a more interesting shot.
- Focus. Poor focusing is one of the most common ways that photographs are ruined. Use the automatic focus of your camera, if you have it; usually, this is done by half-pressing the shutter button.
- Keep still. Minimize blurring by holding the camera body (finger on the shutter button) with one hand, and steady the lens by cupping your other hand under it. Keep your elbows close to your body, and use this position to brace yourself firmly.
- Take more than one shot. Never assume you got the shot without taking a backup. Things like blinks, closed eyes, and funky expressions are a reality. Take a few photos in quick succession so you have more to choose from during the culling process.