

Photo Submission Guidelines for the
2011 Alaska Weather Calendar

Submission deadline: Jan 31, 2010

1. What I'm looking for

The *Alaska Weather Calendar* is a colorful, high quality wall calendar that has become a year's end gift giving tradition with many Alaskans. It features eye-catching photos and interesting information on the weather and climate of Alaska: explanations of meteorological concepts, climatic maps and charts, astronomical data, descriptions of historical weather events, etc. If you are unfamiliar with it you might check out a sample copy of the 2010 or earlier editions...call, or visit our website.

The photos are truly the heart of this calendar, and I'm grateful for folks—whether amateur weather watchers or professional photographers—willing to share their weather photos with my readers.

Photographs selected for the calendar will feature some aspect of the weather in Alaska or its neighbors in a beautiful or dramatic way. By "weather" I mean anything to do with the atmosphere or its effects on the earth or its people. This includes the obvious: clouds, snowstorms, lightning, etc., and the not so obvious: aurora borealis, the broken trees of an avalanche path, a calving glacier or a forest fire. Good pictures of atmospheric optics (rainbows, sun dogs, halos, etc.) are welcome and photos of rare phenomena (noctilucent clouds, tornadic activity, the green flash, etc.) are eagerly sought. See the list at the end of the guidelines. Use your ingenuity! By "neighbors" I mean close neighbors, i.e., western Yukon Territory, northwest British Columbia and possibly even the Russian far east. I'm always looking for material from a good variety of locations within Alaska and its neighbors, so areas off the beaten path stand to get proportionally more attention. I also strive for a variety of subjects from month to month and year to year, so a great photo may not be chosen if another month or the previous year's calendar had a similar subject—but it may be perfect for the *another* year.

The feature photo for each month of the calendar measures about 8x12 inches in a horizontal format (This proportion can utilize a 35mm photo full frame. Other film formats such as 6x4.5 cm are usually used full frame but sometimes cropped to the 1:1.5 format if that fits the composition .) A vertical oriented photo would be considered for this spot only if it were extremely compelling. Smaller photos are used in the extra date boxes on the lower half of each month. These boxes are approximately 1.5 inches on a side and I use them one, two and three wide for photos and occasionally even wider, so a panoramic composition is a possibility, albeit a smallish version. In addition to these, a two-page special section will utilize a few more photos at various sizes and orientations. More on this section under point #4.

Most weather pictures become more interesting and therefore more publishable with the addition of people, action, landmarks or some other secondary subject to lend a sense of "scene" to the image. A large snowdrift is not very impressive alone in a picture, but a man trying to dig a truck out of that snowdrift may be.

Go through your photos and choose a few of the best ones, with good composition, exposure and sharpness. Remember, enlarging a photo will enlarge any imperfections as well. Enlarging a 35mm slide for a 8x12 inch photo is an enlargement of approximately 900%. Slight motion blur or lack of focus would be magnified 900%. Use a loupe (magnifier) to examine slides. I use a 4x loupe for my initial look and 10–15x for checking sharpness, detail and imperfections before making final decisions.

So, please take the time pare your images down to the ones that best fit the above descriptions. I receive well over 1,000 images every year and can only use around 40. Send your best; don't pad your submission with mediocre images. If you have 40 excellent weather photos, send 40, if you have 2, by all means send 2...I will not be prejudiced. I have published from a higher proportion of these small submissions than the large. Ask yourself these two questions: "would people want to look at this on their wall for a month?" and, "does this photo shout 'ALASKA' and 'WEATHER'?"

2. How and when to submit

I accept both digital and physical submissions. Details of each below, but first some general info that applies to both. **Photos that have been published elsewhere (especially in calendars) within the past few years must include information on where and when published.** Simultaneous submissions with other calendar publishers are OK as long as I am alerted to that fact in a timely manner (see rights purchased). Model releases are not usually needed...I'll ask if I think one is needed.

Provide as much pertinent information as possible for each photo or group of photos. Photo subject and circumstances, location and time of year are usually pertinent to my use. **I must know up front about any unusual filters, special effects, multiple exposures or any such enhancements whether done in camera, darkroom or computer.** Being a natural history publication, I need to make sure the photos are accurate representations and not misleading in any way.

I'm accepting submissions now through January 15, 2010 for the 2011 calendar. I start locking onto good images early in the process, especially looking for a good cover photo. It behooves you to get your material in early in the submission period. My goal is to return physical submissions as soon as possible, sometimes using quick partial returns, especially with larger submissions, holding only the most likely winners through the process. Don't hesitate to call or email if you need your outtakes for another submission. Here is the projected timeline:

<u>During:</u>	<u>I'll be:</u>
through Jan 31, 2010	accepting photo submissions
Jan-early Feb 2010	selecting photos
Jan-Feb 2010	returning most unneeded slides/prints
Mar 2010	printing calendars
the 3 weeks after printing	making payments and returning all slides/prints

Please make sure I have your current contact information (more than just email), and let me know if you plan on being out of contact for more than a couple weeks at a time during Dec-Mar.

Details for digital submissions: Digital submission can mean photos taken with a digital camera, or scans from slides, prints or negatives. For scans, I may need to get your original to evaluate or scan myself if chosen. As with physical submissions, please pare down to high quality shots of appropriate subject matter. Organize your files in a logical and consistent way. For instance, use a file naming convention that makes it easy to work with your images. **Please embed your name in each file.** If your camera does not do this for you, you can do it in PhotoShop, Bridge or any other decent photo management or editing software, most of which allow for easy batch style changing of the file info. You might as well put descriptions in the files while you're at it. If you do not put the description in the file, you'll have to include it some other way. Better to put in file.

You may send **full-size** files of your photos, reduced **preview size**, or, preferably, both. Your choice will depend on your mode of submittal. (See the table below for appropriate methods of submittal based on total size.) **Full size** means as big as I'll need for printing (this ranges from 377 x 419 pixels for dateblock photos to a bare minimum of 3000 x 2000 for monthly features, and bigger yet for the cover) or as big as you've got. A good **preview size** is 800-1000 pixels wide. If you are mailing disc(s) and want to include preview prints of your photos please do so. They can be helpful, but are not required.

You needn't try to adjust your photos to perfection on the computer. Unless you have the necessary skills, I'd rather you leave that to me rather than do too much and degrade the data. Always save a digital "original" as it came out of your camera (or scanner) so you or someone can go back and start over if needed. Also, resist the temptation to use the digital equivalent of special effects filters to, say, add alpenglow to the mountains.

After you've finalized your selections, you can again use PhotoShop's (or whoever's) actions/batch features to make preview size files, saving them as moderately compressed JPEGs. Keep your full-sized files as TIFF or max quality JPEGs (camera RAW or PhotoShop formats are OK also). Using this TIFF/JPEG couplet with the same file name (different extension) for each photo works well. They can stay in the same folder. If things get too big to send electronically, send the previews (JPEGs) only and I'll request the full size files (or films if you scanned film) I need if and when I need them. In this case you might mention that full sized versions are available and what the pixel size is, or include one so I can see the size and quality firsthand. Of course mailing a CD or DVD is easy, cheap and everything can go on it. **If you are an amateur and all this seems too confusing for**

just sending in a few shots of that great sun dog you caught last winter, don't fret. Just get the files off your camera and to me however it works for you, and I'll work with that.

submission size:

Up to ~3 MB

Up to ~60 MB

Any size

send via:

email to photos at williwaw dot com

drop.io*

mail disc to PO Box 309, Haines AK 99827

***Drop.io:** I'm trying this new service as an easier alternative to FTP. Use your browser to navigate to <http://drop.io> and follow the simple instructions to upload your files to what is basically an anonymous and unsearchable website. You then need to send me the URL or I will not know you have submitted, let alone where to find the files. The easiest way to do this is to subscribe me to the email alerts after creating the drop. Click on "Email Alerts" along the right hand side and subscribe photos at williwaw dot com. If you have security concerns about this service please read the FAQs found under the help links. You can also add a guest password to your site (in addition to an admin password). *If you do so, you will need to email it to me separately.* **When I get your submission I will email you a receipt...check back if you do not receive one.**

Digital submissions are not usually returned. Additionally, promising material is often kept for reconsideration for subsequent calendars or other projects (for which I will always get your approval first). Please be assured that your intellectual property is secure. There is no physical or network access to these files other than by myself (and my business partner wife). If you trust us enough to send a submission, then you can trust that we won't turn around and misuse your photos or allow unauthorized access down the road. If you have put your name in each file as requested it will make it that much more foolproof to know who's photos are who's.

Again, these are not intended to be a hard and fast rules, but evolving guidelines. My wording and boldfacing should clue you into which aspects I'm stressing. Contact me if you have questions or suggestions.

Details for physical submissions: You may submit transparencies, e.g., slides (originals or duplicates), or prints (color or B&W). With prints or duplicate slides keep in mind: A poor representation of your photos may lessen your chances of being chosen, and, with a few exceptions, I'll need the original (slide or negative) for reproduction.

Put your name on each transparency mount or print. Provide pertinent photo information as mentioned above on the slide mount, back side of print or on a separate sheet keyed to your photos and with your name, address and phone number. Place photos in protective sleeves or slip covers. Slides should also be placed in transparent slide pages for easier viewing and storage. Pack for shipping in a well-secured envelope with cardboard for protection and stiffening. You may want to use certified and/or insured mail with a return receipt requested so you will know when your valuable work arrives safely.

Unless you live or are travelling to/through Haines you will need to send your photos. **The best way is to mail them via USPS Priority Mail**, using tracking and insurance. FedEx charges a \$15 surcharge on top of their regular rates, *then mails the parcel through the post office*, at no advantage in speed or cost. UPS charges even more to get things here. They send parcels as checked baggage on a scheduled air taxi service and usually hold them at the air taxi's terminal for pickup. Again, I recommend USPS Priority Mail, which is trackable and insurable. If you are near the deadline, don't feel like you need to pay the extra for Express Mail...a day or two is not going to make a big difference. Still, earlier is better than later. **When I get your submission I will email or mail you a receipt...check back if you do not receive one.**

Send all materials to Williwaw Publishing Co. using one of the following addresses:

via U.S. Mail: PO Box 309
Haines AK 99827

via private carrier: 328 W Fair Dr
Haines AK 99827

All submissions will be handled with the utmost care and repackaged for the return trip in the same way you sent them. **I'll cover the cost to mail them back to you.** (exception: If you want them sent back via UPS or FedEx please provide your account number.) **In return I again ask you to edit well** to reduce the editing and handling load on me and thus speed the entire process.

3. What I pay & what rights are bought

Payment for the use of an image full page (approximately 8x12 inches) is \$200. The photo selected for the front cover pays \$200 in addition to payment for any inside use. Date box photos pay \$50 and sometimes more if I use them extra wide. Special section photos pay \$40-75 depending on size. In addition, each published photographer is entitled to two free calendars and a 50% discount on additional ones. Payment is made on publication (anticipated for April 2010). A photo credit (copyright notice) appears with each photo, except that credits for the front cover photo and back cover thumbnails appear in the credits section on the back cover.

Rights purchased are **one time rights with exclusive calendar usage for year 2011 calendars and promotional rights**. Exclusive calendar usage means you cannot publish the same photograph in another 2011 calendar. You retain all other rights.

Promotional rights mean I can use your image as it appears in the calendar to promote the calendar itself in other media, e.g., brochures, catalogs, contests, print ads, Internet, etc., and as a miniature reproduction on the back cover of the calendar. Internet usage will be no larger than about 300 x 450 pixels (unusable in print for any practical purposes) and will include a prominent copyright notice whenever possible. (See examples at www.williwaw.com)

These promotional rights are customary in the industry and benefit both the photographer and the publisher by helping to ensure the distribution and continuation of the product. I include a credit line with these promotional uses whenever possible (almost always) and I've started offering email and web site links for the photographers of those photos featured on the web site. (Web site linkage is subject to approval of your web site as appropriate for general audiences, i.e., no nudity or other materials I'm not comfortable directing people to from my site.)

Your submission of images for consideration means that: a.) you own the rights I am seeking to the images you are submitting, and b.) you agree to the terms set forth in these guidelines. Please contact me (Jim Green) at 907-766-2599 or jim dot green at williwaw dot com if you have any questions or wish to discuss any aspects of these guidelines.

4. The special section – atmospheric optics

For the center section (the extra two pages needed to fill out the calendar) I'm planning a photo-heavy informational piece on atmospheric optics: sun dogs, halos, rainbows etc. If you have photos that might work for such a feature please include them in your submission. Please include any pertinent info that might help me write a caption. As usual, I will automatically consider *all* submitted photos for *all* sections of the calendar unless requested otherwise.

For the 20th anniversary 2012 edition I will probably do another "Reader's Gallery" restricted to amateur photographers, but I welcome your ideas and feedback on this section.

5. A few subject ideas

air pollution
animals, plants, people or machines impacted by the weather
astronomical phenomena
aurora borealis
avalanches and related phenomena
aviation and marine weather settings
blizzards, whiteouts, dust storms
bore tides
clouds (clear or dramatic example or special setting)
coastal storm surges and flooding
dust devils, funnel clouds, waterspouts, tornadoes
fall colors
floods
fog, ice fog, steam fog, ground fog, fog bows
forest fires
frost, rime, glaze
glaciers
hail

ice crystals, window frost, icicles and other ice formations
ice jams, aufeis, jacouloups
lenticular clouds, billow clouds, rotor clouds and banner clouds
mud slides, land slides and other erosion effects
noctilucent and nacreous clouds
rain, rain showers, drizzle, etc.
rainbows, sun dogs, sun pillars and other optical phenomenon
river, lake and sea ice
snow, snow flakes (Marco or micro photography)
snow drifts, sastrugi
sun/moon sets and rises
thunderstorms, lightning
virga
volcanic activity
waves, spray, ocean storms esp. with vessels
wind and its effects