

**Media Advisory
October 15, 2010
U.S. Embassy, Georgetown**



U.S. Embassy Announces New Photo Competition Rules

After reviewing opinions expressed by members of various on-line communities and in the press that included a lively discussion on intellectual property rights, the United States Embassy in Guyana has revised the photo contest rules to be as flexible as possible within legal norms for such contests. The U.S. Embassy is pleased to announce that it will use the Democracy Video Challenge rules for this and other similar contests. The Democracy Video rules are posted at <http://www.democracyphotochallenge.america.gov/rules.html>

Our new rules are posted at:

http://www.facebook.com/pages/Georgetown-Guyana/US-Embassy-Guyana-Public-Affairs/140708899279090?v=app_2373072738&ref=sgm#!/topic.php?uid=140708899279090&topic=221

which state in part:

“Contestants retain ownership of their photos. However, by submitting a photo to the Contest, Contestants grant Contest Sponsors, participating organizations, and Platform Partner, with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the Photo Submission, in any media formats and through any media channels in perpetuity in connection with the activities and operations of the Contest.”

The opinions of people writing on U.S. Embassy Facebook matter. Thanks to everyone who weighed in with their opinions, including Facebook fans, local newspapers and bloggers.

The competition will continue until Oct. 31. Voting will begin Nov. 1.

New Photo Competition Rules:

Any Guyanese resident can participate in the photography competition, except employees of the Embassy of the United States and their immediate families.

There are two categories: Children (under age 18) and Adults.

Each contestant may submit up to five (5) images. Each image must be identified with a title,

indicating the place and date of when taken. In addition, each image sent to the contest must be accompanied with the name, date of birth, city or town of residence and email address and telephone number to contact the contestant. The contestant's contact information is for Embassy use only and will be protected using the spirit of the US 1974 Privacy Act as guidance. The contest organizers will contact the ten finalists to confirm your eligibility by age category and residency and approval to release names. Contestants, particularly minorities, do not have to consent to name release to be a winner. For the children's category, parental or guardian approval will be required to publish the winning photographers' names

All images sent to the contest must be in digital form. Email images to usembassyguyana@yahoo.com along with contact information. Contestants whose images are selected as finalists will have to send images again with a higher resolution and suitable for enlargement and printing.

Each image submitted must reflect the contest theme: "Gorgeous Guyana: Promoting Tourism in Guyana"

The contest begins on September 1, 2010 and closes on October 31, 2010. Any pictures received after midnight on October 31, 2010 will be ineligible to compete.

Duration and Key Dates:

November 1 to November 15, 2010: Public Voting on the Flickr page community of US Embassy Guyana at <http://www.flickr.com/photos/usembassyguyana> to choose the ten (10) finalists in each category images. The ten (10) images that receive the most votes will go to a panel of judges selecting the winners.

November 19, 2010: Notification and announcement of winners.

Final Selection of Winners:

Winners will be selected in a two-step process:

Stage 1: Selection of ten (10) finalists images

The ten (10) finalists images will be chosen in public voting on the US Embassy Guyana Flickr site. Each community member may vote for more than one image but can vote only once for each image. Please consider the following criteria for public voting:

- Composition
- Quality
- Originality

Stage 2: Selection of Final Winners

A panel of expert judges will select the final winners in the First, Second and Third Place. In

addition, judges may award an Honorable Mention. The judges' decision is final. The judges consider the following criteria for selecting the final winners:

- Composition
- Quality
- Originality

Awards:

The adult awards will be: first place winner will receive an underwater digital camera, the second place winner will receive a Flipcam camera, and the third place winner will receive a photography book. Children awards will be: first place winner will receive a digital camera, second place will receive a iPod mini, and the third place winner will receive a photography book. Honorable Mention Winners in both categories will receive photography books.

The ten (10) finalists' images will be posted on the Facebook page and other publications of the US Embassy Guyana. All contestants' photos will remain on the US Embassy Flickr site. In addition, ten (10) finalists' images will be included in a photography exhibition. The link for the Facebook page is: <http://www.facebook.com/pages/Georgetown-Guyana/US-Embassy-Guyana-Public-Affairs/140708899279090>

Notes:

The Photo Contest is sponsored by US Embassy Guyana.

Contestants retain ownership of their photos. However, by submitting a photo to the Contest, Contestants grant Contest Sponsors, participating organizations, and Platform Partner, with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the Photo Submission, in any media formats and through any media channels in perpetuity in connection with the activities and operations of the Contest.

The organizers of the contest and the panel of judges reserve the right to reject any image, including any that contain political, sexual or violent themes.

If for any reason, including, not limited to fraud, technical failures or computer, or any other cause which affects handling, security, integrity or impartiality, the contest cannot be completed as originally planned, the organizers of the competition will have the right to cancel, modify or terminate the contest.