

OFFICIAL RULES

#MTSchoolEats® Photo Contest // 2019



MONTANA



ELIGIBILITY:

The Montana No Kid Hungry® Photo Contest (“Photo Contest”) is open to all Montana public and private schools that participate in the USDA school breakfast, lunch, or after school meal program. Those eligible to submit photos include students, food service personnel, faculty, staff, and volunteers (with the exception of Prevention Resource Center AmeriCorps members serving with Montana No Kid Hungry®). Photos submitted for consideration must comply with school district photo policies and must be submitted with the knowledge and permission of the photographer, as well as any and all subjects appearing in the images submitted. In the case of any photographer or subject under the age of 18, the knowledge and permission of a parent or legal guardian of any and all minors involved must be obtained.

SPONSORS:

The 2019 Photo Contest is sponsored by:

1. [Montana No Kid Hungry®](#), located on the 3rd Floor of 2401 Colonial Dr., Helena, MT 59601 through a partnership with the Montana Department of Public Health and Human Services and the Office of Governor Steve Bullock. Montana No Kid Hungry® is dedicated to fighting childhood hunger throughout the state by improving kids’ access to wholesome foods.
2. Montana Team Nutrition Program located at Montana State University, 323-326 Reid Hall, Bozeman MT 59717. Montana Team Nutrition is funded by the United State Department of Agriculture (USDA) and works in close collaboration with the Montana Office of Public Instruction. The USDA is an equal opportunity provider. [Montana Farm to School](#) is committed to enriching the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices at schools and preschools.

SUBMISSION PERIOD:

The Photo Contest will take place between February 1st, 2019 and February 28th, 2019. The submission period will open at 12:00am MST on February 1st, 2019 and will end at 11:59pm MST on February 28th, 2019. Entries submitted before or after the submission deadlines will not be eligible. Timestamps on emails received through Sponsor's Outlook email account or the contest submission website will be the official time-keeping devices for the Photo Contest.

CONTEST CATEGORIES:

The Photo Contest will be divided into two (2) separate categories:

1. Breakfast Foods:

School breakfasts, Breakfast in the Classroom, Second Chance Breakfast, Grab-N-Go Breakfast

2. Local Foods:

Can be any school food, prepared by school nutrition staff, that incorporates local ingredients. Participants are not required to create a meal that is 100% locally sourced, but rather use at least one Montana grown or raised ingredient in the meal featured in the photograph.

For information on purchasing local foods, visit the webpage below, or contact Aubree Roth – Montana Farm to School Coordinator at 406.994.5996 or aubree.roth@montana.edu
<http://www.montana.edu/mtfarmtoschool/resources/school-food.html>

*Extra points will be awarded in both the Breakfast and Local Food categories for photos that include one or more of the following:

1. Indigenous Food

Examples include, but are not limited to: herbs, fish, berries, bison, duck, squash, wild rice, beans, mushrooms, turnips, eggs, corn, and honey. This list of Indigenous food examples compiled through collaboration with representatives from various groups including OPI Indian Education, FAST Blackfeet, and Fort Peck Health Promotion Disease Prevention.

2. Montana Harvest of the Month Food

Eligible foods include Montana grown or raised summer squash, kale, apples, winter squash, carrots, lentils, beets, grains, beef, chickpeas, leafy greens, and dairy. The Harvest of the Month Food must be locally or regionally sourced in order to be eligible for extra points. More information about this program is available at: www.montana.edu/mtharvestofthemoth

HOW TO ENTER:

Submissions may be submitted using one of three methods: 1) on the contest landing page, which can be found at <https://mt.nokidhungry.org> 2) sent via email to Jenny Martini, No Kid Hungry Communication-Marketing Developer and Photo Contest Coordinator, at jenny.martini@mt.gov. 3) Post your photo to Facebook or Instagram, tag @mtnokidhungry and use #mtschooleats. You may enter an unlimited number of times; however, you are not permitted to use an agency or automated system to enter. Sponsor has sole authority to reject any entries that do not comply with these Official Rules. By entering, you indicate your unconditional agreement to, and acceptance of, these Official Rules and the Sponsor's determinations, which are final and binding. You will not be eligible to receive a prize unless you comply with all of the requirements stated in these Official Rules.

WHAT TO ENTER:

Eligible photos must prominently depict healthy school food that has been prepared by school food service staff. This can include, but is not strictly limited to, photos that depict students consuming school meals, teachers/faculty/staff being served in the cafeteria, photos of food as the main subject, food service personnel preparing meals, salad bars, etc.

To ensure submissions are eligible for the Photo Contest, please submit files no larger than 3MB at the time of entry. Entries may originate in any format – including, but not limited to, digital files, digital prints, color transparencies, color prints, or black and white prints – as long as they are submitted electronically in a .jpg, .gif, or .png format. Photo collage submissions are acceptable, provided the images depicted in the collage adhere to all of the previously stated requirements, and the multi-image collage is entered as a single submission.

If you choose to include people as subjects of your photo submission(s), you are responsible for obtaining permission from the photographer and all subjects depicted, or from the parent or legal guardian of any and all photographers and subjects under the age of 18. You must be able to provide documentation of those releases to Montana No Kid Hungry® at the time your photo entry is submitted. If your submitted photo includes an identifiable person, a Montana No Kid Hungry® staff member will reach out to you via the email provided in your submission form to request a completed copy of the photo release form found at the link below, or another valid media release form (such as a school release form):

<https://mt.nokidhungry.org/sites/mt.nokidhungry.org/files/NKH%20General%20Media%20Release%20Form.pdf>

Entries should include caption details if possible. The following caption information should be provided:

1. Location (ex: Ms. Keating's 3rd grade classroom, school cafeteria, etc.)
2. Name of School (ex: Napi Elementary, Helena High School, etc.)
3. City (ex: Browning)
4. Brief caption of subject matter (ex: Local sweet potato fries from Sunrise Farm or Bison Breakfast Burritos on the Grab-N-Go cart)
5. Which contest category the photo is intended to represent (Breakfast or Local Foods)

Previously published material for which non-exclusive rights were granted may be entered as long as the individual submitting the photo maintains the right to grant the Sponsor a license (see "Your Rights" below). You must be able to disclose when and where the photo appeared previously to Montana No Kid Hungry® upon request.

Helpful Tips: Avoid submitting images that depict partially consumed foods, dirty cutlery, plates, bowls, etc. The most prominent subject appearing in the image should be the healthy, balanced meal that's being served at school. Be creative and consider all of the different ways that you can portray the meal service process, from preparation to consumption.

The following submissions are ineligible:

- Photos that violate or infringe upon the rights of any other individual, including but not limited to copyright infringement
- Photos that contain vulgar, profane, sexually explicit, nude, obscene, violent, or otherwise objectionable or inappropriate content as determined by the Sponsor
- Images that involve putting any individual or animal in harm's way
- Images taken more than one year prior to the beginning date of the Photo Contest (February 1st, 2019)

JUDGING:

Photo submissions will be judged based on a point system as follows:

AREA	WHAT'S BEING CONSIDERED	TOTAL POINTS
Originality	Unique recipe (Ex. Pumpkin Curry), how food displayed, overall creativity	10
Technical	Quality of photo lighting, composition, sharpness, color balance, etc.	5
Subject Matter	Does the photo accurately represent the contest category?	10
Nutritional Quality	Foods are fresh, minimally processed, local, colorful, etc.	10
Aesthetic Quality	Does the food look appetizing and appealing to the eye?	5
Overall Impact	The initial reaction one feels upon viewing photo for first time	5
Extra Points Awarded for:	Inclusion of an Indigenous Food	2
Extra Points Awarded for:	Inclusion of a Montana Harvest of the Month Food	2

Winners of the Photo Contest will be determined by a panel of judges ("Panel"), which will have sole authority in reviewing submissions and making its determinations. All judging decisions are final. Please do not contact the Sponsor about the status of entries or judging. The Sponsor will notify any winners and all entrants via the contact information provided at the time of the submission's entry. The Panel will evaluate all valid entries and pick the following winners:

1. Breakfast Foods Category: Two (2) winners, including one (1) first prize and one (1) runner-up
2. Local Foods Category: Two (2) winners, including one (1) first prize and one (1) runner-up

Potential Winner Requirements:

Potential winners of the Photo Contest may be required to provide documentation to prove his/her eligibility, including proof of age, and a liability/publicity release within 14 days of his/her selection. If a

potential winner is a minor, his/her parent or legal guardian may be required to sign the documents on his/her behalf. If a potential winner fails to return these documents on time, an alternate potential winner may be selected in his/her place.

PRIZES:

Prize winners will be announced within two weeks following the submission deadline. The Sponsors will award the following prizes for each category (Breakfast Foods and Local Foods):

1. One First Prize Winner for each category will receive \$500 in unrestricted funds issued as a check to the food service staff that prepared the meal depicted in the first-place photo submission (should be used to benefit the school's food service program with new equipment, staff appreciation, nutrition education, etc.).
2. One Runner-Up Winner for each category will receive \$250 in unrestricted funds issued as a check to the food service staff that prepared the meal depicted in the runner-up photo submission (should be used to benefit the school's food service program with new equipment, staff appreciation, nutrition education, etc.).

YOUR RIGHTS:

Your photographs will help Montana No Kid Hungry® and Montana Farm to School promote their missions to end child hunger and connect communities to healthy, local food. Thank you for helping to further our mission through your photography.

You will retain all rights to any photograph you submit -- including ownership, if applicable. If you submit a photograph to enter the Photo Contest, you grant Montana No Kid Hungry® and Montana Farm to School a royalty-free, nonexclusive right during the Photo Contest to display the photograph on the Sponsors' websites (<http://mt.nokidhungry.org/>) (<http://www.montana.edu/mtfarmtoschool/>) and allow third-parties to share the photograph on social media platforms such as Facebook and Instagram.

If your photograph is formally honored by the competition as a winner, you grant Montana No Kid Hungry® and Montana Farm to School a royalty-free, nonexclusive right, in perpetuity, to:

1. Use the photograph on the Internet and in Social Media in support of our missions.
2. Use the photograph in Montana No Kid Hungry® and Montana Farm to School internal and external communications materials including but not limited to web sites and web publications, fact sheets, fundraising publications, advertising, multimedia, presentations, and periodic reports.
3. Provide your photograph to other individuals and organizations for Montana No Kid Hungry® or Montana Farm to School related use in news stories, newsletters, reports, slide shows, displays, web pages, videos, and the like.
4. Use, in connection with the Photo Contest, your name, city, and state of residence in promotions and other publications.
5. Retain a digital copy of your photograph that will be archived in the Montana No Kid Hungry® or Montana Farm to School photo library and accessible to Montana No Kid Hungry® and Montana Farm to School staff via the Sponsors' internal online photo archive.
6. Montana No Kid Hungry® and Montana Farm to School will credit all photographs with the caption "Person's Name" when the full name is available.

GENERAL CONDITIONS:

In the event that the operation, security, or administration of the Photo Contest is impaired in any way, Sponsor may, in its sole discretion, either: A) suspend the Photo Contest to address the impairment and then resume the Photo Contest; or B) award the prize(s) from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Photo Contest, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to the owner of an online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the owner. The Photo Contest is subject to federal, state, and local laws and regulations and is void where prohibited.

RELEASE AND LIMITATIONS OF LIABILITY:

By entering, you agree to release and hold harmless Sponsors, Facebook, Instagram, their respective parent, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Photo Contest or receipt or use of any prize, including, but not limited to: A) unauthorized human intervention in the Photo Contest; B) technical errors; C) printing errors; D) late or undelivered mail; E) errors in the administration of the Photo Contest; or F) injury or damage to persons or property. You waive the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

DISPUTES:

You agree that any and all disputes, claims and causes of action arising out of, or connected with, the Photo Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Montana. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Photo Contest, shall be governed by, and construed in accordance with, the laws of Montana, without giving effect to any choice of law or conflict of law rules (whether of Montana or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Montana.

QUESTIONS:

Questions and inquiries about contest rules can be emailed to jenny.martini@mt.gov.