

FORD AMPHITHEATRE 2009 SEASON
**SUBMISSION OF PHOTOGRAPHS
FOR FORD PROMOTIONAL USE**

◆◆ **Bring your images in person at the DECEMBER 9 meeting**

NOTE: Ford staff will review your photos and images during the meeting and give you feedback at the end of the meeting.

◆◆ **If you did not bring visuals to the DECEMBER 9 meeting, please mail your CD to:**

Priscilla Jaworski
L.A. County Arts Commission
1055 Wilshire Blvd., Suite 800
Los Angeles, CA 90017

NOTE: Photos must be received no later than JANUARY 5, 2008 to be considered for the season brochure, but we would like them as soon as possible.

Guidelines:

- ◆ Photographs of the artist(s) and/or show you are producing at the Ford are preferred.
- ◆ If you have not requested photos from your artists, please get them prior to **December 9**.
- ◆ If your show is a new production and you do not yet have photos, bring images that are representative of what your group does.
- ◆ It is best to submit a variety of photos that are both vertical and horizontal. The Ford can use vertical and horizontal photos for its brochure.
- ◆ For the Ford's website, horizontal photos work best. To view the website, go to www.FordTheatres.org.

The images you submit to us will represent you and your show on all Ford publicity materials (printed and web), so you want them to be lively and of the best quality as possible. You also will need these images for your own promotional use, so obtaining them now makes you much better prepared to market your event.

If you have questions about photos, please contact PRISCILLA JAWORSKI, the Ford Productions Marketing Manager: pjaworski@arts.lacounty.gov or 213-202-5934.

* **NOTE: Please do not** e-mail large image files – burn them to a CD and bring them with you to the December 9 meeting. Alternatively, mail/express them to Priscilla (see address above - allow enough lead time so that they arrive on time).

* **NOTE: WE WILL NOT** use images that come from printed magazines, newspapers, brochures, etc. They already have a dot pattern from the printing process and will not reproduce successfully.

* **NOTE:** No pdfs or images embedded in a word document are acceptable. Do not send gif files.

Required caption, credits and permission:

All photographs submitted for use in the season brochure, postcards, Internet and to fulfill press requests must include:

- The name of your organization;
- The name of the photographer;
- The names of the persons shown in the photograph if there are two or less;

- A signed statement confirming that you have permission to use these photographs for marketing and publicity purposes.

Suggested signed statement:

I certify that I have permission from the photographer and the people in the enclosed photograph(s) to use the photograph(s) for the purposes of publicizing and marketing my group's performance at the Ford Amphitheatre in season marketing materials, including brochures, postcards, the Internet, and through distribution to press outlets. I hold harmless the Ford Amphitheatre from any litigation or other claims arising from the use of these photographs.

If the photos you submit at the **DECEMBER 9 meeting are not acceptable, you will need to arrange a photo shoot or ask your artist(s) for better photos. Feedback from the Ford will assist you in doing this. January 5, 2008 is the absolute deadline for submitting suitable photos.**