



2014-2015 Wisconsin Rustic Roads *Photo Contest Submission Guidelines*

Since the first Rustic Road was designated in 1975, the Rustic Roads program has remained one of Wisconsin's most successful and longest-lasting state/local partnerships and programs. To commemorate the upcoming 40th anniversary, the Wisconsin Department of Transportation (WisDOT) and the Department of Tourism are sponsoring a Rustic Roads Photo Contest.

Amateur photographers, age 18 and older, are invited to submit Rustic Road photos. The Rustic Roads Board will ultimately select the winning photos. Photos will be used as part of the Rustic Roads promotional efforts, generating additional local recognition and potential tourism benefits.

Photo categories

We are looking for photos that highlight various qualities, features and vistas commonly found on Wisconsin's officially-designated Rustic Roads.

There are six photo categories:

- Most Scenic View
- Best Complementary Man-Made Feature (barn, fence, house, etc.)
- Best Wildlife or Wildflowers Photo
- Best Action Shot (hiking, biking, horseback riding, etc.)
- Best Photo Incorporating Modes of Transport (cars, motorcycles, etc.)
- Most Artistic Photo or Composition (use of light, shadows or angles)

Awards

- The Rustic Roads Board will select the winning photos in each category.
- For each category, there will be one winner and two "runner-ups".
- Award-winning photographers will receive a commemorative plaque.
- Local governments who are responsible for maintaining the Rustic Road where the winning photo was taken will also receive a commemorative plaque.
- Presentation of awards will be in the fall of 2015.

Entry rules

- You must be 18 or older to participate.
- A total of six (6) photos per person may be submitted, regardless of how many categories are chosen.
- Photos in .JPG, .JPEG or .TIFF format will be accepted. High resolution photos are encouraged. A high resolution photo is about 3000 pixels on its longest side. However, high-quality scans will also be accepted.
- Photos should reflect the road and scenes from along the road as they appear. Minimal cropping is allowed. Photos that have been digitally altered beyond standard optimization will be disqualified. High dynamic range images (HDR) and stitched panoramas are not acceptable.

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- For a photo in which a person is recognizable, you must also secure a release from the subject and include that with your submission. Please use WisDOT form DT1043 for the release.
- For every photo submitted, please submit one entry form (WisDOT form DT1042).
- We prefer that the photos be submitted electronically. Each contestant must have their own unique email address. Please submit one photo and entry form per email.
- If submitting photographs electronically, send to rusticroadsphotocontest@dot.wi.gov. Please create a separate email message for each photo you submit. Include the photo's entry form in the email. Our email can handle images up to 12 MB.
- If submitting photos electronically is a hardship, a disk or flash drive with no more than six (6) photos may be mailed to the Rustic Roads Program Coordinator. (See address on this page.)
- Photos must be taken between June 16 and December 31, 2014.
- Submissions will be accepted through January 15, 2015. Mailed entries must be postmarked by that date.

Contest guidelines

- Contestants must respect rules of the road and private property when taking photos. Caution must be exercised when taking photos. By participating, entrants agree that the Wisconsin Department of Transportation, the Department of Tourism, and the Rustic Roads Board have no liability whatsoever for, and shall be held harmless by entrants against any liability for, any injuries, losses or damages of any kind to person or property

resulting in whole or in part, directly or indirectly, from participation in said contest.

- Participation in the photo contest implies consent for WisDOT/Department of Tourism to use photos in future promotional efforts, including web sites and booklets.
- All photos become the property of WisDOT/Department of Tourism and will not be returned. Photographers will be credited for use of their photo. There will be no further compensation.
- WisDOT, the Department of Tourism, and the Rustic Roads Board are not responsible for lost, late, stolen, damaged or undelivered entries.
- Decisions of the Rustic Roads Board are final and binding.

Contact

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