

# Capture CAP Awards

2023 National Photography/Videography Competition  
Marketing and Communications



Date: August 28, 2023

## I. INTRODUCTION

Beautiful and compelling imagery that captures a moment, evokes emotion, or chronicles historic events is a key aspect of brand marketing. The Capture CAP Awards are designed to showcase the extraordinary work of CAP's top photographers and videographers while generating assets for Marketing and Communications to feature in future Reports to Congress, Annual Reports, *Volunteer* magazine, ad campaigns, collateral material, event graphics, websites, social media channels, and more.

## II. CONTEST SUBMISSIONS

### Key Dates:

The contest covers photos taken from Sept. 1, 2022, through Aug. 31, 2023. All work submitted for award consideration must have been completed during that period. **The entry portal opens Sept. 1 and the submission deadline is Sept. 30, 2023.**

### Entry Submission:

Entries will be submitted through the CAP/MC online submission portal below. No other form of submission will be allowed.

Submission Portal: [Link](#) (form will open on Sept. 1)

### Photography Categories

1. Community Service
  - Entries must contain CAP members assisting the public. Photo releases may be required for civilians in the image if there is a reasonable expectation of privacy. Photo releases can be obtained on the Brand Portal.
  - Exclusions may apply for imagery of unauthorized locations, imagery without a required release, missing key data (e.g., cutline, metadata, low-resolution, etc.).
2. Education
  - Entries must contain members in any education environment, using STEM kits, or with teachers at a local school or field trip. Photo releases may be required for minors. Photo releases can be obtained on the Brand Portal.
  - Exclusions may apply for imagery without a required release, missing key data (e.g., cutline, metadata, low-resolution, etc.).
3. Activities
  - Entries must contain members participating in activities such as encampments or National Cadet Special Activities, open houses, air shows, drill practice, color guard presentations, field training exercises, operational exercises, ground team training, sUAS training, or other activities.

- Exclusions will apply for imagery of unsafe activities, outdated uniforms, activities that reflect negatively on the brand, imagery without a required release, missing key data (e.g., cutline, metadata, low-resolution, etc.)

#### 4. Fleet

- Entries must contain Civil Air Patrol aircraft, vehicles, or sUAS. Imagery must show the fleet in good working order and appearance. All markings on aircraft and vehicles must be current and in compliance with regulations.
- Exclusions will apply for aircraft imagery without the proper tail flash and or command emblem (unless photo edited accordingly), missing key data (e.g., cutline, metadata, low-resolution, etc.). See pages 4-5 for more information on aircraft photos.

#### 5. Mission

- Entries must contain members, Civil Air Patrol aircraft, vehicles, or sUAS participating in actual missions. Photography must not interfere with the execution of the mission activity.
- Exclusions may apply for imagery of unauthorized locations, imagery obtained while on a mission that has not been approved for release, images of other personnel where there is an expectation of privacy or other restrictions.

#### 6. Technology

- Entries must contain members using the various forms of technology used by CAP in any of its programs. This may include aircraft avionics, special mission equipment, simulators, radios, high-resolution screen captures (GIS, radar analysis, cellphone forensics, video, etc.).
- Exclusions may apply for imagery of unauthorized locations, imagery obtained while on a mission that has not been approved for release, anything sensitive or proprietary in nature.

### **Videography Categories**

#### 1. Video Shorts

- Entries may include any CAP-related topic portrayed in a video of one minute or less.

#### 2. Two- to four-minute Videos

- Entries may include any CAP-related topic portrayed in a video of two to four minutes.

For both videography categories, exclusions may apply for any use of copyrighted music or poor audio quality, unsafe activities, outdated uniforms, activities that reflect negatively on the brand, or footage used without a required release.

## **III. SUBMISSION GUIDELINES**

1. All current CAP members in good standing are eligible, including cadets, regardless of duty position. Winners must be active members at the conclusion of the contest (Sept. 30, 2023).
2. Each entry must:
  - a. be original content of the photographer submitting the entry

- b. be submitted via the portal
  - c. be high-resolution
  - d. include metadata
  - e. include a cutline (location, names of individuals, description, etc.)
  - f. include a signed photo release, if required
  - g. not be copyright-protected in any manner (all submissions become the property of the CAP in perpetuity)
  - h. not be posted for sale on any stock photography website (iStock, Getty Images, Alamy, Shutterstock, etc.)
3. No entry will be considered unless subject(s) and background completely conform to CAP brand standards outlined on the [Brand Portal](#).
  4. A maximum of two entries per category per entrant is permitted. A photo may only be entered in one category.

## V. AWARD DETAILS

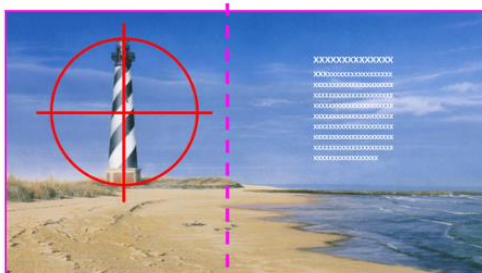
The judges will award one first-place Capture CAP Award per category. Multiple second-place Awards of Excellence and third-place Certificates of Merit may be awarded for each category. The judges may opt to not present one or more of the award types in any category.

The Capture CAP Best in Show Award will be given at the judges' discretion.

## VI. MISCELLANEOUS

### NOTES FOR PHOTOGRAPHERS

1. **Photo Release:** CAP adult members and cadets who joined after Jan. 1, 2022, are covered under a blanket release. For other subjects, unless the person is a distant "face in the crowd" or is in a location where there is "no expectation of privacy," a signed photo release is legally required. If the subject is a minor, a guardian signature is also required. MAC has a photo release form available on the Brand Portal.
2. **Names and position:** Record the name (with accurate spelling as they prefer it to appear in the image; left to right or top to bottom) and grade of each person in an image and their position in the photo (e.g., second from left) for cutlines, metadata, etc.
3. **Location and date:** Record the location where the image(s) were taken.
4. **Cutline:** Describe what is happening in the image.
5. **File Name:** Create a descriptive file name. (Do not submit images with assigned generic names like IMG0012345.)
6. **Flexibility:** Make certain to provide options where the subject is not center-focused and/or has enough margin so the image can be cropped to avoid crossing the magazine gutter and to create clear space for copy to be superimposed on the image (see below).



Shoot with plenty of margin so image can be



Avoid shots with center-focus that will cross a gutter

cropped as needed.

or are too tight to crop.

## Magazine Hero Shots

- Make certain subjects are not centered in frame or leave plenty of image to crop as needed for magazine applications as spreads.



- Leave space where copy can be added on the image.
- Be aware of what is in the background.
- Shoot interesting images, diverse natural and staged lighting, depth of field, long exposure, unique angles (low angle and upshots are good; avoid Dutch angles and fisheye unless they are supplemental images on a contact sheet).

## Aircraft Imagery

- Don't turn powered aircraft into gliders by using the wrong shutter speed and improper lighting; adjust shutter speed and natural light to achieve a full prop swing (image A) so it doesn't appear the aircraft ran out of fuel (image B).
  - Set the camera to Shutter Priority and begin experimenting using a shutter speed between 1/25 of a second and 1/125 of a second.
- Remove registration number/letters from all non-CAP aircraft.



Shoot props to look like this...



Not this ...

## Requirements for CAP aircraft imagery

1. **Tail flash must have U.S. Air Force Auxiliary** in the gray stripe (edit as required).



2. **Command Emblem on the door must NOT have "U.S." in the shield.** (Edit as required to show the current command emblem.)

