

# 2023 OFFICIAL RULES

## #MTSCHOOLEATS® PHOTO CONTEST



### ELIGIBILITY:

The #MTSchoolEats® 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. Photos may be submitted by food-service personnel, faculty, staff, and school volunteers. 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.

If any photographer or subject is 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 2023 Photo Contest is sponsored by Montana School Nutrition Association

### SUBMISSION PERIOD:

The Photo Contest will take place between 12:00 a.m. Monday April 3, 2022, and 11:59 p.m. on Friday, May 5, 2023. Entries submitted before or after the submission deadlines will not be eligible. Timestamps on emails received through the Sponsor’s Outlook email account will be the official time-keeping devices for the Photo Contest.

### CONTEST CATEGORIES:

The Photo Contest will be divided into three (3) separate categories. Submissions may be made to any or all of the following categories:

**Category 1—Local & Indigenous Foods:** Can be any school food for any meal, prepared by school nutrition staff, that incorporates local or indigenous ingredients. Photos are not

required to show a meal that is 100% locally sourced or 100% indigenous foods, but rather to showcase meals that feature at least one local or one indigenous ingredient.

**For information on purchasing local foods, visit:**

<http://www.montana.edu/mtfarmtoschool/resources/school-food.html> , or contact Aubree Roth – Montana Farm to School Coordinator at 406.994.5996 or [aubree.roth@montana.edu](mailto:aubree.roth@montana.edu).

Examples of traditional Native foods include, but are not limited to: herbs, fish, berries, bison, duck, squash, wild rice, beans, mushrooms, turnips, eggs, corn, and maple syrup. This list of Indigenous food examples was compiled through collaboration with representatives from various groups including OPI Indian Education, FAST Blackfeet, and Fort Peck Health Promotion Disease Prevention. For a list of Montana-focused Indigenous foods, email [KayAnn.Miller@mt.gov](mailto:KayAnn.Miller@mt.gov).

For Indigenous-focused recipe ideas, visit the following resources:

<https://www.indigikitchen.com/>

<https://www.firstnations.org/publications/native-farm-to-school-resource-guide/>

<https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/amer-ind-trad-foods-toolkit.pdf>

<https://www.firstnations.org/wp-content/uploads/2018/11/Oneida-FDIPR-cookbook.pdf>

<https://www.indigenousfoodsystems.org/recipes>

**Category 2—Cooking from Scratch:** Can be any school food or meal made from scratch, not containing any “heat-and-serve” or pre-prepared items.

**Category 3—Creative Nutrition:** Can be any school food or meal that demonstrates creativity, fun, a theme, etc.

## HOW TO ENTER:

1. Submit photos with title, name and contact for person entering photo via email to [MTLunchLine@opiconnect.org](mailto:MTLunchLine@opiconnect.org), with the subject line 2023 #MTSchoolEats Photo Contest. Don't forget to include your mailing address! Photos without cutlines will be returned to you.
2. If your school and school-district policies allow, post your photo to your school's website and/or social media pages with the hashtag #MTSchoolEats. Be sure to tag #MTNoKidHungry as well and share the photo with your friends!

## 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 no larger than 3MB.

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 School Nutrition Association at the time your photo entry is submitted. If your submitted photo includes an identifiable person, a Montana School Nutrition Association Board member may reach out to you via the email provided in your photo caption. See below.

### **PHOTO CAPTIONS ARE REQUIRED FOR ALL ENTRIES:**

Photo contest entries without photo captions will not be accepted, and entries with missing or incomplete captions will be returned. The photo caption for each entry must include ***all*** of the following information:

1. Name of School (ex: Napi Elementary, Helena High School, etc.) and city or town (ex: Browning)
2. Brief description of subject matter (ex: Local sweet potato fries from Sunrise Farm or Bison Breakfast Burritos on the Grab-N-Go cart)
3. First and last names of all people in the photo, listed from left to right
4. Category in which the photo is being entered
5. Photographer's first and last name
6. **Contact name, email, daytime phone number and best time to call, and your mailing address**

### **PREVIOUSLY PUBLISHED IMAGES:**

Previously published photos/images for which non-exclusive rights were granted may be entered in the Photo Contest 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 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 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 (April 7, 2021)

**JUDGING:**

Photo submissions in each of the three #MTSchoolEats Photo Contest will be judged by a panel of judges using the following point system:

<b>AREA</b>	<b>WHAT'S BEING CONSIDERED</b>	<b>TOTAL POINTS</b>
Technical	Quality of photo lighting, composition, sharpness, color balance, etc.	20
Subject Matter	Does the photo accurately represent the contest category and depict healthy food?	20
Nutritional Quality	Foods are fresh, minimally processed, local, colorful, healthy, diverse, etc.	30
Aesthetic Quality	Does the food look appetizing and appealing to the eye?	30

Photos in each of the three #MTSchoolEats Photo Contest categories will be placed in either a gold, silver, or bronze group by the judging panel based on the total points scored by the photo as follows:

- Gold Group: 81-100 points
- Silver Group: 51-80 points
- Bronze Group: 50 points or less

The judging panel will have sole authority in reviewing and scoring submissions. The decisions of the judging panel are final.

All photos placed in a Gold group by the judging panel will be sent to the Montana School Nutrition Association Conference and displayed, so attendees can vote for their favorite photo for First Prize and Runner Up in each of the three #MTSchoolEats Photo Contest categories.

All photos placed in the Gold group in each category also will be uploaded onto a voting platform. The link to the voting platform will be distributed via MTLunchLine so you also can vote for your choice for First Prize and Runner Up in each Photo Contest category.

All online and in-person votes will be tallied, and the resulting winners in each of the three #MTSchoolEats Photo Contest categories will be announced at the banquet at the Montana School Nutrition Conference as follows:

**Category 1—Local & Indigenous Foods:** One (1) first-prize winner and one (1) runner-up

**Category 2—Cooking from Scratch:** One (1) first-prize winner and one (1) runner-up

**Category 3—Creative Nutrition:** One (1) first-prize winner and one (1) runner-up

The vote counts, as tallied by the Sponsor, are final. Please do not contact the Sponsor about the status of entries, the judging or the counts. The Sponsor will notify any winners via the contact information provided in the required photo caption submitted with the entry. (See Photo Captions section and be sure to include your mailing address.)

**Important: An individual school cannot win more than once. A school may only win either First Place or Runner-Up in one category each year. The goal is to have six (6) individual schools receive awards annually (3 First-Place winners and 3 Runners-Up).**

#### **REQUIREMENTS OF POTENTIAL WINNERS:**

Potential winners of the Photo Contest may be required to provide documentation to prove their eligibility, including proof of age, and a liability/publicity release within 14 days of selection by the judging panel. 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 as indicated by time stamps in the sponsor's Outlook email, an alternate potential winner will be selected. Documents should be emailed to sbogess@deerlodgeschools.org

#### **PRIZES:**

Prize winners will be announced at the Montana School Nutrition Association Summer Conference June 26-29, 2023, in Great Falls, MT. The Sponsors will award the following prizes in each category:

1. One First Prize Winner for each category will receive \$500 in unrestricted funds issued as a check useable by the food service staff who prepared the meal depicted in the first-place photo (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 useable by the food service staff who prepared the meal depicted

in the runner-up photo (should be used to benefit the school's food service program with new equipment, staff appreciation, nutrition education, etc.).

## **YOUR RIGHTS:**

You will retain all rights to any photograph you submit—including ownership—if applicable. If you submit a photograph to the Photo Contest, you grant Montana School Nutrition Association a royalty-free, nonexclusive right to display the photograph on the Sponsors' website MTSNA.org and allow Sponsors and third-parties to share the photograph on social media platforms such as Facebook and Instagram, among others.

1. Provide the photograph to other individuals and organizations for Montana School Nutrition Association to use in news stories, newsletters, reports, slide shows, displays, web pages, videos, and the like.
2. Use, in connection with the Photo Contest, your name, city, and state of residence in Montana School Nutrition Association internal and external communications materials including, but not limited to, web sites and web publications, fact sheets, fundraising publications, advertising, multimedia, presentations, media stories, videos, blogs, vlogs, reports, and other communications.
3. Retain a digital copy of your photograph that will be archived in the Montana School Nutrition Association staff via the Sponsors' internal online photo archive.
4. Montana School Nutrition Association will credit all photographs with the caption "Person's Name" when the photographer's full name has been included in the Photo Caption required with each entry. (See Photo Caption section.)

## **GENERAL CONDITIONS:**

By submitting a photo to the Photo Contest, you agree that if the operation, security, or administration of the Photo Contest is impaired in any way, the 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 the Sponsor by e-mail shall not be deemed proof of receipt of that communication by the 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 submitting a photo to the Photo Contest, you agree to release and hold harmless Sponsors, Facebook, Instagram, their respective parent organizations, 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 emails; 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:**

By submitting a photo to the Photo Contest, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the #MTSchoolEats 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.

### **SEVERABILITY:**

If any provision or clause in these official photo contest rules and their applicability to any person or entity is held to be invalid, this invalidity shall not affect the other applications or provisions of the rules which can be in effect without the invalid provision or application. To this end, the provisions and applicability of these rules are considered severable.

### **QUESTIONS:**

Email questions and inquiries about contest rules to [sboggess@deerlodgeschools.org](mailto:sboggess@deerlodgeschools.org)