



Photographer's Introduction



Stories matter. People Matter. Community Matters.





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# WHAT IS 229?

The mission of Project 229 is to explore and discover the unique and extraordinary parts of the Batesville and Oldenburg communities. The end product will be a hardcover, professional art book that visually documents what makes our town special.

The 229 Photo Book Project was initiated to continue RAA's mission, particularly in photography. Project 229 is a name inspired by State Route 229, the route that connects the Batesville and Oldenburg communities. It is our hope that the innate simplicity of the name will spark curiosity in our neighbors, and upon realizing the meaning they will appreciate the project as a tribute to the utter potency of community, people, and stories in our towns.

Project 229 is only possibly because of the unique community that we live in. Without the people in our towns and the stories that they live, this project would not exist. In order to appropriately document and tell those stories, we intend to engage the community in the art experience through collaborative storytelling and creative design.

This project is a large undertaking that involves a core group of volunteers, especially photographers, and relies on the excitement and interest of our community to accomplish our goal: to vividly and accurately capture and display pieces of the mosaic that make up the place we call home.

This project is about the thousands of people who make up the community we live in. Each story is interwoven in the narrative line of 229, a single ribbon that passes through our collective experiences and makes us one.





# THE PHOTOGRAPHER'S ROLE

In order to execute a project of this size, we will be selecting a team of photographers, made up of both professionals and amateurs, to assist us in photographing our community. We are seeking applications from interested individuals who want to volunteer their time and creativity towards this exciting and spirited effort.

As a Project 229 photographer, your task will be to approach and present your subjects in a way that sparks curiosity, joy, passion, pride and hope in each person who picks up this book. Your photographic inquiry, as well as stories from your subjects, will begin to reveal the heart of our community, and the beauty of the people who make it up. Your shots should be influenced by your passion for photography, as well as for the heart of the project: the use of real life stories to reveal a beautiful, connected, unique community that has far more to offer than one might think. It is our goal to uncover the big picture of our community by inspiring its members to zoom in and focus on what makes it truly special: the people and their stories.

## WHAT TO EXPECT

- The Project 229 photography effort will be a carefully planned and orchestrated endeavor. Photographers can rest easy knowing that all important prep work and logistics planning will be completed for them by the leadership team.
- The bulk of the photography assignments have already been identified. Our list is made up of everything from significant community happenings to wonderful everyday moments that take place in our schools, businesses, farms, parks and neighborhoods. This summer through a social media and publicity campaign, we will be seeking out additional photography ideas from the community in our hopes to uncover “hidden gems” and engage our neighbors.
- Throughout the months of June and July we will be communicating with all selected Project 229 photographers to make sure we do our best to pair them with assignments that fit their interests and availability. Photographers will have the ability to volunteer for as few or as many hours as they prefer.
- **The organized photography effort will take place during “Photo Week” between the dates of August 5 - 12, 2017.** In order to capture a few other significant happenings, we may seek volunteers to photograph some one-off assignments (e.g., July 4th, Freudenfest, etc.) throughout the summer weeks leading up to Photo Week.
- All selected photographers will receive an official Project 229 t-shirt plus credentials to wear and help identify themselves. In addition, a widespread publicity effort will be underway all summer long, so we fully expect our team to be recognized and welcomed by the community.

## WHAT TO EXPECT *(continued)*

- Project 229 team leaders will seek permission for all of our photographers to carry out their work in their assigned locations. In addition, community liaisons and volunteers will be available to work alongside any photographers who might like assistance in the field with obtaining model releases and recording photo captions or any important “stories” that may present themselves.
- A “Home Base” location will be setup during Photo Week for photographers to check-in, refuel, share stories and socialize with other team members.
- We understand that sometimes the best photographs come in the most unexpected moments. Therefore, we will gladly allow photographers to work outside of their assignments and will encourage them to carry their cameras and capture life in Batesville as they see it happen!
- As much as we would love to see every great image make the final published book, we will unfortunately be limited by our page count and production budget. Our professional designers will make the final say on what gets included based on the book design and their creative expertise. Many other opportunities will exist for photographs to be used during the duration of Project 229 (e.g., print and online marketing, promotional films, public gallery events, downtown window displays, etc.)
- The Project 229 team is made up of a dedicated group of individuals volunteering their time to be a part of this momentous occasion for Batesville and Oldenburg. Photographers will not receive monetary compensation, but will be featured in the published book plus given extensive public recognition for their great contribution to the project.
- All Project 229 photographers will be required to attend one of two **MANDATORY informational meetings on June 17th or June 20th**. At this meeting all photographers will be required to sign an Artist Agreement (see attached).





## SAMPLE ASSIGNMENTS

*Summer parades  
Memorial Pool  
Oldenburg architecture  
Early morning at a bakery  
Farm life  
Long-standing local businesses  
Police, fire and EMT operations  
Inside our local factories  
Inside our local classrooms  
Batesville Bash  
Bacon, Blues & Brew festival  
Freudenfest  
Shakespeare in the Park  
Liberty Park  
Brum Woods & recreational trails  
YMCA programs for youth & adults  
Margaret Mary Health & Cancer Center  
Cultural celebrations  
Local running and cycling groups  
Gibson Theater  
Favorite local restaurants  
Amack's Well Coffee House  
Batesville Farmers Market  
Local golf courses  
Youth sports programs  
Local Artisans, Craftsmen & Workshops  
& many more!*

## PROJECT DATES

**June 7**

*Photographer applications due*

**June 12**

*Photographers announced*

**June 17, 9:00 a.m. OR June 20, 6:30 p.m.**

*Selected photographers must attend at least one  
MANDATORY informational session*

**August 5-12**

*Official Photo Week*

**August 28**

*All images due back from photographers*

**Sept/Oct**

*Book layout and design underway  
Book presales and marketing begin*

**November 1**

*Book sent to press*

**April 2018**

*Book launch and signing event*



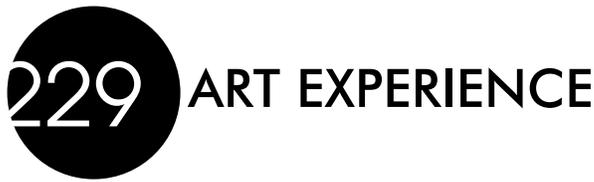
## BOOK SPECIFICATIONS

- The book will be a high-end coffee table fine art book.
- We have selected a professional publishing partner, Orange Frazer Press (Wilmington, Ohio), with over 20 years experience specializing in coffee table style photo books.
- It will be a Smyth-sewn, case-bound, cloth hardcover book with foil stamp on the spine, size 12" x 9".
- The dust jacket will be printed on high-quality paper and will feature an embossing and spot varnish element with a soft touch coating.
- The inside will have 160-pages, full color printed on high-quality 100# paper.
- Each contributing photographer will have their headshot and a 50-75 word bio with optional contact information included.

## IMAGE FILE SPECIFICATIONS

- Cameras should be set to the highest possible setting. It is best to shoot in RAW however we will only want you to submit images in the highest possible jpg file size. (Minimum size: 300 dpi/ppi at 8x10)
- Any low res images will be automatically disregarded because they will be unusable in print.
- Photographers will be required to do their own initial color correction prior to submission. However, we do not want extreme manipulation.





# ARTIST AGREEMENT

P.O. BOX 307 BATESVILLE, IN 47006 | 812-933-0355

PLEASE READ, SIGN AND RETURN TO Jen Saner, photo manager

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PUB DATE: Spring 2018

ASSIGNMENT: Project 229 Photo book, Photo week of August 5-12, 2017 (additional dates based on assignment may occur)

ASSIGNMENT FEE: All fees waived by photographer no charge \_\_\_\_\_ DUE DATE: August 28, 2017 \_\_\_\_\_

This Artist Agreement ("Contract") between Photographer (named above) and Rural Alliance for the Arts, ("RAA") is entered as of signed date below. RAA is a not-for profit organization and desires to retain Photographer for the purpose of obtaining high quality usable print shots for its publication.

1. SCOPE OF WORK. Photographer agrees to shoot the subjects, locations and/or places identified by RAA on a project basis with reasonable prior notice and provide a digital images of high-resolution artwork containing Photographer's work product ("Assignment"). Each Assignment will be defined in writing by RAA and delivered to Photographer, by mail, facsimile or email, before Photographer is authorized to begin work on any Assignment.

2. RIGHTS AND USAGE. Photographer retains all intellectual rights/ copyrights to all images submitted to RAA and maintains the right to use images in portfolio and personal use at all times. Photographer grants RAA rights to publish, reproduce or display the images in editorial content in RAA for a period of 12 months from release date in Batesville, Indiana, of which is 1-months of EXCLUSIVE rights and 11-months of NON-EXCLUSIVE rights. During the initial 3-month period, Photographer agrees not to license images for use by any other publications. Photographer also grants RAA rights to use the images for RAA's marketing and promotional materials both for print and web without additional compensation. RAA reserves the right to crop, color correct, convert to black/white, sepia tones, and/or duotones.

3. COMPENSATION. RAA agrees to print photographer's 50 word biography, head shot and website and/or phone number (supplied by photographer by deadline). All images used in publication will display the photographer's listed photo credit. RAA is not liable for any damages photographer causes to any real or personal property while on assignment, and that RAA is not liable for any and all damages incurred by photographer (including but not limited to personal injury).

4. SUBMISSIONS AND DEADLINES. Photographer agrees to submit highest-resolution digital images in ".jpg" format to RAA on or before the deadline indicated above. All images must be taken during the "Photo week" as indicated above, unless otherwise assigned. Images may be submitted on DVD/CD or through: [www.wetransfer.com](http://www.wetransfer.com).

5. INDEPENDENT CONTRACTOR. Photographer is an independent contractor retained on a per Assignment basis by RAA and is not entitled to and shall not claim any of the rights, privileges or benefits extended to an employee, agent or representative of RAA.

6. CONFIDENTIALITY. Photographer agrees to keep all Assignments, including, but not limited to, story content, book content, and the terms and conditions of this Contract, confidential and also agrees to not discuss story ideas or content with individuals not associated with the Assignment.

7. GOVERNING LAW. This Contract shall be deemed to have been executed and delivered in Indiana, and the rights and obligations of the Parties shall be construed and enforced in accordance with and governed by the laws of Indiana.

8. AMENDMENT AND WAIVER. This Contract may be amended only by a written agreement signed by all Parties to this Contract. Waiver of any provision of this Contract shall not be deemed to constitute a waiver of any other provision, nor shall such waiver constitute a continuing waiver.

9. BINDING ON ASSIGNEES. This Contract shall be binding upon and inure to the benefit of the parties and their respective heirs, beneficiaries, legal representatives, successors and assigns.

10. SEVERABILITY. Each provision of this Contract is independent, separate and divisible, and in the event any provision of this Contract is found by the final order of an arbitrator or a court of competent jurisdiction to be invalid, unenforceable or in contravention of any applicable federal or state law or regulation, such provision shall be deemed not to be a part of this Contract and shall not affect the validity or enforceability of the remaining provisions. Nothing contained in this Contract shall be construed so as to require the commission of any acts contrary to law, and wherever there is a conflict between any provision of this Contract and any present or future law or regulation, such provision shall be limited to the extent necessary to make it comply with such law or regulation.

11. ENTIRE AGREEMENT. This Contract represents the entire agreement between the parties with respect to the subject matter set forth above, and supersedes all previous oral and written agreements, communications, representations or commitments.

12. ASSIGNMENT. This Contract may not be assigned by Photographer to any third person, party or entity without the prior written approval of RAA.

13. COUNTERPARTS. This Contract may be executed in any number of counterparts by original or facsimile signature, and each such counterpart shall be deemed to be an original instrument as to the party whose signature appears on such counterpart, and all of which together shall constitute one and the same instrument.

14. INITIAL MANDATORY DISPUTE RESOLUTION. In the event a dispute arises between the parties, the parties agree to first submit such dispute to confidential private non-binding mediation before a neutral third party mediator jointly selected by the parties. Any mediator selected by the parties must be an attorney licensed to practice law in the State of Indiana.

15. ARBITRATION. At any time after the Initial Mandatory Dispute Resolution process referenced in paragraph 14, any party may commence binding arbitration proceedings by providing the other party written notice of intent to arbitrate ("Notice"). Arbitration of the Dispute shall be conducted in accordance with the Rules of Commercial Arbitration of the American Arbitration Association. The arbitration shall be conducted in Ripley County, Indiana, and the proceedings shall be governed by Indiana law. The arbitrator shall be any independent third party agreed to by the parties. The arbitration proceeding shall be completed within 60 days after appointment of the arbitrator, unless the parties otherwise agree. The arbitrator shall have jurisdiction over the Dispute, and the decision of the arbitrator shall be final and binding upon the Parties. The decision of the arbitrator shall be made in writing, be signed by the arbitrator, and include a determination of all of the questions submitted to the arbitrator which are necessary in order to determine the controversy. Depositions may be taken and discovery may be conducted in the manner agreed to by the parties or designated by the arbitrator with good cause shown by the Parties. The cost of the arbitration and the arbitrator's fees shall be shared equally by the Parties. The attorneys' fees and costs incurred by the prevailing party shall be paid by the other party in the manner determined by the arbitrator. Judgment upon the arbitration award may be entered in any court having jurisdiction, or application may be made to such court for a judicial acceptance of the award and an order of enforcement, as applicable.

PHOTO CREDIT: \_\_\_\_\_  
(ATTENTION: Photo credit will print exactly as it is written above.)

PRINT NAME: \_\_\_\_\_  
(Photographer)

PRINT NAME: \_\_\_\_\_  
(Rural Alliance for the Arts)

SIGNATURE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_



## HOW TO APPLY

Interested photographers, both professional and amateur, are encouraged to submit an application online at: <http://www.ruralalliancearts.com/photographer-application>. **Applications are due by Wednesday, June 7, 2017.** Applications will be carefully reviewed and selected individuals will be contacted by Monday, June 12th.

Photographers will be selected not only for their artistic ability and creative approach to photography, but also their excitement to connect with people in our community and their enthusiasm to capture people, stories, and environments in a heartfelt and impactful way. Photographers of all interests and backgrounds are encouraged to apply. The depth and breadth of this project allows for artists of all kinds to play a very important role. Photographers do not need to reside in the Batesville/Oldenburg area to participate.

We hope you will join us in this adventure!

## BETWEEN NOW & THEN

- All photographers are welcome and encouraged to apply. Please consider forwarding this information to other artists you know.
- Please like and follow us on Facebook (@batesvilleproject229) and Instagram (@project229) and help us spread the word. Community engagement is what is going to make this project successful!
- We are needing volunteers for other areas as this is a big under-taking. If you know of anyone who is interested in participating, please have them contact our Project Manager, Joan Kuhlman at 812-212-1086 or kuhlmanjoan@gmail.com.
- We will be sending out press releases and generating as much buzz around town as we can. You can help us by spreading the word, too. We need the community involved because this is really a project about all of us!



# COMMITTEE MEMBERS

**Anne Raver**

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# SPECIAL THANKS

The Project 229 team would like to give special thanks to our sponsoring organization, the Rural Alliance for the Arts. Our community-wide book project fits perfectly within their mission to provide artistic education, expression and enjoyment to our area. Additional thanks go out to the City of Batesville Belterra Funds Program and the John A. Hillenbrand Foundation for providing us with grant money to help make our project something the community can be proud of.