

2011 Chorus Photography Chairman Information

Thank you for choosing to be the photography chair for you chorus. To get any additional or individual forms you need to go to our website www.erlpoto.com. On the website there will be a section for Regional Photography and under that heading a page of "forms" that you view or download as PDF files for ordering photos. One of the forms is the INDIVIDUAL ORDER FORM which is intended for your members. You should print enough forms to give to each member for their information.

- 1) 4 to 5 weeks prior to the Competition tell the members about the Individual Order Form and how to fill them in. Set a DATE for them to be returned to you. We suggest a cutoff date that is at least the next to the last rehearsal prior to competition. This leaves the last rehearsal for latecomers
- 2) We offer 8 sizes. These are explained on the Individual Order Form. There are no restrictions on what you may order, but I ask you to use COMMON SENSE. A chorus of 24 will not fit into an 8x18 unless you all stood in one row! If you are in a normal pose I would have to cut off half your bodies. Tell the members to use the size chart on the form to best judge the size suited to your chorus. Chorus numbers change from year to year, so last year's size may not be best.
- 3) Collect all the Individual Order Forms and checks from the members. Have them make any checks out to the CHORUS. Summarize the orders on the Summary Sheet Form. This form is FOR YOUR USE ONLY. You will need to fill in the Master Chorus Order Form. If your chorus wants to use the image on the web and in publicity order the PUBLICITY CD. This will contain a web friendly image for use in promotions and gives you the rights to use the photo in all advertising. If you need a high-resolution file for publications I will send the file directly to the printer via email at no charge to you if you have purchased the Publicity CD.
- 4) When you have all the member's orders fill in the Master Chorus Order Form. Total all print sales and enter them on the Form. Add the Publicity CD if you want one and add the shipping fee and total the order. Have your Treasurer write a check to Lilley Photography and paperclip it to the Form. All payments are to be in US\$. PLEASE TAKE CARE IN THE COSTUME DESCRIPTION. In a given year we may see 10 "Blue Dress" costumes. Provide details that are obvious to the viewer.
- 5) All orders will be shipped via Priority Mail. Canadian orders will be shipped via International Air Mail. Canadian orders will be subject to duties and taxes in crossing the border.
- 6) Bring the Order Form and check to the competition. It is essential that the Order Form arrives in the Photography Room at the same time as the chorus does. As you enter the room give it to the photographer or their assistant. If your chorus has any special requests tell the photographer at this time.
- 7) IF YOU ARE DOING ON-STAGE PHOTOGRAPHS you need to give the form and check to your Director or Team Leader to bring to the Chorus Briefing. The forms will be collected by the Region at this time. On your order form write down in large letters if your last pose is your photo pose or you are going to shift into another pose. Write "Final" or "Shift" to let us know what to expect so we will be ready.
- 8) Delivery of the photos will be in 3 to 4 weeks (sometimes sooner) from the date of the Competition. Please check your order carefully on receipt. If you are missing anything or have damaged prints please call us right away so we can fix the problem quickly. If you call after hours leave your Region, Chorus name and return phone number.
- 9) All photos are sold with a satisfaction guaranteed or your money back policy. If anyone is not satisfied with the print, please return the print to us for a full refund.
- 10) We will be posting all of the candid photos we take over the weekend on our website. These will be uploaded about a week after the competition and can be viewed and ordered on our website, www.erlphoto.com.

That's it Sing well and we will see you at the competition!

Your in Harmony

Lilley Photography
Phone 800-766-3220

email erlphoto@comcast.net,

website www.erlphoto.com

CHECKLIST

1. _____ Did you print out Individual Order Forms for your Chorus members?
2. _____ Did you inform your chorus members that they can save up to \$6.00 by ordering now instead of after the competition?
3. _____ Have you come up with and practiced a pose? If your Region is having on-stage photos did you give your Director the posing tips?
4. _____ After you have collected all of the Individual Order Forms did you properly fill out the master Chorus Order Form and add the shipping charge; \$5 or \$10 for US choruses and \$15 for Canadian Choruses.
5. _____ Please remember to bring the completed Order Form to competition. Hand the form to the Photographer when you enter the photo room.
6. _____ If your Region is being photographed on-stage after your package, give the Order Form to your Director or President. They need to turn it in at the Chorus Briefing whenever that is scheduled. Indicate “final pose” or “shift” on the top of the Order Form.

Thank you for your effort. Sing well and we will see you at the competition.

Ed, Sue, Wyeth Lilley

COPYRIGHT LAWS

Please note that all photos taken by Lilley Photography have copyright protection.

It is illegal to download, scan or copy any of our photos without the written permission of the photographer.

Copyright laws for photography are the same laws used to protect the music you sing. Please respect our work and purchase the rights to use the photographs.

PUBLICITY CD

Purchasing the Publicity CD for a chorus or quartet gives you the legal rights to post the photo on your website and gives you permission to use the photos in advertising, publications and other promotional purposes. It is not for the photographic reproduction of images for personal use.

If you require a higher resolution file for publication purposes and you have purchased the Publicity CD, we will supply the requested file directly to the printer via email at no charge.

Please Respect our work and purchase the rights to use the photographs.

Any questions about using the photos for publications please call 800-766-3220

GETTING READY FOR YOUR ON-STAGE CHORUS PHOTO

If your Regional Management Team has elected to have your chorus photographed on-stage after you compete please follow these suggestions.

Upon completion of the applause for your second song the judges will stop scoring you. You will then have to RAPIDLY get into your photo pose. We will only have a short period of time to take the photo as other choruses will be waiting to enter.

I will be positioned in the center of the auditorium as high as I can get, usually in the first row center of the balcony. When the chorus is ready give me a salute and I will proceed. **We have no way of pre-warning you of exactly when we will be taking the photo so you have to “HOLD THE POSE AND SMILE”.** We will be taking 4 shots in about 20 seconds and then the lights will start to dim. At that time you may begin to file off stage.

Since we are way back in the auditorium, **we cannot assist you in aligning the chorus.** You need to practice getting into the pose. Tell your members to look at a point far away and up high for alignment. Since we are in the balcony, faces should show well except if you have a very short person behind a very tall person.

For the Director

It is critically important for your director to take the time and take a final look at the chorus before giving me the salute. You cannot align the members from your normal director position. You need to go to the edge of the stage and look from there. The windows are to be facing OUT, not to the center as in normal singing position. The members should turn TOWARD THE AUDIENCE, not to the center as per usual.

If you are moving the chorus in tighter from your final pose make sure both sides move in the same. This is where practice counts. Very often one side moves in and the other doesn't making for an unbalanced photo.

We have no control whatsoever over objects that are part of the auditorium stage, such as microphones, tape marks, speakers or the background. We will be using the existing light for illumination. We will be covering up the judges in the pit with a datestrip.

If you are going to place yourself in the center of your chorus be aware of microphones on stands. If you kneel down be sure you are not directly behind a microphone! Move a little to one side or the other.

We hope this helps! If you have any questions, please call 800-766-3220 and we will try to assist you in any way we can.

Ed, Wyeth, Pat and Jim

Some Posing Pointers For Your Director

The best way to get the best pose is **PRACTICE, PRACTICE, PRACTICE**. To best judge any pose you need to stand about 40 feet **AWAY** from the chorus. The camera perspective is backing about 40 feet and up about 6 feet. The height is important because it helps open up the faces in the back rows of the chorus.

To get **MAXIMUM FACE** size, the chorus must have a pose with the hands down along the sides (especially on the ends of the rows), and the bodies of everyone as close together as feasible with the costume being worn. **Note:** With hats or headpieces this is a very difficult pose to see the faces in the back rows.

IMPORTANT!! If **MAXIMUM FACE** is what you want, please tell the photographer, “**Give us MAX FACE.**” when you first enter the photo room at competition. He/she will help set it up.

For Larger Choruses:

It has always been a problem of getting a long object (a large chorus on risers) into a small box (the available photographic formats). In recent years some of the more dynamic choruses have been making use of the empty foreground area by spreading their pose out onto the floor in front of the risers. This reduces the width of the chorus and makes for a more exciting appearance for the group, which is better for publicity purposes. The space about 15 feet in front of the risers is available for posing! Think about it!

If you are in a Region that does **NOT** provide 4 step risers, then you have a **BIG** problem. Posing two rows standing on the floor simply does not work! You need to vary the height of the two rows by having people **SIT** on the floor in the first row while the second row stands. There is usually plenty of room in the foreground to achieve a seated pose. Our concept here is to fill up the empty space in front while reducing the width of the chorus as much as possible.

Where do we put the director?

There are only a few options on where to put the director; standing in the middle or on an end of the first row, kneeling in front or standing in the back row. If you choose to have the director stand in the middle of the front row you must remember that this shifts all of the windows of the second row outward by **one-half of a space!** It is more efficient if **ONE SIDE** of the front row moves out one full window and the director takes the open spot. This preserves the windows for the second row. Again, practice makes perfect.



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2011 CHORUS PHOTOGRAPHY ORDER FORM

Region # _____ Chorus Name _____

Costume Description(be specific)_____

Contact Name_____

Mailing Address _____

City_____State/Prov_____Zip/_____

Phone (____) _____ - _____ Email_____

Photo Order: Please indicate total number of each print size you wish to reorder:

Table with 8 columns: # of Photos, Size, Price Each, Total, # of Photos, Size, Price Each, Total. Rows include 8x18, 8x16, 8x14, 8x12, 8x10, 5x7, 4x6, and Wallet.

Publicity CD \$15.00 = \$_____ (A web quality color file for publicity use only)
Subtotal \$ _____

Shipping: If you are ordering 8x10 and /or smaller the total shipping will be \$5.00. If you are ordering any size larger than 8x10 please add \$10 for shipping.

Shipping \$ _____

Canadian order will be \$15.00.

TOTAL \$ _____

Make check payable to Lilley Photography
Bring the completed order form and payment to the photoroom in the competition Pattern. All photographs are satisfaction guaranteed or your money will be refunded upon return of the prints to the photographer.

Log On to WWW.ERLPHOTO.COM to view all of the candids from your competition. The website will link you to your Regional Candids