

## 2010 Chorus Photography Chairman

Thank you for choosing to be the photography chair for your chorus. To get any additional or individual forms required you need go to [www.erlphoto.com](http://www.erlphoto.com). On that website there will be a page of "FORMS" that you can view (as PDF files) and use for ordering photos. One of the forms, "The Individual Order Form" is intended for your members and you should tell them where they could print them on their own computers if you don't wish to make copies. If you know members whom do not have computers please print out extra copies of the individual order form only.

1) 4 to 5 weeks prior to the Competition tell the members about the Individual Order Form and how to download them. Set a Date that you need them 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.

3) We are now fully digital which allows us to be more creative in size selection. We now offer 8 sizes! They are explained on the Individual Order Form. There are no restrictions on the sizes you can order. However, I ask you to use COMMON SENSE. A chorus of 24 will not FIT onto an 8x18 format print. I would have to cut off half of your bodies. Tell the members to use the size chart to best judge that is the ideal size for your Chorus. Choruses change size and pose from year to year; so last year's size may not work.

4) Collect all of 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. Do not bring it to the photographer! Only give the photographer the Chorus order form. If your chorus wants publicity photos, please order the B&W Publicity CD. It will have a high rez B&W image and a Web friendly color image of the chorus for PR use. If you need high rez files for a printed brochure I will email this file directly to your printer at no charge if you have purchased a Publicity CD. Make a copy of the final Form for your records and bring it to the Competition.

5) When you are sure you have all of the orders, fill in the Chorus Order Form. Total all of the prints sizes and fill in the blanks on the Chorus Order Form. Please note that shipping costs will be added for 2009. (See Shipping Form) Check your arithmetic and total the order. Have your Treasurer write a check payable to Lilley Photography and paper clip it to the order form. All payments are to be in US\$. Please take care in describing the Chorus costume. Each year we may see 10 "blue dress" choruses. Describe the most visible details so we can easily ID you.

IMPORTANT: Most small choruses will be shipped by Priority Mail. Larger choruses will be shipped via UPS. Make sure your address is one UPS can deliver to. Alaskan and Canadian orders will be via the Post Office. Canadian orders will be subject to duties and taxes due in crossing the border.

6) Bring the order form and check with you to the competition. It is essential that the Order Form arrive in the Photography room at the same time as the chorus arrives! As you enter the room give the Form to the Photographer or their assistant. If your chorus has any special requests tell the photographer at this time.

IF WE ARE DOING ON-STAGE PHOTOS you need to give the form and check to your director to bring to the Chorus Briefing, whenever the Region schedules it. The Forms will be collected by the Region at this time. On your order form I need you to write down in large letters if your last pose is your photo pose or you will shift into a new pose. In large letters write "LAST" OR "SHIFT" to tell so we can be ready for you.

7) Delivery of the photographs will be in about 3-4weeks (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 and we can fix the problem. If you call after hours please leave your name, your REGION and your CHORUS name and we will get back to you.

8) All photos are sold with a satisfaction guaranteed or your money back policy. If anyone is not satisfied with their print, please return the prints for a full refund.

9) We will be posting all of the candid photos we take over the weekend on the Internet. About a week after competition the candid photos will be available to view by going to [www.erlphoto.com](http://www.erlphoto.com). Your members can also pre register to view the candid photos prior to the competition by going to our web-site. Sing well and we will see you at Competition.

Yours in Harmony;

Lilley Photography

Phone 800-766-3220 or Contact us through our website [www.erlphoto.com](http://www.erlphoto.com)

## Important Information That Your Chorus Members Need To Know

### **Formal Photo's**

As chorus photo chair it is important for you to inform your members on how to properly purchase photos and get the most for their money.

20%-25% of all orders over competition weekend go back to support your region. No commission is paid on orders taken after competition.

All orders after competition weekend are all \$1.00 more per image+Shipping  
The average person saves \$6.00 by ordering with the chorus at competition.

Any member who is disappointed with their photo order can return the photo for a full refund.

### **Candid Photos**

All photos taken over competition weekend will be posted online.

[WWW.ERLPHOTO.COM](http://WWW.ERLPHOTO.COM)

By logging on to [www.erlphoto.com](http://www.erlphoto.com)

On our website your members can view the candid photos.  
Members can also view and order any of the photos taken at all of the regions we photograph.

# 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 Chorus:

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.

## **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 instructions.

Upon completion of the applause for your 2<sup>nd</sup> song the judges will stop scoring you. You will then have to **RAPIDLY get into your photo pose**. We will have only a short period of time to take the photos, as other choruses will be waiting to come on stage.

I will be positioned in the center of the front row of the balcony. When the chorus is “ready” the director should give me a wave 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 THE SMILE.”** We will take **about 4 shots in** about 10 seconds apart and then the chorus can begin to file off stage. **It is important that the chorus hold the pose until the lights go down.**

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

**Please pass this part on to your Director**

***It is critically important for your director to take their time and take a final look at the chorus before giving me the wave. A Director can not properly pose a chorus from her/his center position. She/He must walk from stage right to stage left looking up making sure everyone is in their proper window. If you move people from the directors center position you actually move them out of their window for the photo. The director should also look at the chorus and tell them to look up and smile. If it doesn't look good, please fix it! Don't worry about the time. We have learned that taking a little extra time to pose makes for much better photos.***

We will have no control whatsoever over objects that are part of the auditorium, such as microphones, tape marks, wires or the background. We will be using the existing stage lighting for illumination. We will be using a “date strip” to cover up the judges in the pit.

**The POSE:** If the pose at the end of your second song is NOT what you want for your photograph, then you must shift to your photo pose **as soon as the applause stops**. You should also practice moving the entire chorus closer together than your normal singing positions if your final pose is the photo pose. This reduces the width of the chorus and increases the size of the faces. Also remember that you can use the floor in front of the risers to pose people, either sitting or kneeling in front of the chorus. **You need to have your chorus members TURN toward the audience instead of their normal position facing the director, especially in larger choruses.** Just remember to practice getting into the photo pose quickly!

We hope this helps! One of us will be at the chorus briefing if anyone has any questions.

# 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 go under 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 the ability to use the photos in advertising, publications and other promotional purposes.

Not for individual use.

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

Any question about using the photos for publications please call 800-766-3220 and we would be happy to help you.

# SHIPPING

2010 Lilley Photography will be charging shipping on all orders.

## Shipping costs instructions for Choruses

All individual orders will have \$0.50 added to the total.

It is .50 cents for each individual order.

If a member orders multiple photos the cost is still .50

(Example)

25 individual order forms X .50 = \$12.50

By tallying the number of individual order forms this will add up to the shipping cost.

Please indicate the # of individual orders on the Chorus Order Form

This will figure out to the shipping cost.

Any questions **please** call 800-766-3220

## 2010 SWEET ADELINE CHORUS PHOTOGRAPHY ORDER FORM Region # \_\_\_\_\_

Please note this form is for the chorus photography chairperson NOT for individual orders. Please bring this order form to the competition along with a check, payable to E. R. Lilley Photography. Hand the order form and check to the photographer when your chorus comes to be photographed or at the chorus briefing if we are photographing your Chorus on stage.

**Chorus Name** \_\_\_\_\_ **Number in Chorus (Approx)** \_\_\_\_\_

**Costume Description** (be specific) \_\_\_\_\_

To whom do we send the photos? **Name** \_\_\_\_\_

**Shipping Address:** (UPS) \_\_\_\_\_

**City** \_\_\_\_\_ **State/Prov** \_\_\_\_\_ **Zip/PC** \_\_\_\_\_

**Home Phone** (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ **ALT Phone** (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**EMAIL** \_\_\_\_\_

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

# of Photos	Size	Price Each	Total	# of Photos	Size	Price Each	Total
_____	8x18	@\$17.00	=\$ _____	_____	8x16	@\$16.00	=\$ _____
_____	8x14	@\$15.00	=\$ _____	_____	8x12	@\$14.00	=\$ _____
_____	8x10	@\$13.00	=\$ _____	_____	5x7	@\$12.00	=\$ _____
_____	4x5	@\$ 3.00	=\$ _____	_____	Wallets	@\$2.00	=\$ _____

\_\_\_\_\_ Publicity C.D.\$15.00=\$ \_\_\_\_\_

**Must purchase CD to use the image on your website!**

**SHIPPING TOTAL**\$ \_\_\_\_\_

**Number of Individual Orders** \_\_\_\_\_ **X \$0.50 = Shipping**

**TOTAL ORDER**:\$ \_\_\_\_\_

**MAKE COPIES FOR YOUR RECORDS**

**Make check payable to E. R. Lilley Photography.**

Orders will be mailed or shipped via UPS approximately 3 weeks after the competition date.  
 Reorders will be available at a later date on-line by going to www.erlphoto.com The cost will be \$1.00 more per print and there will be a \$5.00 additional shipping and handling charge on each reorder. It will pay off to pool reorders together to reduce the shipping costs.

**WARNING IT IS ILLEGAL TO DUPLICATE, SCAN, OR COPY ANY PHOTO WITHOUT THE WRITTEN CONSENT OF THE PHOTOGRAPHER. VIOLATORS OF COPYRIGHT LAWS CAN BE CHARGED UP TO \$1000.**

**PLEASE RESPECT OUR WORK.**

**2010 INDIVIDUAL ORDER FORM**

***FOR SWEET ADELINE CHORUS PHOTOGRAPHS***

At the upcoming Regional Competition Lilley Photography will be photographing your chorus just before or after you compete. To obtain photos, please read the information below and fill out the order form. Please hand the bottom portion of this form to your chorus photography chairperson along with payment in full.

A portion of all sales made on competition weekend goes back to your region. Please help support your region.

Orders after competition weekend are \$1.00 more per print + S&H.

If you are not satisfied with your photos you can return them for a full refund.

Save money and order your photo at competition!

Sizes

Small: 5x7 – 4x5 – Wallet (2.5x3.5)

Large: 8x18 – 8x16 – 8x14 – 8x12 – 8x10

**Chorus Size Selection Table**

8x10 is suggested for choruses up to 30 members

8x12 is suggested for up to 40 members - 8x14 is suggested for up to 50 members

8x16 is suggested for up to 60 members - 8x18 is suggested for choruses of 70 and larger

**Order Form**

Please return this portion to your Chorus Photography Chairperson  
 (Make check payable to your Chorus)

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

PHONE # : \_\_\_\_\_

Please indicate how many copies of the sizes listed below you would like to order.

# of Copies-----Size-----Price-----Total	# of Copies-----Size-----Price-----Total
_____ 8x18 @ \$17.00 =\$_____	_____ 8x10 @ \$13.00=\$_____
_____ 8x16 @ \$16.00 =\$_____	_____ 5x7 @ \$12.00=\$_____
_____ 8x14 @ \$15.00 =\$_____	_____ 4x5 @ \$ 3.00=\$_____
_____ 8x12 @ \$14.00 =\$_____	_____ wallet @ \$ 2.00=\$_____

**ADD \$0.50 for Shipping**

**TOTAL ORDER COST= \$\_\_\_\_\_**

**WARNING IT IS ILLEGAL TO DUPLICATE, SCAN, OR COPY ANY PHOTO WITHOUT THE WRITTEN CONCENT OF THE PHOTOGRAPHER. VIOLATORS OF COPYRIGHT LAWS CAN BE CHARGED UP TO \$1000.**

**PLEASE RESPECT OUR WORK**

# CHECKLIST

1. \_\_\_\_\_ Did you print out extra forms or tell your chorus where to download Order Forms.
2. \_\_\_\_\_ Did you inform your Chorus members that they can save up to \$6.00 by ordering competition weekend.
3. \_\_\_\_\_ Have you come up with a pose and practiced that pose. And if it is onstage did you inform your Director on the posing tips.
4. \_\_\_\_\_ After you have collected all of the orders, Did you properly fill out the Chorus order form and tally the proper shipping  
(total # of Individual order forms X \$0.50) example- 20 order forms = \$10.00
5. \_\_\_\_\_ Please remember to bring the Order form to competition. Hand the form to the Photographer when you enter the photo room. If your photo is taken onstage please give the form to your Director or President. They will turn it in at the Chorus briefing Friday.

**Sweet Adeline Chorus Photo Chairman's Summary Sheet (For your use only)**

Name	8x18	8x16	8x14	8x12	8x10	5x7	4x5	Wall	Total\$
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Sub-Total

**Page Two**

8x18 8x16 8x14 8x12 8x10 5x7 4x5 Wall Total\$

**Totals**