Getty Images Instagram Grant
Frequently Asked Questions (FAQ) Competition
Updated April 2015

Purpose
The purpose of this grant is to support photographers using Instagram to document stories from underrepresented communities around the world. We recognize that Instagram has introduced new opportunities for emerging voices, outside the mainstream media, to create and share projects of social importance. This grant provides financial support and mentorship to amplify their impact.

Overview and Key Information

• Applications will be accepted starting May 7 and are due by 11:59 p.m. GMT (London Time) on June 4, 2014.

• The winners will be announced in September.

• Complete information about the Getty Images Instagram Grant, and about the entire Getty Images Grants program, is available at: www.gettyimages.com/grants

Applying for the Getty Images Instagram Grant

1. How do photographers apply for the prize?
Complete grant and application details are available at here.

2. Who can apply for the Getty Images Instagram Grant?
Photographers utilizing Instagram to tell stories of social importance in regions of the world underrepresented in the mainstream media.

3. What are the application and submission requirements?
An online entry system is available at http://grants.gettyimages.com/instagram. In summary, each applicant submits a very short written description of their approach, style, the stories they have covered using Instagram, a selection of imagery from their Instagram account and their biographical information. All information must be submitted electronically.

4. Must imagery submitted be taken on a mobile device?
Images can be captured on any type of camera, mobile or otherwise.

5. Can images submitted be the original files or must they be the files uploaded to Instagram?
Images submitted for consideration by the judges must be from the applicant’s Instagram account. Please be sure to follow the naming convention detailed on the application site when uploading images. Please also include a direct link to the image on your Instagram account within the caption field. More details and exact uploading instructions can be found here.

6. Who are the judges and how are they chosen?
Notable professionals in the field of photography, who are not employees of Getty Images, are invited by the Getty Images team to serve as judges. A list of judges is available at the grants website.

7. What is the judging process?

• Entrants submit their application through an online application system.

• Applications that meet the entry criteria are then sent to the judges for independent review.
• The judges will meet for a collaborative session to review and discuss applications and to select the grant recipients.

• Grant recipients will be notified after the final judging in July and announced in September

8. What is Getty Images’ role in the judging process?
Getty Images strongly believes that our role is that of facilitator, bringing a range of applicants to a selected group of industry experts who then choose the best entries. We intentionally do not influence the judges’ decisions.

9. It seems likely that judges could easily recognize certain portfolios – does this influence the judging in any way? It is possible that the judges will recognize the portfolios of certain photographers. As the grant is awarded based on existing work, the judges will be carefully reviewing each applicant’s portfolio, along with their goals and approach to photography and their innovative use of Instagram. Therefore the photographer’s previous work is essential to the final decision.

The Details

10. Why does Getty Images offer a grant to photographers working on Instagram?
Getty Images is dedicated to excellence in photography and recognizes Instagram as a powerful platform for visual storytelling. Photographers around the world are experimenting on Instagram and we want to encourage and support that work. Getty Images is excited to offer the first major grant in support of talent in this emerging field of photography.

This grant is a new part of our expanding grants program which also includes the Prestige Grants, Grants for Editorial Photography, the Getty Images and Chris Hondros Fund Award and the Emergent Talent Award. Read more about the complete Getty Images Grants program here: www.gettyimages.com/grants

11. How do photographers benefit from the Getty Images Instagram grant?
The program is positive for everyone who chooses to participate. All applicants benefit by having their portfolios reviewed by a panel of high-caliber industry experts. Judges are provided with applicants’ contact information, after the judging, on request.

The winning applicant benefits by:
- financial support for the continuation or creation of Instagram based work
- mentorship from a Getty Images staff photographer
- exposure of their work and talent to the judges and to the industry
- press and media recognition

12. Are there restrictions on how the grant money can be spent?
The funds can be used to cover a wide variety of expenses that will enable photographers to carve out the time they need to continue to produce their projects on Instagram within underrepresented regions.

13. How will grant winners’ work be promoted?
The winning photographers’ work will be announced with a Getty Images press release, exhibited at Photoville in New York and displayed on the Getty Images grants website. The winning photographers work may be featured in a photo essay on http://stories.gettyimages.com/ at the discretion of Getty Images and with the permission of the grant recipient, thereby providing grant recipients with additional exposure.

In addition, the winning photographers will benefit from media exposure around the program, including our various social media channels. Images will also be archived on the Getty Images site at www.gettyimages.com/grants

14. Must the prize winner agree to have their work marketed by Getty Images?
No. The prize recipient may market their imagery however they like.

If your question is not answered here, please send it to grants2@gettyimages.com