



## SUBMISSION GUIDELINES

Get your Arts In!

Creative Pinellas is excited to launch *Arts In*, a new video platform to showcase Artists, Arts Organizations and Arts and Culture experiences in Pinellas County. Our goal is to curate an easy-access, one stop source of high-quality online arts and cultural experiences developed by the creative community here in Pinellas County that people can enjoy and share. Be it music, theatre or opera performances, gallery tours, artist talks, literary readings, wearable art shows, or classes for adults, families and children, let's connect community! Arts In has a categorized interface, will live on [Creativepinellas.org](http://Creativepinellas.org) website, utilize YouTube/Facebook, has dedicated marketing and outreach to diverse audiences and credits/link all produced video content to the artists participating.

Would you like to submit your Arts & Culture programming to be included on Arts In? Please read below on the guidelines for participation and the submission process.

### General Arts In Guidelines

- Recommended length is 5 mins to 60 mins. Please reach out to us in advance if your content is longer.
- Submissions are chosen in alignment with the mission and programming of Creative Pinellas. While there is "Art" in many areas, submissions with a focus on food, healing modalities, science or exercise will not be approved.
- Content submitted must be relevant to Pinellas County. It can be produced by an artist or arts organization living and or working, as defined as having residency or registered business/non-profit status in Pinellas County. Content can take place in Pinellas County as long as it includes a Pinellas County Artist or Artist Organization; it can be about Pinellas County or It can be a show or program that was scheduled to appear in Pinellas County.
- Submissions should contain full programming content. Commercial advertising or "sizzler reels" for artists or art organizations will not be accepted.
- Artists need to be over 18 years old or have written permission from a parent/guardian through the submitting artist/art organization to use the content on *Arts In* included with submission. This does not include videos where minors may be seen in passing but not identifiable, i.e. part of the audience, spectators, etc.
- Creative Pinellas does not provide an education on how to create art. At this time, there is no arts education component on *Arts In*. Content related to the business of being an Artist/Arts Organization can be submitted to Leigh Davis, Arts & Culture Outreach Manager, at [leigh.davis.creativepinellas.org](mailto:leigh.davis.creativepinellas.org) for consideration in the Opportunities section of the Creative Pinellas website.
- Submissions will be reviewed according to all Arts In Guidelines. Please note that not all submissions will be approved. If your submission is approved, we contact you with a prompt to submit your headshot/bio and invoicing instructions. Delay in submitting follow-up documents may cause delay in air date, marketing efforts and /or payment processing.

## Produced Video Quality Guidelines

Content you submit to Creative Pinellas must meet the following Creative Pinellas Quality Guidelines:

- The least minimum amount of editing necessary to create a positive viewer experience.
- Clean audio that can be clearly heard and easily understood.
- In focus, well framed, reasonably well lit video imagery, a steady hand at the camera (or if there is movement, the movement is with a purpose.)
- Narrative content that is understandable and coherent and in alignment with the length of the video submitted.
- Of course, these are just the basics. We would encourage you to have the highest production values possible.

## Livestreaming Quality and Content Guidelines

- All livestreaming video events on the Creative Pinellas video portal must abide by all of the content guidelines outlined above.
- Proposals for livestreaming events should be submitted in writing to [ArtsIn@creativepinellas.org](mailto:ArtsIn@creativepinellas.org) and include an outline of planned content and logistical and technological plans (e.g. what software, social networks will be used, devices to be used for video/audio broadcasting, etc.) Every livestreaming video event on the Creative Pinellas video portal must be submitted for approval at least 7 business days before the proposed livestreaming date and be approved by Creative Pinellas.
- Failure to abide by the content guidelines outlined above could result in a content creator no longer being allowed to livestream events on the Creative Pinellas video portal and/or submit videos to the portal.

## Other Guidelines

The content you submit to Creative Pinellas must comply with the quality guidelines above and the law.

Some issues that could lead to your content not being featured or could lead to your content being removed includes, but is not limited to:

- Nudity or sexual content
- Harmful or dangerous content
- Hateful content
- Violent or graphic content
- Explicitly political content that
  - Specifically supports (or denigrates) a political candidate for office or an elected official
  - Is created to specifically generate a political action from the viewer (i.e. to attend a political event, vote a certain way, contact an elected official, etc.)
- Harassment and cyberbullying
- Spam, misleading content or scams
- Threats
- Material you're not authorized to use or for which you don't own the copyright
- Content that compromises someone's privacy
- Content that does not comply with the law

The above is a guideline to aid users in selecting which content is appropriate to submit. However, Creative Pinellas reserves the right to remove any content for any reason.

## Compensation Structure

In an effort to highlight the diverse range of Pinellas County Artists, not every video submitted to *Arts In* will be approved. Submissions that are approved, as of 4/20/20, will be compensated according to the following schedule:

CATEGORY	AMOUNT
5-15 mins of content	\$35
16-60 mins of content	up to \$75*
Original/Premiere Content	\$150**

\*TBD by Creative Pinellas based upon production (lights, sound, camera angles, etc.) quality.

\*\* Submissions must be in conjunction with or a part of an *Arts In* partnership.

All approved submissions will require a W-9, ACH info and an invoice prior to payment.

## Participation

- You retain ownership rights in your content that you submit to Creative Pinellas. Creative Pinellas does not own your content submitted to the service.
- By providing content to Creative Pinellas, you grant to Creative Pinellas a non-exclusive, worldwide, and royalty-free license to use that content for the Creative Pinellas Content Service as well as the marketing and promotion of that service.
- Content is the legal responsibility of the person or organization submitting content to Creative Pinellas.
- Creative Pinellas is under no obligation to include, feature or host content.
- By accepting the terms of this agreement, you also understand that Creative Pinellas may discontinue or change this service at any time.
- If you are submitting your content on behalf of a company or organization, that organization accepts the terms of this agreement.
- Creative Pinellas will credit, tag, and/or link to your website/SM. Participation on the portal in no way limits or precludes your own use or marketing of the programming that you share. We see Arts In as a way to extend the outreach and audience building methods you are currently/planning on undertaking.

## Removing your Content

- You may remove your content at any time by sending an email to [artsin@creativepinellas.org](mailto:artsin@creativepinellas.org)
- If you no longer have the rights to your content or material in your content after it has already been uploaded, it is your responsibility to contact Creative Pinellas to remove that content.

## Liability

- The content submitted to the Creative Pinellas video portal is the legal responsibility of the person or organization who submitted it.
- The opinions expressed in the content submitted to or featured in the Creative Pinellas video portal do not necessarily reflect the views of Creative Pinellas or its staff.
- Our liability shall be limited to the fullest extent permitted by applicable law, and under no circumstance will we be liable to you for any lost profits, revenues, information, or data, or consequential, special, indirect, exemplary, punitive, or incidental damages arising out of or related to these terms or the Creative Pinellas Service.
- The Creative Pinellas Arts In video portal is a service provided as-is and we can make no guarantees that it will always function, be error-free, secure, or function without interruptions.