

# Minnesota Furs



## Introduction

A photo says a thousand words, and Photography is a very important visual way for MNFurs to promote our events and mission.

We are in need of a Co-Head to the Photography Department to assist the Photography Head for MNFurs. This is for any on-going MNFurs events such as Romps, Picnics, Oval Meets, Holiday Party and Midwinter Frolic.

This documentation will outline the department-specific roles and responsibilities. Also to be outlined are additional tasks such as helping provide content and help foster new talent within our photographers in our community.

As a Photography Co-Head you would be assisting me with the following tasks, in times where photography's resources are needed, such as to cover specific requested shots and provide a better variety of photos for social media posting and online galleries.

## Basic skills we are looking for

- Someone who owns their own photography equipment and is comfortable using it. MNFurs will not pay for gear purchases or rentals so its up to the volunteer staff to provide their own equipment.
- Someone with a drive for photography. The photography lead is willing to help train someone but they need to have the passion for taking photos and honing their skills
- A basic knowledge of the internet and technology.
- Ability to work with the Head of Photography and future staff photography members as a Team.
- Part time availability to volunteer a few hours a month to help out as needed - both for taking photos at events and post processing, working with social media, managing requests and assisting with any online activities such as Photo challenges.

## Wandering Photography needs at MNFurs events

A primary reason for having another staff member in the photography department is to have additional wandering photography coverage to help document our events. We find it useful to have a pool of photos from our events that we can guarantee will be uploaded in a publicly accessible gallery in a timely manner.

- Work with the events team to provide photography coverage at MNFurs events as appropriate and requested.

- Coordinate staging of big group shots at events specifically:
  - Finding a good location for the group photo at the event before
  - Working with events to determine a time for the group photo
  - Announcing the group photo to the attendees
  - Lining up all members who wish to be in the photo, staggering individuals to avoid people from being blocked in a photo as much as possible.
  - Taking multiple photos of a group shot, and allowing time for community members to get their own photos in.
  - Dismissing members lined up for the group shot when done.

### **Official Photo Requests/Shot Lists from Communications for promotional material**

When Communications or Events makes a request for a specific shot or list of shots that they wish to be taken at our events there are a few things that need to be considered and kept track of. This includes:

- Determining if this request is for a social media post or other electronic media need or for a physical media that is to be printed such as the rolling banner we are now have at our in-person events.
  - If its a request for an electronic media need we can pull from our archives from past events or tag it as something to prioritize to get at the next event which would have the subject present.
  - If the request is for a Physical Print, we need to get a signed waiver for a photo release of all persons involved before the photo can be submitted for use for the printed material. With releases in hand photography can then stage a photo that includes the individuals who have agreed to have us use their likeness in a physical print that may be used on something that will show up at all future events for years to come.
- Keeping the shot list you are assigned in mind while taking photos at an event. You are still welcome to take photos of other subjects, but when given a shot list we'd request that you get at least a few photos of as many items on the shot list as you can.

### **Managing requests for edits or take-down of photos used for digital purposes**

All photos uploaded by the photography team to official online resources (such as Twitter and the MNFurs Website gallery) have an "opt out" clause meaning people can contact MNFurs and request removal or edit of the photos that include the person who does not wish to be in photos.

- Monitor the [Photography@mnfurs.org](mailto:Photography@mnfurs.org) e-mail for take down requests submitted directly to us.
- Respond to requests forwarded to us by other staff members (such as those forwarded by the events team who were contacted instead or were forwarded from the info @ form)
- Ask the person for links or file names of the photos they wish to be edited or taken down
- Determine if the photo can be edited instead of being taken down, for example a photo where the person is just in the background or off to the side we may be able to crop or blur them out. In this case, always ask the original photographer to perform these edits and re-submit an edited version of the photo that web or communications can overwrite.
- Determine who took the photo. Most of the photographers who have submitted photos to MNFurs in the past have a watermark. If no watermark is present, do as much research as we can to find the photographer who took the shot and notify them of the request.

- If the person can't be edited or cropped out, work with web and social media to get it taken down as requested.

### Using community members photos to help promote events

We have a large community with many skilled photographers. One of the goals of the photography department is to work with these members and give them the opportunity to share their photos..

- Respond to any requests sent to the Photography@mnfurs.org e-mail for community members who are interested in sharing their photography on our website or use on social media.
- If we see photos in a personal photo gallery of an event where we would like to have additional photos of, contact the photographer who took them and ask if they would be willing to let us use some of their photos.
- Work with Web and Communications to get the community photographer's photos uploaded. Make sure to communicate the photographers Alias/preferred name so we can give them credit when we use their photography..

### Providing Content and Events for our community Photographers

Another goal of the MNFurs Photography Department is to create events and virtual content to cater towards the photographers in our community as a valued interest group within MNFurs.

- Photo Challenge: A recurring virtual activity for our photography community spread across the state. Community members are given a theme to look for photos (or take new ones of) of a specific subject. The photography co-head would help me manage this challenge and promote it.
  - Determine a theme/ subject for the challenge. Themes can be a subject or a method of photography such as Animals or Photos taken with a Flash.
  - Set a time frame for the challenge: how long people have from the theme being announced to gather or take photos, when the submission period opens, and when the submissions close. Set aside time for the community members as a whole to view, vote and comment on the submitted photos.
  - Work with communications to send out the appropriate posts to notify the community members of the theme and
  - Moderate the incoming submissions. All photos submitted to the theme challenge need to meet the MNFurs Code of Conduct.
  - End the contest. Go through the submissions to determine the most popular/ ranked photo.
  - Work with communications to announce the winner of the Theme Challenge.
  - The Photography Co-Head will need to **sign a no conflict contract** with the MNFurs Board as they will have access to MNFurs web resources in order to create and run theme challenges.
- Physical Events for the Photography community: Provide on-going physical events for our photographers. The Photography Department Co-Head would assist me with brainstorming ideas and running these events. These include events such as:
  - Photography Walks
  - Photography Classes and how-to sessions
  - Pursuit Photoshoots

## **Conclusion**

I hope that the above lays out what the Photography Department does and the duties of a Co-Head would be, For those of you reading this who might be interested or have additional questions in being considered for the Co-Head position or even future Photography staff please email [Photography@mnfurs.org](mailto:Photography@mnfurs.org) and we will respond and review your interest and follow up.

*Chris Bonniwell "Yarrick"*