

## **Job Description**

### **Alaska Wild Coordinator and Committee**

Communicate with the Board of Directors, the *alaskaWILD* committee, and the club members on the status of and any issues involved in the *alaskaWILD* program.

#### **1. Contest Prep (items 1-16):**

1. Research and screen potential jurors (un-biased/not familiar with ASONP member's images & preferably out-of-state), juror should be able to meet all deadlines, and agrees to stipend amount.
2. Juror contract signed by ASONP and juror. Include details from schedule (see #7 below). Workshops to use separate contract. Upload to BOD *alaskaWILD* folder.
3. Obtain juror bio & photo by schedule date (see #7 below) and upload to Dropbox / Outreach Committee Folder prior to contest for publishing on website, E-news, and social media to insure maximum participation in the contest.
4. Update rules of submission for new contest. Confirm exhibition printer & print pricing. Confirm ASONP costs are covered (spreadsheet) and submit them to the Board of Directors for approval.
5. Upon receipt of rules approval, upload to Dropbox / Outreach Committee Folder for publishing on the *alaskaWILD* web page / contest page.
6. Keep copy of rules on *alaskaWILD* main web page year-round, so anyone (particularly non-ASONP and new members) interested in contest can familiarize with what to expect & understand category descriptions ...etc, well in advance of the contest submissions timeframe. Highlight to club in e-news and on website that a final rules update will be posted prior to the contest opening.
7. Produce contest schedule and list of completion deadlines that includes Phases One (juror), Two (photographers), and exhibition prep. Upload to Dropbox / Outreach Committee Folder for publishing on contest web page and E-news. Outreach Committee to post "news" reminders regarding important dates/deadlines regularly; also mention at club meetings.
8. Create & Upload to Dropbox / Outreach Committee Folder a contest reminder announcement (postcard style saved as a jpeg with colors or graphic to draw attention) for use on website, E-news, and social media to insure maximum participation in the contest.
9. Market the contest year-round beyond ASONP members. Including posting flyers/postcards on public bulletin boards and at potential tourist locations.

10. Send contest submissions reminder announcement from *alaskaWILD* email address to all club members inviting them to participate (a few weeks before contest opens).
11. Work with Glenn to update/tweak Membership Works contest entry portal, payment & automated submissions receipts.
12. Work with Glenn & Ken Baehr to prepare contest entry & educational content (how to videos for preparing files & other Helpful Hints) and upload to Dropbox / Outreach Committee Folder for publishing under *alaskaWILD* Helpful Hints sections, YouTube?, promote access on E-news & social media.
13. Communicate with Alan to setup new (current year) contest page tab well in advance of contest submissions opening. Post contest dates announcement, juror bio & pic, rules, contest schedule and helpful hints & educational videos. Refer to page/tab when promoting contest.
14. Update manual entry forms and create as PDFs, then upload to Dropbox / Outreach Committee Folder for publishing on the *alaskaWILD* web page / contest page.
15. Glenn creates new dropbox *alaskaWILD* private folder for contest entries and details and sends access link to *alaskaWILD* coordinator.
16. Glenn & Alan prepare & activate/de-activate contest page links on the designated begin & end contest dates.

## **II. Phase One - Member Submissions and Contest (items 1-6):**

1. As photographers enter the contest, check that entries comply with the rules. Lesson learned - be diligent at entry, otherwise many problems arise from non-compliant issues crossing into Phase Two. Honest mistakes are made; however, most are made when people are in a hurry and don't double-check themselves. Potentially give the *photographer* a chance to correct issues while contest submissions are open (or note to disqualify image if not corrected when contest closes). Also check for title typos, metadata, and duplicate entry mistakes from entry form. These details add up later and create much more work than necessary.
2. Along with #1, review digital image files sizes for rules compliance using pixel dimensions. Images must be exact size (and resolution) printing dimensions from rules to avoid judging, cropping, and printing headaches. (Glenn creates dimensions list or coordinator helps - depending on available time prior to deadline of sending images to juror).
3. Monitor *alaskaWILD* email and answer any entry questions.
4. Resolve technical entry issues & (if necessary) communicate via E-news and website.

5. Print entry forms (Glenn emails to *alaskaWILD* address) and download images from Dropbox (as contest backup files) and organize by category into folders. It's helpful to do this as entries come in because it streamlines/saves time for double-checking details once the initial spreadsheet is generated prior to submitting to the juror, and for creating the exhibition materials, book, slideshows etc... It's also helpful to create separate photographer folders with copies of their images and entry forms for easy access during Phase Two notifications, updating Phase Two spreadsheet details & receiving required items or answering questions.
6. Confirm contest dates with juror (reminding that images will be arriving soon).

### **III. Judging (items 1-11):**

1. Receive contest entry spreadsheet data from Glenn. Separate image information in Excel sheet (as part of master spreadsheet) by single image - line by line without photographer info. Also separate all photographer entry information into columns on an additional sheet (intended to be the master spreadsheet). Carefully double check for errors and typos again.
2. Once the contest submission period closes Glenn will strip name metadata from images and create customized Lightroom instructions for the judge's viewing. Glenn also color codes images in LR by category.
3. Work with Glenn to perform another double-check review ensuring all images are included, comply with the rules, and no identifying photographer information is transmitted to the judge.
4. Transmit images to juror along with LR customization instructions & judging guide. (template) via WeTransfer or Dropbox.
5. Receive judged images and juror show statement by stated deadlines in schedule/contract. Upload statement to Outreach Folder after winners are announced later.
6. Communicate with juror for judging questions and (if necessary) utilizing Reserve List images (show is finalized after Phase Two payments are received on time).
7. Update master spreadsheet to indicate final juror selections. Create excel sheet (in master spreadsheet) for show selections/photographers only and add columns for Phase Two requirements compliance, exhibition pricing, and exhibition payments & printing file retention info etc....
8. Prepare prize list with image thumbnails selectees, category winners, and honorable mentions for juror announcement (and posting on web and e-news. Upload to dropbox Outreach Folder after club presentation). Template.
9. Ask if juror would like to be paid ½ of contract stipend (as determined by the Board of Directors) once judging is completed (or receive full amount after juror

lecture has been given at awards presentation club meeting). Ask treasurer to mail check if juror would like partial payment.

10. Prepare and email from *alaskaWILD* address, by stated schedule deadline, the selection and status notification letters for all photographers who entered the contest. Possibly include image thumbnail as reminder for HIGTS descriptions. Limit HIGTS to 100 words or less (space is limited on wall signs and in book). Include Phase Two required information details & deadlines and exhibition printing amounts for photographers selected for inclusion in the current *alaskaWILD* exhibition.
11. Keep contest results private within the *alaskaWILD* committee until officially announced.

#### **IV. Phase Two – Photographer Requirements (items 1-7):**

1. Receive HIGTS descriptions for all show selected images via *alaskaWILD* email by stated deadline. Check for typos/word count and have photographer correct prior to deadline.
2. Receive optional image signature files prior to deadline (uploaded to Dropbox via link in notification letter). Double check that no changes (especially image cropping) have been made.
3. Glenn will send exhibition printing invoices by deadline to Phase Two photographers who have met all requirements. Payments are also due by deadline, otherwise work with juror to determine substitutes from Reserve List images. *Note from experience, you will not have success collecting #1-2 if payment is received prior to obtaining requirements from photographers.*
4. Update spreadsheet as requirements & payments are received.
5. Create show inventory list (with thumbnails /use template) for exhibition printer and deliver digital image files for printing with payment by stated date.
6. Modify inner liner envelopes & Gallery Pouches (as necessary) and update Gallery Pouch labeling prior to picking up printed exhibition images.
7. Pick up exhibition images by deadline and double check that images are correct orientation, without blemishes, and have good color quality. Also check hanging wire ends are properly secured (to avoid cuts on hands), and that there aren't any sharp edges on the inset frames. Tape inset corners (if necessary).

#### **V. Exhibition Prep, Venue Coordination & Traveling Show (items 1-36):**

1. Contact venues to arrange for the show exhibitions, noting that some schedule 12-18 months in advance. Some require applications (ok to use previous shows as samples).

2. Obtain install & demount dates at time of booking and get idea of best times to work at venue when least busy. Confirm again prior to actual exhibition. Be aware that many venues expect install & demount very close to beginning and end of the month (some with opening receptions) – this can make the schedule tight for volunteer help and create possible overlapping conflicts. Note distance between venues and install/demount dates. (venue spreadsheet)
3. Complete any venue applications/requests and/or contracts. Upload signed copies to BOD *alaskaWILD* dropbox folder.
4. Communicate exhibition schedule dates to webmaster for inclusion on *alaskaWILD* web page and ASONP events calendar. (events spreadsheet)
5. Confirm venue dates & times several months prior to exhibition month(s), especially if scheduled 12-18 months in advance. Schedule volunteers (or install/demount team) for the set dates. (volunteer spreadsheet) Install average 2-3 hours, demounts average 30-45 mins.
6. Confirm venue & volunteers (again) a week or so prior - in case staffing, work times and entry access, equipment needs (purchase supplies: command strips, nails) & etc... have changed. Some venues provide ladders.
7. Create & print exhibition labels for back of prints & attach to each image. (template and spreadsheet)
8. Create and print image wall labels from template (& possibly 2<sup>nd</sup> set with awards, to be posted after announced - if show is installed prior to awards).
9. Create and print image HIGTS wall labels from template (& possibly 2<sup>nd</sup> set with awards, to be posted after announced if show is installed prior to awards).
10. Update People's Choice Voting ballot box label. (template).
11. Update, print, and cut voting ballots. (template). Average 100-200 per month depending on venue foot traffic. Ask about tourists when scheduling.
12. Create & print tabletop and wall signs to encourage People's Choice Voting. (templates).
13. Create & print exhibition participant framed poster for display with the exhibition. (template).
14. Obtain new print & book QR codes from Glenn.
15. Create & print sales information signs for display with the exhibition (template).
16. Create, print & cut sales information take away slips describing to customers the ordering procedures for prints & books with online link addresses and QR codes (template).
17. Laminate wall signs & labels to avoid multi-use damage/fingerprints.
18. Prepare Venue info packet/binder – leave/pick up at each venue during exhibition. (5-7 templates). Update (as necessary) between venues.
19. Update & print traditional order forms from template (for venue packet) in case customer requires other ordering method. Venue will text or email a picture of

order form to *alaskaWILD* coordinator, who then passes it on to Glenn for processing.

20. Create and proof exhibition book. (Use Photoshop or InDesign with MagCloud template). Additional proofing person is helpful. (master spreadsheet, juror bio/pic/show statement, show images & HIGTS).
21. Upload book PDF to private Dropbox. Glenn places order for proof copy and after any revisions, then orders final book copies. Allow enough time for edits, printing, and mailing books to ASONP. Give books to Honorable Mention winners at awards presentation (and juror).
22. Prepare one copy of book for venue display (with assigned image voting numbers). ASONP has small display stand.
23. Create show postcard and arrange for printing at UAA Print Shop with non-profit discount. (InDesign or Photoshop template and output as professional printer PDF)
24. Create venue show announcement (jpeg) for social media, upload to Dropbox / Outreach Folder, and email to venue when confirming install. (Except if winners have not been announced for first show, then email to venue after winners are public). Venues will also post on their social media pages.
25. Create, print, and post and/or hang any additional venue requested posters/promo materials.
26. Coordinate with venues to interface with their promotional programs for First Friday/Saturday events and other promotional activities.
27. Transport to/from & install/demount show at venues with volunteer assistance.
28. Take venue install photos and upload to Dropbox / Outreach Folder for club media posting.
29. Arrange for any wholesale contracts for book purchases. (Stewarts, etc...). Provide invoice and deliver books. (books spreadsheet)
30. Purchase, prepare and submit receipts for reimbursement of expenses, i.e. exhibition supplies, local printing (not exhibition prints), transportation (mileage and/or ferry) or other board approved items.
31. During exhibition: provide updates by venue of print sales by photographer, book sales, & People's Choice voting to be posted by the Outreach Committee e-news.
32. Confirm with Glenn & venues regarding final book & print sales. Provide venue commission rates to Glenn. (venue spreadsheet)
33. Communicate with Glenn to resolve customer issues and/or resolve replacement if exhibition prints are damaged at venue. Some venues carry insurance.
34. At end of show schedule, separate ballots by photographer voting # and distribute with exhibition prints return.
35. Coordinate exhibition prints return. Schedule pick up date and location, announce in e-news and at club meetings, send email reminder to photographers.

36. Coordinate mailing non-local prints to photographers. (Photographer expense).

**V. Award Announcements & Juror Presentation (items 1-17):**

1. Schedule awards & juror lecture presentation, notify and invite recipients, contest participants, and club members.
2. Discuss with Board schedule/time allowed for awards & juror presentation.
3. Communicate with E-news editors to promote awards event & the venue exhibition schedule.
4. Coordinate with juror for contest lecture and awards presentation times & details.
5. Glenn prepares 2 slideshows of all entries and the traveling exhibition for presentation at awards event.
6. Proof slideshows: check for correct inclusion of all images (and correct portrait/landscape orientation), with name spellings, categories, and awards. (master spreadsheet and image folders).
7. Glenn prepares PhotoShelter gallery with ordering details.
8. Proof PhotoShelter gallery for correct show images, orientation, and price/sizing details. (master spreadsheet).
9. Provide juror a prize list with image thumbnails, categories & photographer's names for award announcements.
10. Glenn to supply award checks for presentation to category winners.
11. Glenn provides check to juror for contest judging & lecture contract. Give juror exhibition book as thank you.
12. Prepare exhibition books for all honorable mention award winners. (Envelope marked with award, category, image title and photographer's name).
13. Collect and tabulate cumulative winner of People's Choice ballots. (spreadsheet).
14. Upload show images, prize list, and HIGTS descriptions to dropbox Outreach Folder for club publications.
15. Communicate with Alan to post Best of Show & People's Choice images and update the *alaskaWILD* web page on the ASONP web site after awards presentation with prize list, gallery/purchase links and install photos. (website spreadsheet)
16. Alan to post juror lecture video on ASONP blog.
17. Glenn mails books and checks to winners/juror not in attendance.

Workload Suggestion:

**Glenn's Assistant:** Help Glenn with LR & PhotoShelter, slide shows, Proofreader for slideshows, spreadsheets, PhotoSshelter, exhibition materials, etc., print & book sales customer support liaison (with Glenn) for venues/customers when questions/issues arise. Confirm venue commissions, confirm payments to photographers, mail checks and books, maintain expenses & sales spreadsheets and upload to BOD Dropbox for meeting reports/review, provide updates to Outreach Committee on venue sales for e-news (highlight name of photographers with # of prints sold & tally of books sold), handle wholesale book sales. Help with print returns.

**Main Coordinator:** Work with all positions to maintain communications/schedule/continuity as overall *alaskaWILD* Coordinator, handle email account, create schedules & handle all contest prep, run contest, answer contest questions, obtain Phase Two requirements from photographers, prepare & update contest spreadsheets, create show inventories, create prize lists, handle exhibition printing details, coordinate any club educational content/videos for contest.

**Install & Demount Coordinator:** Have access to email account, handle scheduling/reminders of venues & volunteers, be point person responsible for show at venue by curating show install, directing volunteers, and being a liaison with venue owner/manager & Glenn/assistant re: show logistics and sales details - including venue commissions, take install photos and upload to BOD dropbox Outreach Folder, print as needed (or communicate with Graphics Person) to create more People's Choice voting ballots, tally & update voting spreadsheet/provide results for award, provide updates to Assistant & Outreach Committee on voting tallies by venue for e-news, coordinate returning show prints & voting ballots to photographers at end of show.

**Graphics Person:** Create/update all exhibition & transport materials (Main Coordinator assist with transport materials), social media announcements, postcard design & printing, exhibition book, upload all promo materials to Dropbox / Outreach Folder.

**Marketing/Promotion Person: (or Outreach Committee)** Hang show posters/postcards/announcements on local bulletin boards (replenish as needed), connect with tourists/students/new members. Attend First Friday/Saturday venue receptions. Fulfill venue requests for lecture/presentations/workshops. Generate contest and membership participation. Coordinate club awards party at venue? Liaison between Install/Demount Coordinator and Outreach Committee for *alaskaWILD* content/updates/announcements posted to web, social media, and e-news. Go to installs, take photos and upload to Dropbox / Outreach Folder. Write articles/paragraphs regarding the show's success at the venues (include sales summaries), maybe interview customers or venue staff??? Possibly solicit businesses to advertise in e-news/website, or sponsorship of club?



