AMP Operations Manual

Table of contents

Ignition Job Descriptions

When posting an ad on the Apo website announcing job openings use these descriptions. In years past there have been cases of people getting into roles having underestimated the amount of work required. If these descriptions sound overly scary that is intentional.

Photography Manager (Lead)

Photo Manager is primarily a leadership and management position, if your main interest is taking photos we would love to have you as a Spark or volunteer photographer.

This department relies heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

Primary responsibilities:

- Organizing and maintaining the official photo archive on Flickr. After the event photo volunteers will dump thousands of photos on you, which photo manager is responsible for organizing, editing, and uploading to Flickr. This involves a considerable amount of time in the month after Apogaea.
- Managing volunteer photographers and photo privacy education volunteers at the event itself. Photo dept typically has volunteers working every day during the event, it's Photo Manager's responsibility to manage volunteers by meeting with them at the beginning of their shifts and providing them with direction about what do shoot during their shifts. Photo manager is responsible for tracking who shows up and who flakes on their shifts.
- Throughout the year Apogaea will hold events around Denver that you need to photograph, these may include leadership retreats, board meetings, special presentations, or the Art Fair. When another department comes calling on you to shoot/support/document an event, you need to be there for them. This happens throughout the year.
- Answering questions about photo policy / privacy policy that may come up at any time during the year. Apo has had issues with privacy/consent in the past, photo lead should be vigilant about striking a balance between protecting the privacy of event participants while also helping using images to share the values of Apogaea with the default world. At the event the photo lead manages volunteers who help chat-up and educate photographers about consent/privacy. Apogaea makes extensive use of Creative Commons for licensing intellectual property. Familiarity with Creative Commons is a plus.

Collaboration with many other departments is required throughout the year:

- Art Grant Committee – CATS typically asks for copies of photos documenting granted artwork.
- The Board – At random points during the year The Board may have questions about photo policy or our privacy policy, they will come calling on you to educate them on various photo issues.
- Telemetry – The communications/PR department typically pulls photos for the website from the flickr photo archive, which you are responsible for maintaining. They sometimes require assistance navigating the archive or have special requests.
- Survival Guide – You are responsible for reviewing the paragraph in the survival guide about photo policy and our privacy policy. The Survival Guide lead will also need access and assistance with the flickr photo archive since it's gotta have pretty pictures in it. This is mainly January-May.
- Volunteer Database – You are responsible for reviewing and setting up the photo dept shift slots within Apo's online volunteer database. As volunteers sign up for shifts in the months leading up to the event you need to answer questions that arise.

Apogaea relies heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

If this hasn't scared you off and you still wish to apply, please tell us a bit about your experience with the following:

- Directly managing volunteer staff at Burn events.
- Organizing and maintaining electronic photo databases.
- Photography, particularly shooting people and nighttime conditions.
- Previous project management or other cat-herding experience within non-profit organizations.

Additional application questions:

- As photo lead you receive an email from a photographer saying an image they shot is being used on the Apogaea website without their permission and they have no idea how it got there, what do you do?
- On the night of the burn both volunteer photographers scheduled to work that night fail to show up for their shifts that started at 6pm, what do you do?
- Some burns hand out "do not photograph me" wristbands for people to wear who do not want to be photographed, Apogaea has chosen not to use this system, what are some possible reasons for this?

Send applications to AMP@apogaea.com

Survival Guide Lead

All positions in this department rely heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

Survival Guide lead is the single person responsible for assembling and laying out the Survival Guide book.

Using the previous year's Survival Guide text a jumping off point, as lead you are responsible for opening this year's guide text for editing by all departments in January/February. Comments and markups are done via Google Docs. Many departments are slow to edit their respective sections and you will have to harass some departments repeatedly to edit their sections.

Survival Guide lead must take final text must be taken to the board for approval before page layout begins.

Survival Guide lead takes approved text and designs and lays out an attractive, artistically inspired booklet, this task must be completed by late April / early May. This typically involves working with the photography lead to pull images/artwork from the Apogaea photo archive.

Historically the ultimate product has been a "pretty to look through" color version and a second version that is more easily printed and read on a BW 8.8x11 printer. Both files must be PDFs.

This is a mission critical position, Apogaea can not happen safely without Survival Guide information being disseminated on time to the community.

Applicant does not need to live in the Denver area.

When applying please tell us a bit about your experience with the following:

- Collaborating online and working remotely.
- Layout and design of beautiful multi-page documents.
- Previous project management or other cat-herding experience within non-profit organizations.
- Working within tight deadlines.

All positions in this department rely heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

Send applications to AMP@apogaea.com

WWWW Lead (Who What Where When)

All positions in this department rely heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

WWWW lead is the single person responsible for assembling and laying out the Who What Where When booklet, this book is typically 30-50 pages with many hundreds of events listed.

The online registration database (run by a separate department) typically closes +/- 30 days before the event, at that time the WWWW lead needs to take all of the raw information received, make sense of it weeding out duplicate entries and such, and assemble it into that pretty and easy to read handbook we know as the WWWW.

Lead must commit to finishing booklet BEFORE work-weekend, that is the weekend prior to Apogaea. Time between database closure and work weekend is approx 20 days for this task to be completed.

Booklet design must be a PDF file easily printed on a BW 8.5x11 printer by event participants. (If you are interested in creating something pretty, Survival Guide may be a better fit for you, that's part of our department too so drop us a line.)

Applicant does not need to live in the Denver area.

When applying please tell us a bit about your experience with the following:

- Collaborating online and working remotely.
- Layout and design of multi-page documents.
- Working within tight deadlines.
- Previous project management or other cat-herding experience within non-profit organizations.

All positions in this department rely heavily on email collaboration. Do not apply for this position unless you can commit to checking your Apogaea email account on a weekly basis year-round during the off season and DAILY in the peak season leading up to the event in June.

Send applications to AMP@apogaea.com

AMP Dept Head

Primary responsibilities:

- Evaluating applications for open positions
- Making sure all of the leads within the department are on track and things like the SG and WWWW are published on time.
- When the SG and WWWW are finished the dept head needs to work with Telemetry to email blast out to the community. If other issues arise the dept head is generally responsible for working with Telemetry to write email and facebook announcements.
- The dept head works with the board member to do the relatively simple budget for the department.
- Helping the Photo Manager as needed, they have the most complex job and often need help with more complex tasks like the volunteer database.
- Emails sent to media@ and AMP@ end up in the dept head's email box, you're responsible for making sure they are handled appropriately. It's critical the dept head check their email daily all year round, when an issue comes up the board is going to email you and expect a timely response.
- Leads are often new to Apo and the dept head will assist them in navigating the Apo organization since they are more familiar with the full structure.
- Generally acting as an intermediary between the board and your leads.
- Since this is a department head (ground control) level position it's suggested you attend at least one of the pre-event retreats, most everything else can be done by email.
- Do things like write this Operations Manual that help make Apo run more smoothly.

The ideal applicant:

- Has experience working alongside photographers and graphic designers.
- Has project management or volunteer management experience
- Has familiarity with Apogaea's organizational structure and other departments.

Graphic Designer

Kemo has traditionally been self-managed and falls under this department for ticketing purposes.

Typical Department Size/Structure

AMP Dept Head - (Ground control level, Ignition)

AMP X0 - If the dept head is overworked, or thinks someone in the dept needs a little extra help, they can bring on an X0 to assist in running the dept. Also in years past if there is fear of someone flaking an X0 can be brought on as a backup. (Ignition level)

Photo Manager - (Ignition level)

Photo spark - At the discretion of the Photo Manager if they feel they need an assistant a spark level role has often been used. We don't automatically post this as an open position unless the Photo Manager asks for an assistant. (spark level)

Survival Guide - (Ignition level)

Survival Guide spark - This isn't typically a role. One year when Survival Guide wanted to do a special interactive web version and that lead asked for a spark assistant and got it. (spark level)

WWWW Lead - (Ignition level)

Graphic Designer - (Ignition level)

Tasks Before The Event

Contact volunteers 1-2 weeks before event - Photo Manager needs to contact the volunteer shift database department and get email addresses for all volunteers. Email those volunteers with info to remind them about the shift they signed up for and exactly where to meet up at the start of their shift with the Daily Lead.

Survival Guide and WWWW deadlines - These two roles have tasks and benchmarks they need to hit months and weeks before the event, those respective dates are in the job descriptions.

Camera tags need to be made - Photo manager needs to design and create (print and laminate) some sort of highly visible camera tag that can be handed out and attached to cameras at the event. No other department is going to do this, this task falls solely on the Photo Manager.

Setup photos and video - Depending on where the event is located artists may be building their projects during work weekend or early entry. Photo and video should strongly consider attending one or both to get footage of granted art being set up as well as departments such as DPW in action.

WWWW For Center Camp - WWWW lead needs to print up a large format version to be posted at center camp. 8.5x11 size pages enlarge quite nicely to fit 2-to-a-sheet on 24x36 paper. This is how the Center Camp WWWW was printed in 2016 and it worked well. 24x36 is a standard paper size for large printers at Kinkos.

During early entry or on the first day of the event WWWW lead needs to hang this in Center Camp.

Event Volunteer Database:

Historically the photo dept has been the only part of AMP that has volunteers AT the event, they typically shoot photos and we also have Photo Consent Educators that help spread the message of privacy and consent.

In years past volunteer shifts were created, signed up for, managed and tracked via a dedicated website, http://volunteer.apogaea.com/

All volunteer shifts listed in the database are *visible* to the general public, however we use passwords to protect more specialized shifts such as daily lead.

Here are the descriptions used on the volunteer website that are written in such a way as to give people a quick idea of what they are signing up for:

Photo Consent Educator
Description:

> *Gregarious people needed! No actual photography experience required. As a volunteer for the photo department you'll mingle with the general population and help educate folks on Apo's photo and video privacy/consent policies, chatting up photographers and giving them an Apo camera tag. These tags help remind us who we have already chatted with. This role is solely educational and positive, no "enforcement" is needed.*
>
> *Also this job is a great way to meet new photographers and talk to them about contributing to the Apo photo archive, collect contact info if possible and pass it along to your daily lead so we can drop them a line after the event and get more photos.*
>
> *And of course we also welcome any photos our Educators shoot during their shift if you have a camera.*

Photographer - signing up for this shift should require a password
Description:

> *SLR or pro-sumer level camera required.*

Skilled photographers needed! Help us build and update our photo library: capture theme camps, workshops, art installations, volunteers in action, the 10 principles happening, etc. Checklists will be provided to help communicate needs and priorities.

You'll meet with a lead at the beginning and end of your shift.

Images by volunteer photographers have been displayed in Center Camp Café at the big burn, in the Jackrabbit Speaks and on the Apogaea website. Help us by editing before uploading, we want your best shots and any tags of who, what, when, where if possible. And of course please label "photographed by": so we can give you proper credit.

Photos submitted are uploaded to our official Flickr account / photo archive and will be licensed under a Creative Commons.

This role requires a code, email photos@apogaea.com

Photo Daily Lead - (typically Photo Manager) signing up for this shift should require a password
Description:

Carries a walkie talkie! Meets volunteers at the beginning and end of their shifts and keeps track of who flakes and who shows up. Gives volunteers instructions about what to do on their shifts and answers questions that may come up.

This role requires a code, email photos@apogaea.com

Here's how in years past we have typically laid out shifts, I'm providing it for information only. How shifts get structured is totally up to Photo Manager:

Noon - 2pm	2pm - 4pm	4pm - 6pm	6pm - 8pm	8pm - 10pm		
Day Photographer(s)		Afternoon Photographer(s)				On Friday/Sat and also during burns we'll schedule more than one photographer per shift
			Night Photographer(s)			
Consent Educator		Consent Educator				This is more of a daytime job, mostly early in the week, def not Saturday or Sun
Daily Lead						Daily lead isn't really "working" this whole time but they do need to have their radio on and be "on-call" to meet with volunteers.

Meeting Volunteers At The Event

 2 weeks before the event Photo Manager needs to confirm there is a Daily Lead lined up for every day to meet and give direction to volunteers.

Also 2 weeks beforehand Photo Manager needs to contact the volunteer database department and get email addresses for all volunteers who have signed up for stuff. Email those volunteers with info to remind them about the shift they signed up for and exactly where to meet up at the start of their shift with the Daily Lead. Typically that location is Info Booth but the decision is really up to the Photo Manager. Ideally Daily Lead will get a radio since inevitably some volunteer will be late to their shift or forget where to go and Daily Lead will get a call that a volunteer is looking for them -- that's why it's critical Daily Lead have a radio.

It's important Daily Lead track which volunteers show and which ones flake, Apogaea awards swag and reserved tickets to volunteers so being able to track this is important.

The following sheets are more detailed job descriptions for volunteer shifts

Photo Consent Educator

Equipment:
- Tee shirt or sash (depending on budget that year)
- Clipboard
- Pen
- Camera Tags

Duties:
- Educate people on Apo's photo/video policy, summarized as:
  - Ask before you shoot, and if someone objects stop shooting immediately.
  - Photos taken at Apo can't be used for commercial purposes (unless they have written permission from the board)
  - Full photo policy is on the media page on the website. It's also spelled out in full legal speak in the ticket contract which everyone agreed to.
  - If there's any sort of photo/video/privacy freakout just call a ranger.
- Be available to assist the photographer on duty if needed. This may include you walking ahead to ask permission to shoot while the photographer sets up. It also may include engaging people in fun conversation while the photographer takes photos which can make for more vibrant and natural looking photos. Some photographers may prefer to work solo so don't be hurt if that's their style.
- Chat up camps and artists to find out about upcoming cool happenings we should shoot. *Example: the artist who built the giant robot is going to use it to bulldoze center camp Saturday at noon.*
- If you run across someone who looks like an advanced photographer chat them up and see if they're interested in helping us build up the Apo photo archive. Get their contact info so we can contact them after the event and hopefully get some of their photos.
- Hand out camera tags to anyone who wants them.

End Of Shift:
- Meet your lead back at the Info Booth
- Give a quick summary on how your shift went
- Return equipment
- Hand off any photographer contact info you may have collected to lead
- Tell lead about any cool upcoming events you learned about that need coverage

Photographer

Equipment:
- Camera (duh) and tripod if you're shooting at night
- Camera tag (distributed by lead)

What to shoot:
- Art, both by day and night
- Performances, at center camp and elsewhere
- Departments at work: Gate, Greeters, Info booth, BAMF (medical), ASS (security), Rangers, De-greeters, DMV, DPW (dept of public works), Placement, Parking…
- 10 Principles in Action
- Workshops and classes
- Theme camps, both large and small
- Try and get to the far reaches of the event, off the main roads and away from Center Camp.

Duties:
- Our "ask before you shoot" policy is especially important for our photo archive because the last thing we want to happen is for us to put someone's photo in the Survival Guide, print 2000 copies *and then* find out they're not cool with it.
- Be prepared to answer questions about Apo's photo/video policy as summarized below:
  - Ask before you shoot, and if someone objects stop shooting immediately.
  - Photos taken at Apo can't be used for commercial purposes (unless they have written permission from the board)
  - Full photo policy is on the media page on the website. It's also spelled out in full legal speak in the ticket contract which everyone agreed to.
  - If there's any sort of photo/video/privacy freakout just call a Ranger.
- Depending on scheduling there may be a Photo Consent Educator volunteer available to assist you with whatever your heart desires (ok not really). This may include sending them ahead to ask permission to shoot while you're futzing with gear. You can also have your assistant engage/distract campers in fun conversation while you take photos without everyone looking all stiff and awkward. Using the services of your AMP Regular assistant is totally optional, if your shooting style is more solo they have plenty of tasks to fill their shift.
- Chat up camps and artists to find out about upcoming cool happenings we should shoot. *Example: the artist who built the giant robot is going to use it to bulldoze center camp Saturday at noon.*

Beginning of Shift:
- Meet your lead at the Info Booth
- Get debriefed on specifics that need coverage: performances, workshops, art, etc.

End Of Shift:
- Meet your lead at the Info Booth
- If circumstances and equipment permit, download your shoot onto AMP's laptop. If not, then exchange contact info so we can contact you after the event to get the photos.
- Brief your lead on what sort of things you shot, checklist or notes my help
- Tell lead about any cool upcoming events you learned about that need coverage

Photo Daily Lead

Equipment:
- Walkie Talkie

What to shoot:
- Art, both by day and night
- Performances, at center camp and elsewhere
- Departments at work: Gate, Greeters, Info booth, BAMF (medical), ASS (security), Rangers, De-greeters, DMV, DPW (dept of public works), Placement, Parking…
- 10 Principles in Action
- Workshops and classes
- Theme camps, both large and small

Duties:
- The AMP Daily Lead is
- Our "ask before you shoot" policy is especially important for our photo archive because the last thing we want to happen is for us to put someone's photo in the Survival Guide, print 2000 copies *and then* find out they're not cool with it.
- Be prepared to answer questions about Apo's photo/video policy as summarized below:
    - Ask before you shoot, and if someone objects stop shooting immediately.
    - Photos taken at Apo can't be used for commercial purposes (unless they have written permission from the board)
    - Full photo policy is on the media page on the website. It's also spelled out in full legal speak in the ticket contract which everyone agreed to.
    - If there's any sort of photo/video/privacy freakout just call a Ranger.
- Depending on scheduling there may be an AMP Regular volunteer available to assist you with whatever your heart desires (ok not really).   This may include sending them ahead to ask permission to shoot while you're futzing with gear. You can also have your assistant engage/distract campers in fun conversation while you take photos without everyone looking all stiff and awkward. Using the services of your AMP Regular assistant is totally optional, if your shooting style is more solo they have plenty of tasks to fill their shift.
- Chat up camps and artists to find out about upcoming cool happenings we should shoot. *Example: the artist who built the giant robot is going to use it to bulldoze center camp Saturday at noon.*

Beginning of Shift:
- Meet your lead at the Info Booth
- Get debriefed on specifics that need coverage: performances, workshops, art, etc.

End Of Shift:
- Meet your lead at the Info Booth

- If circumstances and equipment permit, download your shoot onto AMP's laptop. If not, then exchange contact info so we can contact you after the event to get the photos.
- Brief your lead on what sort of things you shot, checklist or notes my help
- Tell lead about any cool upcoming events you learned about that need coverage

After the event:

Photo Manager

The volunteer database department will need a full list of which photo volunteers showed up and which flaked on their shifts during the event. This is used to track who gets swag and reserved ticket codes for future years.

Contact volunteer photographers and get their event photos from them in original high resolution, edit them, organize them, and post to the official Apogaea flickr account. Give folks a few weeks after the event to get their lives back in order, then start hitting up volunteers for photos. Some folks like sending them to you via dropbox, others will give you a CD, just roll with whatever method they prefer for sending you photos. Some people will need to be gently pestered several times.

During the event you may have gotten contact info for other people who were simply "free shooting" the event, hit up these independent people as well and see if they want to submit photos. Offer them swag/patches.

When you hit up people for photos, remind them one last time to think back through their shoots, and if there are any photos where they're not 100% sure they got consent, just don't send us the photos. Tell people to error on the side of being too safe.

Go through all the photos you receive and weed out any low quality images, we don't need low quality content clogging up the photo archive.

NO WATERMARKS in the photo archive. Instead photographer's preferred name/handle must be clearly indicated somewhere in the flickr description.

Remind people photos in the archive are licensed under a creative commons. All material produced by Ignition/Apogaea is under a creative commons.

Make sure the AMP dept head knows which volunteers deserve patches or other swag. .

Video Lead:

Post any video created to the Apo youtube account.

Budget:

Radios - It is strongly suggested daily photo lead have a radio so volunteers can locate them during shifts if questions arise. Also volunteers are always having trouble locating the daily lead at the start of their shift, it's imperative daily lead get a radio. Radios are generally allotted at the same time budget is done.

Swag - AMP got patches for the first time in 2016. We have no other way of recognizing volunteers so it's important this be continued.

Video - Historically has had zero budget, unless misc consumables like batteries are needed.

Photo - camera tags

WWWW - approx $50 to print one large copy of the WWWW to hang in center camp. Some departments may ask for copies, they can pay to print it themselves.

Survival Guide - historically zero budget, this is distributed digitally. Some departments may ask for copies, they can pay to print it themselves.