

Media Standard Operating Procedures (SOPs)

This outline details the standard operating procedures in taking and sharing photos and videos at WKPP permitted/private property project sites (topside/underwater) and during general team diving activities. The goal of this SOP is *not* to restrict or limit individual team diver's visibility on social media or limit the sharing of information but to do the following:

- **Ensure the message delivered during WKPP diving activities is presented in a professional manner highlighting the team and project as a whole.**
- Ensure the WKPP is in compliance with the terms of any permit and in compliance with the requests of any landowner.
- Avoid prematurely releasing incomplete, inaccurate or unedited information.
- Streamline the process so team members understand the requirements and accurate information about WKPP outreach efforts.

In addition to the hard work and commitment of team members past and present, the WKPP has opportunities presented via site access, special use permits, unique diving privileges, research collaboration, equipment testing/development and more due to our long-standing history of professionalism in diving operations, safety record and accomplishing measurable dive objectives. We want to make certain this carries over to all media efforts.

Unedited, unregulated posting and sharing of media and information by individuals volunteering at WKPP permitted sites and during general team diving activities have the potential to cause the following:

- Site reports, conditions and results being published before the team has an opportunity to review. Conditions reported incorrectly can result in losing site access and results shared prematurely can jeopardize team objectives, staged equipment and safety.
- Landowner relationships are sensitive and some landowners may request that media is not captured on their property or communicated to the public.
- Topside visitors or people in general showing up in images or tagged posts who are not on the site permit or roster resulting in questions from permit grantors or landowners.
- Multiple images or videos incorrectly giving the impression of large numbers of team members or excess numbers of divers approved for project sites.
- Compromised privacy for some team members.
- Disclosure of special equipment in development and testing.
- Inconsistent and confusing messages.

To avoid these and other potential problems from personal media, the following requirements are in place as of 01 November 2019 when taking photos and videos on WKPP permitted sites (topside/underwater) and during general team diving activities:*

- Images and video obtained (or initial proofs to review) must be submitted to the WKPP Media Coordinator (wkpp.media@gmail.com) within two business days of diving activities (i.e. after a weekend of team diving, media must be submitted by end of day on the following Tuesday). Media should be uploaded to the WKPP media drive in the appropriate photo or video folder. The Media Coordinator will provide access to the media drive.
 - Images *are not required* to be edited. Media Coordinator will edit, place photo credit and a WKPP watermark on images. If photographer prefers to edit their own images, that is fine and ultimately preferred but should not hinder submitting media within a reasonable timeframe.
 - Videos *are required* to be edited for the WKPP to share. If divers are taking short GoPro videos and editing the footage to share on social media, edited video must be submitted to the Media Coordinator who will then include a WKPP intro and outro, logo and relevant text. Video credit to videographer and people present will be issued.
- A dive report from site manager must be submitted to the WKPP Media Coordinator within two business days of diving activities. To access the dive report template, contact the Media Coordinator if it hasn't been supplied to you already.

The following requests are in place when capturing and submitting photos and videos:

- Surface shots should strive to capture the spirit of the day, focusing on elements such as team preparation, comradery, dive planning, equipment and the environment.
- All shots (surface/underwater) should strive to find a balance in capturing **people, equipment and environment**. Whether it's one element or all three in a single image or video. Strive to tell a story of the moment in media captured.
- Credit to the media creator and people present will be issued. Maximum file size and format for images is 20MB, .jpg. Video duration should not exceed 2 minutes, .mp4 file format is preferred. Media should be titled "YearMonthDay_Dive Site_Creator's Name" without spaces (ie: 2019November01_Turner_LaurenFanning).
- Media should ideally be previewed by the owner with a sample of the best (proofs) sent to the Media Coordinator to select a few images from the weekend (i.e we cannot accept a data dump of your entire SD card with the assumption we will figure it out).

Media Goals

The plan moving forward with media submitted within two business days of diving activities is to review, approve, add watermarks and photo or video credit and formally share through the WKPP social media pages within 5 business days of diving activities. Any footage not used will remain in a photo/video library for future use. Exceptional images or videos may be used for higher visibility projects and we will reach out directly in those circumstances.

After the WKPP releases the post, people are welcome to directly share the original WKPP content through their individual channels.

The following requirements are in place for the team when sharing WKPP content:

- Sharing should aim to capture the spirit of the team, not self-promotion.
- Don't be disrespectful to the team, activities, or criticize other teams, organizations or individuals.
- We should strive to be humble professionals and avoid "hero" posts. You may have "smoked the mullet" on the last dive but let the results speak for themselves.
- All media captured at WKPP project sites are the exclusive property of the WKPP per your signed WKPP release.
- Per the terms of our permits and landowner access agreements, we must share at no cost any media captured.
- ANY published or unpublished media captured at WKPP projects sites is restricted for commercial or personal use without the express consent of the project director.

If team resources are being used in support of those capturing photos and videos at WKPP permitted sites or during team diving activities and those individuals consistently fail to provide media within the timeframe, future considerations for media dives and approval to bring equipment into the water may be cancelled or restricted.

As a friendly reminder, **the goal is to capture media and content to share within a framework presented by the team** while communicating basic guidelines to keep team members compliant so there are no misunderstandings. Doing so should enhance the visibility of the WKPP and the reputation of its members. Everyone likes good media and when done right it reflects well on the WKPP.

**These requirements are subject to change as we gain experience and practice using these standard operating procedures. The team will be notified of any future changes to Media SOPs.*