

## **3 tips for great climate action photos**

Part of holding a good action is taking a good picture. But have you ever taken a photo that didn't necessarily capture the essence of your event? I'm going to give you some pointers on how to do it:

### **Capturing the Moment:**

- Be Prepared
- Flaunt Props/Key People
- Crunch the Numbers

### **Be Prepared**

There's a difference between being prepared for your event overall and being prepared to take a good photo. Make a trek to your event location in advance of your action to see where people should stand for a speech, a group photo, etc. While visualizing those key spots, you should be thinking of highlighting your specific event location (for example, A dirty coal plant and its ugly smoke stacks) when relevant to your event.

### **Flaunt Props/Key People**

Once you've got your key spots in mind, you want to make sure that props are plentiful and in your photos (especially 1Sky signs!). A picture is worth a thousand words -- or at least has the *potential* to be worth that much. Signs, props, and your event speaker or staff person (in a congressional office) should be considered your "money" photo shots.

### **Crunch the Numbers**

Last but not least, you want to showcase the crowd at your event. It doesn't matter if you have five people or 500, you'll want to crunch folks together for a photo. In other words, taking the picture in a way that makes the people fill the frame. If you're somewhere with a significant background (such as a dirty coal plant) consider getting the location in as well.