



CONSERVATION
LEGACY

FIELD MEDIA TRAINING

WELCOME TO THE FAMILY!



Conservation Legacy is a cooperative of conservation corps and national service programs that operate in local communities across the country.

WHAT IS FIELD MEDIA?

- It's **YOUR VOICE & YOUR STORY**
- **All means of media originating from the field**
- **Reaches and influences people widely:** member stories, photos, videos, project reports, press articles & community impact stories, presentations, etc.
- **Can be structured or organic.**
Required by program staff: project work photos, field notes and reflections, reports
Organic: dependent on project, experience & person.

HOW WILL YOU TELL YOUR STORY?

WHY IS FIELD MEDIA IMPORTANT?

IT'S YOUR STORY!

- Your story is the most important part of what we do.

COMPELLING STORIES > EXPOSURE > ENGAGEMENT > IMPACT > ADVOCACY

- What are the results? Continued awareness of and support for national service programs, which in turn supports more people participating in Conservation Legacy programs, and thus healthier individuals, communities and ecosystems. **Your story can impact others.**
- Add your voice to the greater corps community and national conservation service movement!

EXAMPLES OF FIELD MEDIA IMPACT

Awards: Corpsmember of the Year



2018 Corpsmember of the Year



"Why did I join the Corps? For a sense of wonder, adventure, and place. Those elements and others I found in my years as a member. I will not be shy and say that some days came with no struggle. There were cold nights, frightening encounters and hard times, but they would soon be followed by the most humbling experiences of my life with the greatest people I've come to know."

Lance Tubinaghtewa

Arizona Conservation Corps



Southwest Conservation Corps

Published by Ryan Brink [?] · January 30 · 🌐

Dom Marinucci and Robert Layman were honored at the Colorado State Capitol yesterday for the [Colorado Youth Corps Association Crew Member of The Year](#). For more info on these two check out the posts below on our page!

Nice work out there this year to all who have participated in a conservation corps in Colorado!



EXAMPLES OF FIELD MEDIA IMPACT

Awards: Projects



The Corps Network 2018 Project of the Year
SCC Wyoming Women's Fire Corps



2017 AZCC
Crew 389
Coalition for
Recreational
Trails Award

EXAMPLES OF FIELD MEDIA IMPACT

Press and Media

Program brings traditional farming methods back to Acoma Pueblo

By Ollie Reed/Journal Staff Writer
Saturday, August 19th, 2017 at 7:30am

STORY+GALLERY: EL PASOAN, UTEP GRAD, SHARES AMERICORPS EXPERIENCE

Youth crews spend summer supporting public lands

Courtesy of the Kaibab National Forest

The New (Bipartisan!) Conservation Corps Is a Win-Win

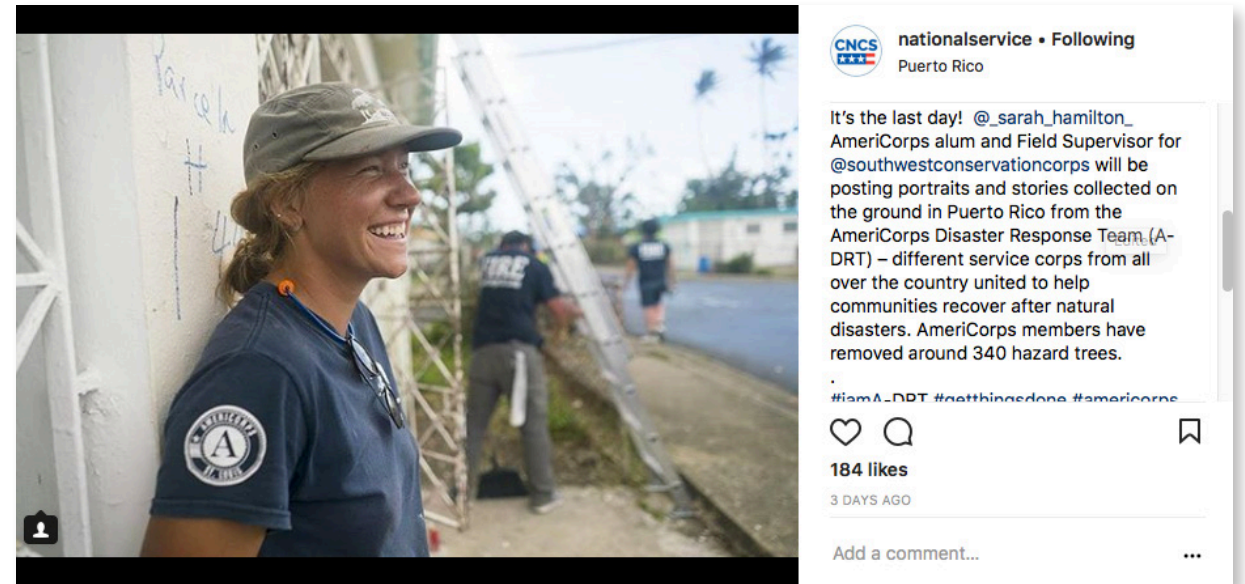
Would you take a year of your life to get outside, work hard on public lands, and learn some skills, for a minimal stipend? Some members of Congress—from both parties—are betting you might.

GOCO awards \$14 million to nine communities to get kids playing outside

This round of Inspire Initiative grants go all around Colorado

EXAMPLES OF FIELD MEDIA IMPACT

Social Media

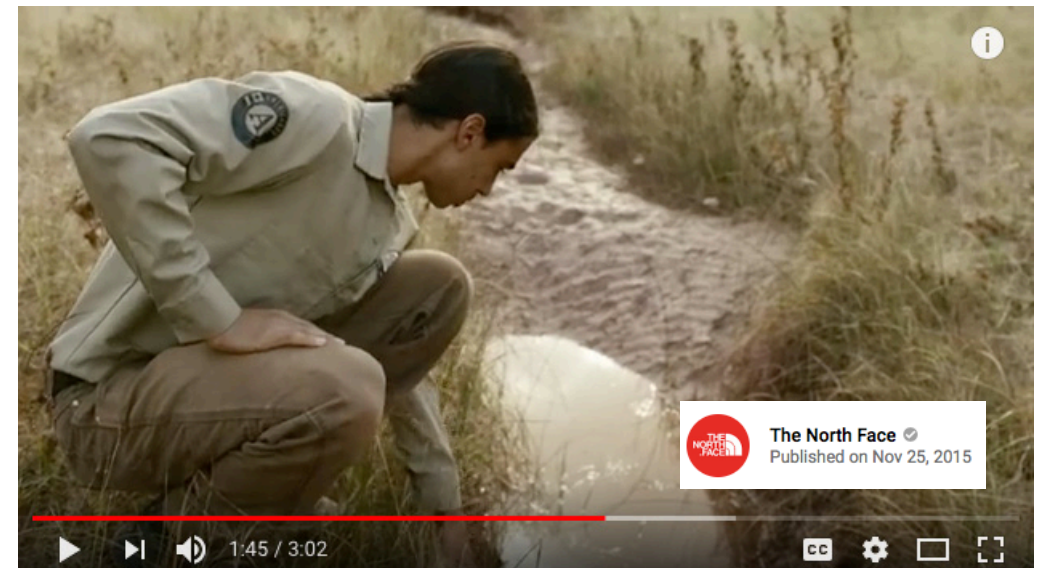


EXAMPLES OF FIELD MEDIA IMPACT

Partnerships



ANTHONY "CHAKO" CIOCCO
CONSERVATION LEGACY



PHOTOGRAPHY TIPS



- **CHECK YOUR CAMERA:** avoid ‘sweaty pocket’ photos, charge batteries, clean lens
- **INCLUDE PEOPLE IN BEFORE/AFTER PROJECT PHOTOS.** Follow your program’s requirements
- **DON’T SUBMIT FILTERED OR MANIPULATED PHOTOS:** submit largest file size via email or file upload—not via text unless you absolutely have to!
- **TAKE A LOT OF PHOTOS!** But submit only your best!

PHOTOGRAPHY TIPS

- MAKE SURE PPE AND UNIFORMS ARE BEING USED PROPERLY!



PHOTOGRAPHY TIPS

- GET THE LOGOS: Program, Conservation Legacy, AmeriCorps



PHOTOGRAPHY TIPS

Working hard, but...



PHOTOGRAPHY TIPS

- TAKE WORK AND NON-WORK PHOTOS: capture the full experience!



PHOTOGRAPHY TIPS

- **USE GOOD COMPOSITION:** consider the rule of thirds... and break it



PHOTOGRAPHY TIPS

- CAPTURE THE EMOTION: the human experience



PHOTOGRAPHY TIPS

- **ALWAYS THINK ABOUT LIGHT:** golden hours of early morning and evening, direction



PHOTOGRAPHY TIPS

- **CHANGE YOUR PERSPECTIVE:** get low, get high, move around, look around, get close!

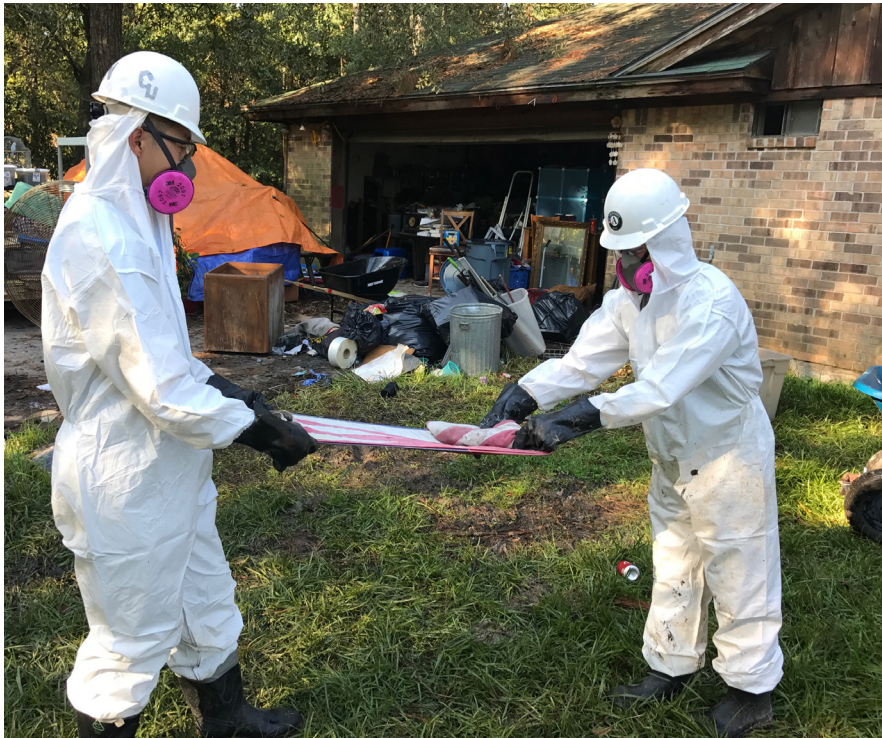


ETHICS OF DISASTER RESPONSE PHOTOGRAPHY

- **ALWAYS ASK PERMISSION TO TAKE A PHOTOGRAPH OF ANYONE.**
- **ALWAYS TAKE PHOTOGRAPHS WITH THE DIGNITY OF THE SUBJECT IN MIND.**
- **BE SURE TO CAPTURE THE WORK THAT YOUR CREW IS DOING.**
- **BE SENSITIVE TO THE PHOTO GUIDELINES OF YOUR PARTNER ORGANIZATION**
- **INDIVIDUALS HAVE THE EXCLUSIVE RIGHT TO PRIVACY**
- **REMAIN NEUTRAL**

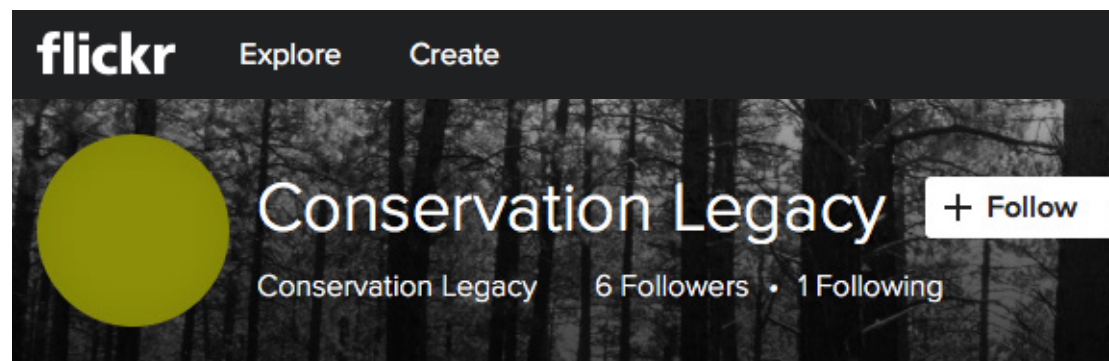
PERMISSION • EMPATHY • ACCURACY • NEUTRALITY

DISASTER RESPONSE PHOTOGRAPHY



WANT MORE?

FIND CONSERVATION LEGACY ON FLICKR.COM



VIDEO TIPS

- **CHECK YOUR MEMORY, CHECK YOUR BATTERY, CHECK YOUR LENS**
- **SHOOT LANDSCAPE/HORIZONTAL:** especially with cell phones
- **HOLD STEADY:** use a tripod when you can
- **BE MINDFUL OF WIND:** capture good audio, get close for interviews
- **COMPOSITION:** rule of thirds applies
- **USE NATURAL LIGHT:** avoid backlit subjects
- **AVOID CELL PHONE ZOOM!**
- **SHARE VIDEOS** via YouTube or file sharing (Dropbox), not text or Facebook/Instagram

TALKING TO THE PRESS

- Any unplanned media attention should be **IMMEDIATELY** reported to your supervisor
- You **DO NOT** have to talk to a reporter or be in a video if you do not want to, you can also ask for some time, allowing for staff to be involved
- Prepare ahead of time, if possible
- If a crisis situation arises and the media is involved, direct them to your program staff. Do not go on camera or on record, especially as events are still unfolding. Refer to Crisis Communications Plan

SOCIAL MEDIA

- FOLLOW US ON SOCIAL MEDIA! Facebook, Instagram, twitter, YouTube, LinkedIn, etc
- TAG YOUR PROGRAM IN YOUR SOCIAL MEDIA POSTS
- Always use good taste: if your program logo and the AmeriCorps 'A' is visible, make sure you are respectfully representing us! Follow all relevant policies!

(But don't spend too much time on social media!)



GET INVOLVED!

Got ideas? Get in touch!

Reach out to your Program Staff!

**Reach out directly to Conservation Legacy
Jenna Rosengren, Communications Director
jenna@conservationlegacy.org**

- **Connect with your local and/or hometown media, tell your story of service**
- **Let us know when you write something that gets published, host an event, etc.**
- **Look for additional opportunities to get involved from programs and Conservation Legacy**
- **ALUMNI: Stay connected after your term of service**