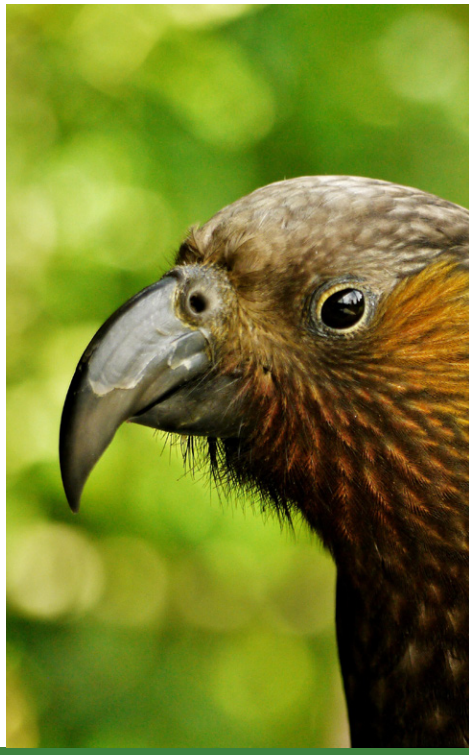
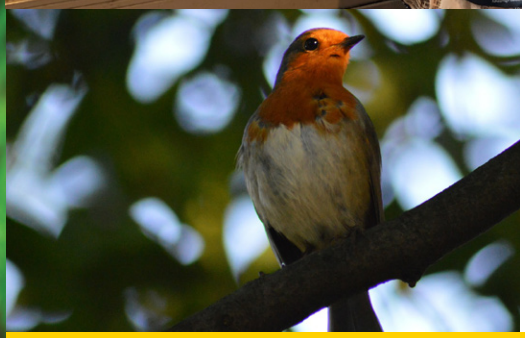
LITTER LESS
CAMPAIGN



YOUNG REPORTERS
FOR THE ENVIRONMENT

YOUTH-LED ENVIRONMENTAL JOURNALISM GUIDE TO PHOTOGRAPHING LIKE AN ENVIRONMENTAL JOURNALIST



IN ASSOCIATION WITH:

Young Reporters
for the environment

DO THE RIGHT THING
KEEP NEW ZEALAND BEAUTIFUL

PHOTOGRAPHING

KEEP NEW ZEALAND BEAUTIFUL

YOUNG REPORTERS FOR THE ENVIRONMENT

YOUTH-LED ENVIRONMENTAL JOURNALISM

YOUNG REPORTERS FOR THE ENVIRONMENT LITTER LESS CAMPAIGN

is an international project from the Foundation for Environmental Education. In New Zealand it is coordinated by Keep New Zealand Beautiful and proudly brought to you by the Mars Wrigley Foundation..

KEEP NEW ZEALAND BEAUTIFUL

We are a non-profit charitable organisation with a vision for all New Zealanders to actively work to restore, enhance and protect our environment. Our mission is to provide the education and resources you, and your community need to keep your own little corner of New Zealand beautiful.

FOUNDATION FOR ENVIRONMENTAL EDUCATION

FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE) is a non-governmental and non-profit organisation aiming to promote sustainable development through environmental education (formal school education, training of staff and general awareness raising).

THIS KEEP NEW ZEALAND BEAUTIFUL PROGRAMME IS PROUDLY PRESENTED BY:

FEE

Young Reporters for the environment

LITTER LESS CAMPAIGN

MARS WRIGLEY Foundation

HEY, YOUNG REPORTERS!

If you're reading this guide it's because you care about your environment. You understand that photography illuminates difficult subjects and creates an emotional reaction and you are interested in learning how to use it to get people interested in important environmental issues in their communities.

You also might know that by submitting a photo to New Zealand's YRE competition you have the chance to have your photo featured on www.yre.org.nz, win cool prizes, and use your photo to gain valuable attention on an important issue.

In this guide, you will discover everything you need to know to become an effective Young Reporter for the Environment.

We have all the tips for taking great photos, and by the time you're finished you will have an excellent piece that will educate people about a significant plastic related environmental issue in your community.

Before you jump in, check out the next page for a brief overview about everything you need to know to submit your piece and then, you are good to go!

We can't wait to see the submissions from New Zealand students.
So what are you waiting for?

YOUNG REPORTERS TEAM

Keep New Zealand Beautiful
education@knzb.org.nz

EDITOR'S GUIDELINES

Part of the fun of New Zealand's Young Reporters for the Environment is the chance to have your piece featured on www.yre.org.nz. To be eligible, there are just a few quick things you'll need to keep in mind:

1. Entries should investigate an environmental issue relating to plastic litter and/or waste and propose possible solutions
2. There are three subcategories for you to choose from: Single Reportage Photo*, Single Campaign Photo** and Reportage Photo Story consisting of 3–5 photos***
3. Your photograph must be accompanied by a title of not more than 140 characters
4. Reportage style photographs must have a short description of no more than 100 words, to explain the environmental link and/or solutions to the issue presented in the photograph.
5. Campaign style photographs are not required to have a short description, but it should tell a story by itself. If an entry includes a short description, it must follow the same condition as the Reportage photography mentioned above
6. Reportage Photo Stories must include a short description of no more than 100 words introduction to explain the link with environmental sustainability and/or a solution to the issue. Each photo in the series must include a short caption of maximum 20 words.
7. Your submission must include a short explanation of the link between the topic and one chosen United Nations Sustainable Development Goal (SDG)
8. Share your work to a local audience through at least three channels, e.g. class/school assemblies or exhibitions, social media/blogs, school newsletters, local events, magazines, TV, newspapers etc.
9. Check out the complete competition rules at www.yre.org.nz

THAT'S IT! Now let the clicking begin...

*Reportage Photography tells a story through a photograph that truthfully and accurately captures the reality of a situation, event or issue. The photograph should be candid, i.e. not be posed, or manipulated.
**Campaign Photography aims to raise awareness of an issue, promote certain values, and/or inspire positive action through a photograph. The photograph can be staged, and the subject can be posed with the intention of sending a message to the viewers.
***Reportage Photo Stories tell a story through a series of photographs to help the viewer better understand environmental issues, events or phenomena. Like photo reportage, a photo story aims to tell a truthful and accurate story through a series of candid photographs.

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TOP TIPS FOR PHOTOGRAPHY

If you're interested in bold imagery and are a firm believer that 'a picture is worth 1000 words' then this guide is for you. Becoming an effective photojournalist will take a little practice, but the process will also be fun and leave you with a great photo plus superb skills.

In this guide, we have put together five steps for taking great photos. Use this book for a quick overview of how to take great shots, or check out www.yre.org.nz if you want more photography advice.

TOP TIPS FOR PHOTOGRAPHING IN NATURAL SPACES

Leave the area just as you found it. If you rolled over a log be sure to gently roll it back – it could be a home to wētā or other creatures.

Be sure not to disturb anything and observe with your eyes and lens only.

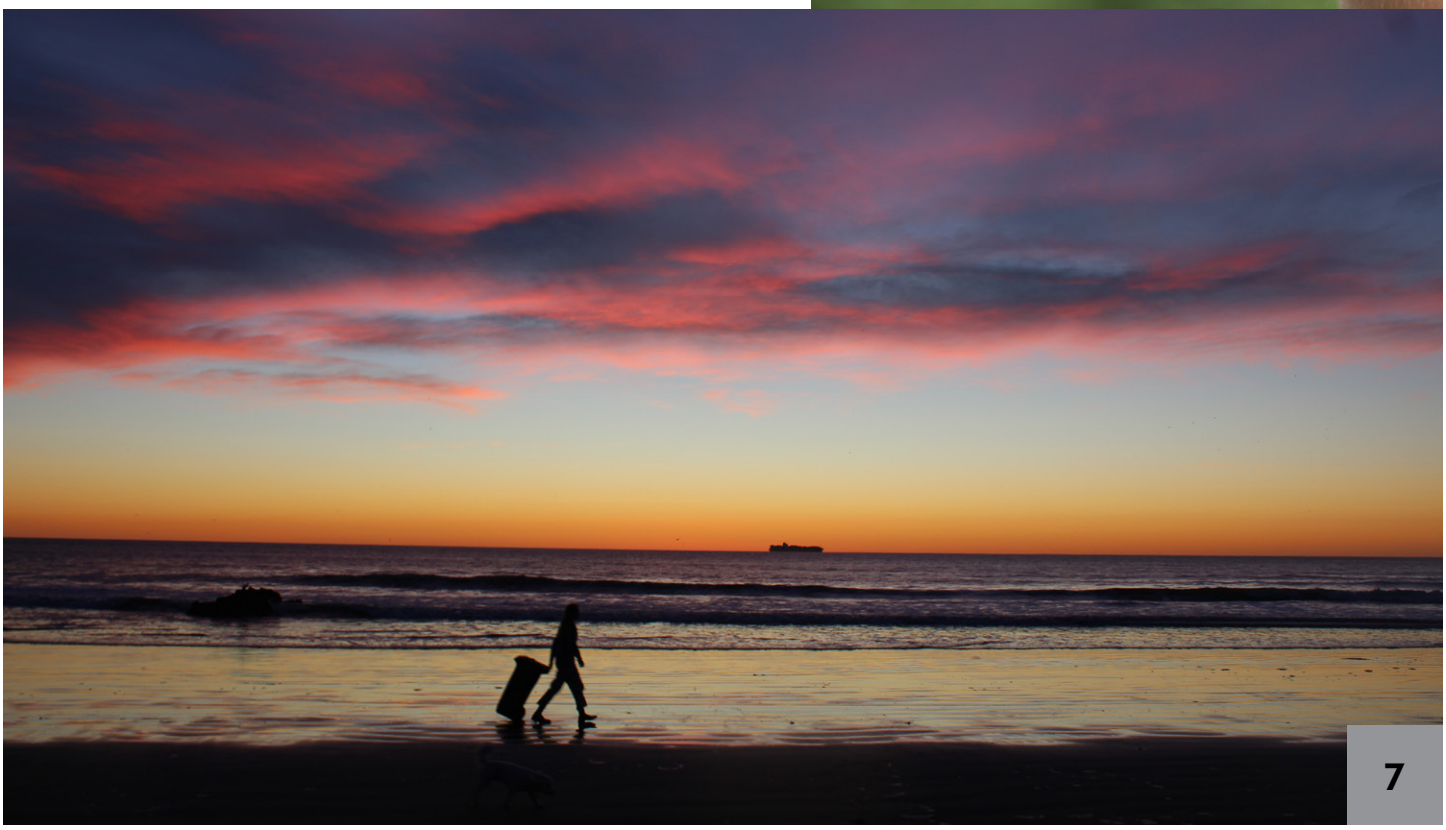
Go slow and be careful – it's not worth sustaining an injury for a shot.

Come prepared. Bringing a few basic books to identify what birds or animals you've found will help you understand the number of creatures in the area better and how to find them.

STEP #1
Look and Analyse

One of the best ways to tell what kind of photos you want to take is to start by looking at others' work. Choose different sources like newspapers, magazines and outdoor journals.

Pick a few photos that really speak to you and spend some time analysing what makes them so memorable. Try answering the questions in the Top Tips section to get you thinking about how you can transfer some of the qualities to your own shots.



TOP TIPS

Ask yourself the following questions while you're looking at a variety of photos...

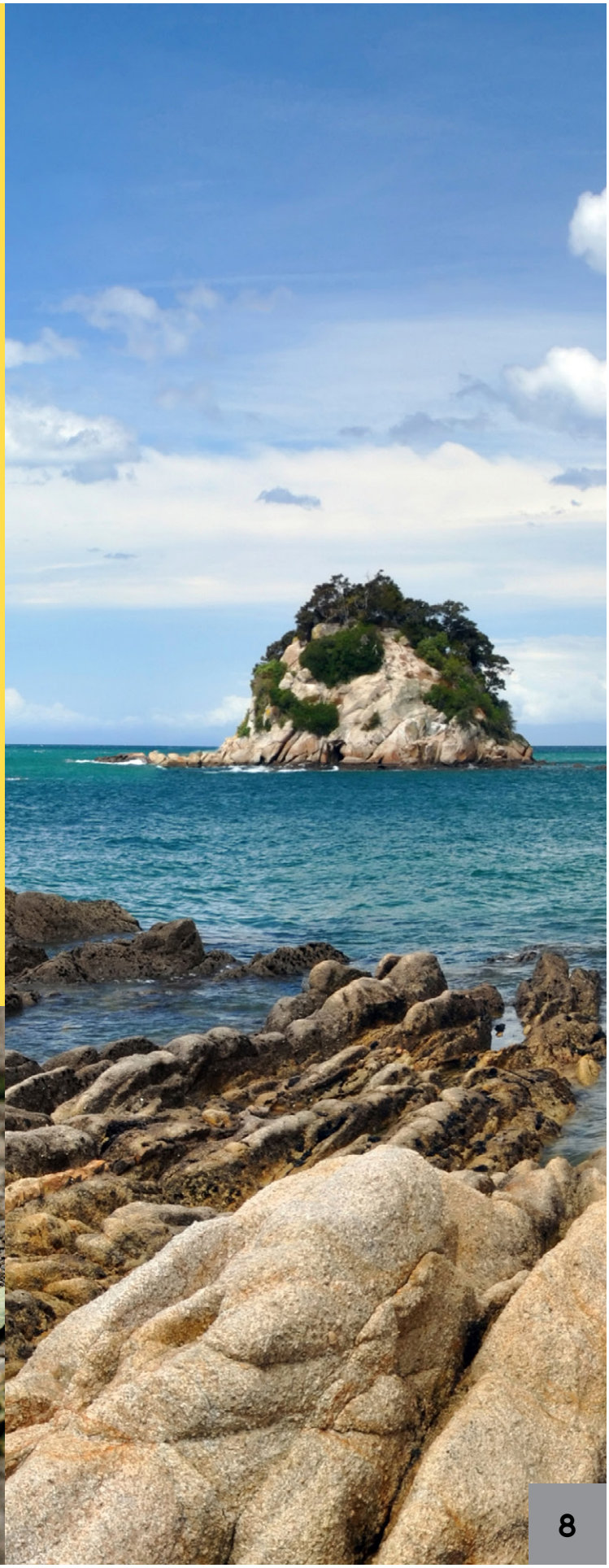
What draws me to a photo?

How do the shots of landscapes, animals and people differ in their impact?

What is the subject of the photo (person, place, thing, etc.)?

What story does the photo seem to tell?

FOR MORE TIPS PLEASE VISIT
www.yre.org.nz



STEP #2
Storytelling

It's important to remember that photojournalism is different from other kinds of photography as its foremost purpose is to tell a story. Sometimes you will be able to say everything the article needs to with just one photo, and other times it will simply illustrate aspects of the story.

In New Zealand's YRE, you are asked to take a photo that reflects on an environmental subject relating to plastic, but with a local focus.

Doing a little research on how these issues impact your community will help you to figure out what photos might help draw attention to these subjects.

TOP TIPS for Reportgage Photos

Never Interfere. For a journalistic photo you want to capture a real event, not create one. Stick to what is actually occurring.

Do Some Digging. Know what you are taking a photo of and any other facts that will help you better tell your story.

Be Proactive. Don't wait for the perfect photo to present itself – be proactive and figure out what events, issues and opportunities are coming up in your area.

FOR MORE TIPS PLEASE VISIT
www.yre.org.nz

STEP #3 Lights, Camera, Action!

Lighting is one of the key aspects of great photographs, though there are various ways to get a great effect. Knowing what kind of light you are dealing with will help you take better photographs.

Generally speaking, you want to shoot with the sun behind you, but there are a few other general tips on lighting.

TOP TIPS

Strong light that blazes directly and strongly on your whole subject will bring out bold colouring.

Indirect light will add a more luminous glow for a softer look.

Side lighting is trickier, as it can be dramatic in some shots but in other cases it creates extreme contrasts that don't turn out well in the final product.

Too much of a good thing. **Overhead light** can sometimes cast hard shadows, so know how much light is too much.

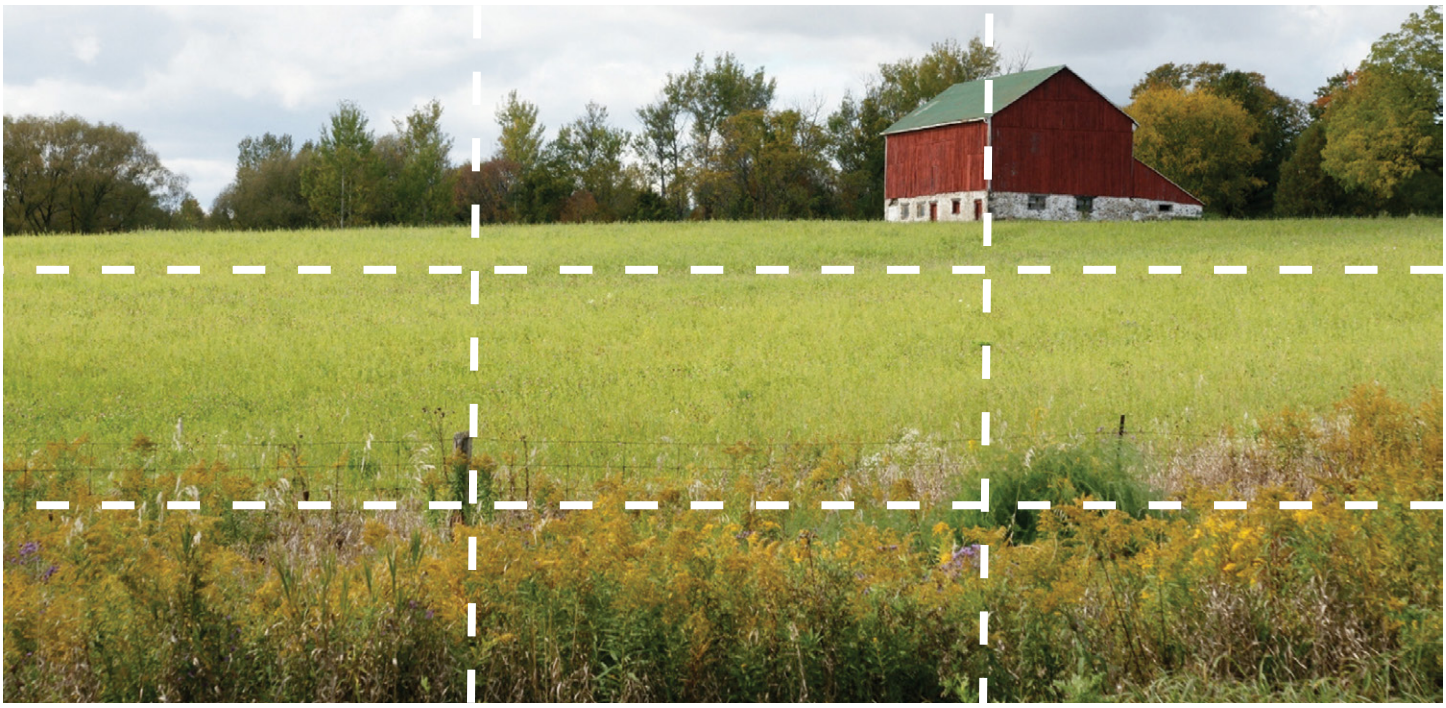
The important thing is that you see for yourself the various effects that your light source can have on your image, so try experimenting with different kinds and see for yourself!

FOR MORE TIPS, PLEASE VISIT
www.yre.org.nz

STEP #4 Layout

We tend to want to place our subject, whether an object, person or animal, in the centre of our shot. But there is a basic layout trick that artists have used for centuries to help make a painting or photo more interesting. It's called the rule of thirds and it's a simple rule to help you think about how placing your subject off centre can create a more dynamic shot.

Imagine a tic-tac-toe board across an image so that it's divided into nine segments:



Placing your subject at any point of intersection between the lines can help tell a story of what is happening in the photo more than a centred image. It brings your picture to life instead of looking too posed. Use this idea to try placing your subject at different points in the same shot and see how it changes the feel or story of the photo.

TOP TIPS

Make sure you have an idea of what you're trying to focus on – a mountain, object, person, animal, etc. Pick a central subject for your photo and try placing it at different points of the frame for a different effect.

FOR MORE TIPS, PLEASE VISIT www.yre.org.nz

STEP #5
Up Close and Personal

Sometimes you have to change your approach to get the image you want. Changing your perspective can alter the impact of the photo, and one of the simplest methods for making a more compelling photograph is to get a closer look.

Whether you literally get closer or just zoom in, this can change the feel of the photograph entirely. If you're taking photos of kids or animals this might mean you need to get on your knees to meet them at eye level and really capture their facial expression.

TOP TIPS

Sink to someone else's level. Getting down at a lower angle can sometimes help you better capture your subject.

Try two different perspectives. If you're not exactly sure what you're trying to say, try taking a close up and far away shot and see which tells the story you're aiming for.

Fill the space. Try filling your whole picture with the subject to create an impactful shot.

Perspective. Sometimes we need to see things from a different perspective. Try moving to a different side, height or angle to get a different feel in each shot.

FOR MORE TIPS
PLEASE VISIT
www.yre.org.nz

SUBMITTING YOUR PIECE

By the time you have finished this book, hopefully you will have tried out all the tips and tricks and created a photo you want to submit to New Zealand's YRE.

You now only have to submit it for a chance to win amazing prizes. It's easy!

Log on to www.yre.org.nz; Go to the 'Enter New Zealand's Young Reporters for the Environment' section and fill in the requested information – this will make you eligible for New Zealand prizes and to have your piece on the Keep New Zealand Beautiful website.

Winners of New Zealand's Young Reporters for the Environment will automatically be considered for the international competition.

For more information visit the website, or email: education@knzb.org.nz

Thanks for participating in **YOUNG REPORTERS FOR THE ENVIRONMENT LITTER LESS CAMPAIGN!** Check out the website for more ideas to stay involved with environmental issues in your area.

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