

IMAGES MATTER

A GUIDE FOR PHOTO AND VIDEO PETITIONS

As we gather stories about what energy independence means to Vermonters, we should do our best to tie those stories to photos and videos.

It's cliché but true—a picture is worth 1000 words. Images humanize a story and make it more real. It's much harder to dismiss words on a page or screen, when they are connected to a person you can see and/or hear. And with more and more public communications moving online—the importance of visual media has only increased.

So as you go forth to collect petitions and supporter stories in the coming months, look for opportunities to get accompanying photos and videos. Most cell phones have pretty high quality cameras—so that's all you need!

TIPS FOR PHOTO PETITIONS:

- ⇒ If you had a good exchange with a supporter and they've signed the petition or shared their story with you—ask them if they'd like to take a photo and/or video
- ⇒ It's good to have something they can hold up for the photo. You can print an Energy Independent Vermont placard here: www.energyindependentvt.org/placard
- ⇒ Avoid strong lighting behind the subject (backlighting)
- ⇒ Take 2 or 3 photos (sometimes people blink!)
- ⇒ See our [Online Submission How-to](http://www.energyindependentvt.org/submissions) (www.energyindependentvt.org/submissions) for tips on how to submit photos to the campaign



TIPS FOR VIDEO PETITIONS:

- ⇒ Follow the same tips for setting up a photo
- ⇒ If you're using your phone to take the video ALWAYS SHOOT IN LANDSCAPE. This means turning your phone so that it's horizontal longways before recording
- ⇒ Be cognizant of surrounding sound. If possible, avoid shooting in noisy or windy locations.
- ⇒ Try to keep the video to 30 seconds or less. This will make it easier to send or upload—and short videos get more views and are more widely shared on social media.
- ⇒ See our [Online Submission How-to](http://www.energyindependentvt.org/submissions) (www.energyindependentvt.org/submissions) for tips on how to submit videos to the campaign. See a good example of a video petition here: www.energyindependentvt.org/Molly

