



CAPTURING PHOTOS AT EVENTS

Events that weren't photographed essentially did not happen.

Your event does not end when you break down collateral.

Good photography can help you leverage the event to recruit more activists and grow your grassroots presence, effectively land press, and show lawmakers that real people in their district care about AI safety.

BEFORE THE EVENT

Name a photographer. If taking photos is everyone's job, it's no one's. Pick a volunteer whose only assignment during the program is taking pictures. Ideally, you'll find a volunteer with a camera, however, an iPhone that is less than 5 years old can take very good photos.

Prep your phone/camera. Charge it, clear storage space, and wipe the lens. Turn off the flash and leave it off.

Make sure branding for the Alliance is visible. Put a banner, sign, or slide with the Alliance logo where speakers will stand or where activists are likely to mingle. A great photo without any branding is a missed opportunity.

Tell attendees photos are being taken in your welcome remarks, and give people an easy way to opt out (a sticker on a name tag works). Some advocates have jobs or family situations where they'd rather not appear in public posts.

Have crowd release forms at your event that clearly state that by attending the event attendees consent to having their photo taken. This should be present at the entrance. [Download a sample event release form here.](#)

FIVE SHOTS YOU SHOULD AIM TO CAPTURE BY THE END OF THE EVENT



The wide shot. The whole room, showing turnout. Stand on a chair or shoot from the back corner. If attendance is sparser than you anticipated, have your photographer take a photo behind a crowded area of the room facing the speakers in order to create an illusion of a crowd.



The speaker. Mid-gesture, mid-sentence, with Alliance signage in frame. Use burst mode.



Faces in the crowd. Two or three people listening, reacting, nodding.



The details. A name tag on someone's jacket, a handmade sign, the registration table.



The group photo. Before people drift out, gather everyone. Shoot it horizontal and vertical, from slightly above if you can.

TECHNIQUE

Get close, then closer. Walk toward your subject instead of zooming; digital zoom turns phone photos to mush.

Shoot both orientations. Vertical for Instagram and Stories, horizontal for websites, press, and X. When in doubt, take one of each.

Mix your angles. Eye level for people, high for crowds, low for signs against the sky. Ten photos from the same standing position all look like the same photo.

Put the light behind you, not behind your subject. Indoors, know where the windows are before the program starts.

Tap the screen to focus on faces.

Shoot far more than you'll use. Fifty frames for five keepers is a normal ratio.

Grab short video too. Ten to fifteen seconds of a speaker's best line or the room applauding gives the social team something photos can't.

AT OFFICIALS' TOWN HALLS AND PUBLIC EVENTS

When your group attends a public town hall or hearing, photos and video are part of the record. **You have every right to document a public event:** capture your members asking their questions and the official's response, and stay unfailingly polite while you do it. A respectful clip of a constituent asking about AI safety testing, and the answer they got, is some of the most valuable footage this movement can produce.

AFTER THE EVENT



We recommend adding all the photos to a labelled **Google Drive folder or iCloud folder***



Send the folder to **coalitions@secureainow.org** within 24 hours of the event[†]



Post your two or three favorites (*see the social media guides*) and tag **@SecureAINow**

*Name the folder "Event Date, Event Name, Event Location". Include captions: who's in the photo, what's happening, where, and the date.

[†]At full resolution, unedited and unfiltered. We can crop; we can't un-filter.



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