

# THE VOLUNTEER PHOTOGRAPHER



*\*I hear you are  
a photographer!*

**Lois Lehman**



# OBJECTIVES

**Famous photographers' ideas and quotes**

**Types of events**

**Preparation**

**Seek information**

**Post-Production/Processing:  
PHOTOSHOP, Lightroom, or  
other software**

**Distribution of final images**



# MY PHOTOGRAPHY LIFE

**John and I became PPC members 25+ years ago**

## **Attended**

- \* Santa Fe Photography Workshops**
- \* Rocky Mountain School of Photography**
- \* Charlie Freeman Photo Classes**
- \* Disney Institute Photo Classes**
- \* Collin College Photo Classes**



**Past Co-President of Plano Photography Club**

**Volunteer photographer for 6 organizations**

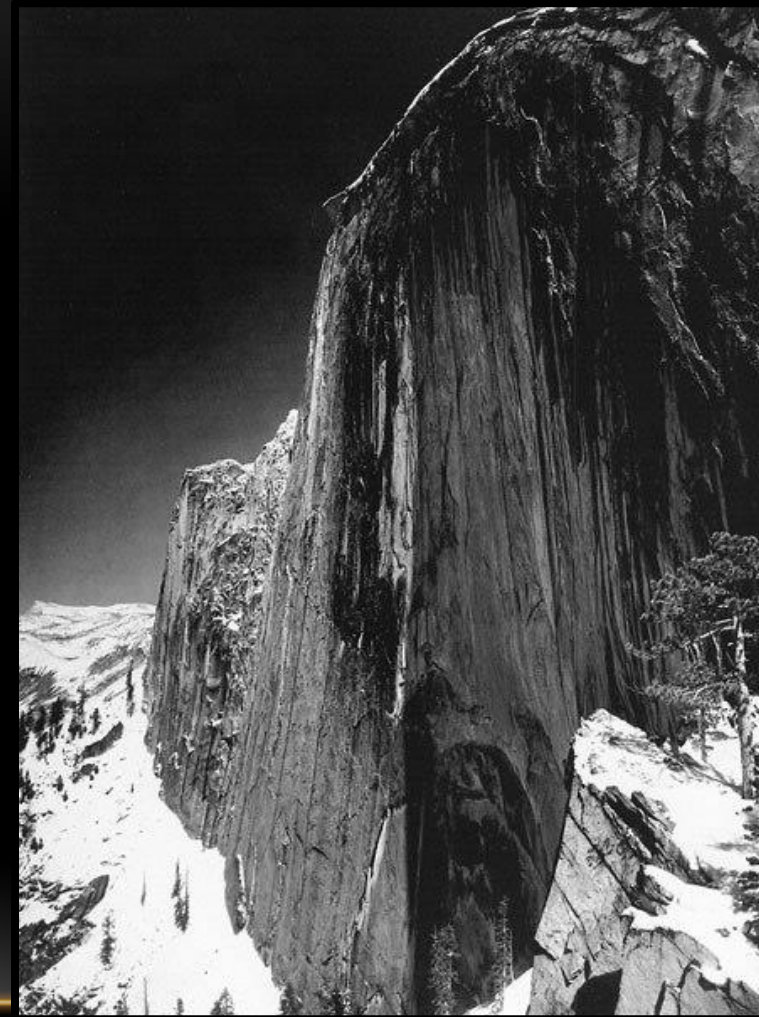
# ANSEL ADAMS (1902 – 1984)

**50% of His Creative Process  
Occurred in the Dark Room**

**He was well known for spending a  
whole day in the darkroom, just to  
produce one print.**

**He pioneered the zone system and did  
what we loosely know today as burning  
and dodging.**

**“There are no rules for good  
photographs, there are only  
good photographs.”**





# ELIOT PORTER

PHOTOGRAPHER & CHEMIST (1901-1990)

## Used the Dye Transfer Process

This was a complex and labor-intensive color print process that allowed precise control over image color.

Each dye (cyan, magenta, and yellow) was adjusted separately, intensifying one while not affecting the others.

Dye transfer prints showed excellent color saturation and brilliance.

Today in Post Processing: We use contrast, texture, clarity, vibrance, and saturation



On-Line 1950's Photo



Eliot Porter's Photo

# PHOTOJOURNALIST ROBERT CAPA (1913-1954)

**“If your photographs aren't good enough,  
you're not close enough.”**





# FIRST INVITATIONS MAY BE FAMILY AND SCHOOL EVENTS

My daughter... This is our lovely  
Granddaughter, Cathar... Continue Reading

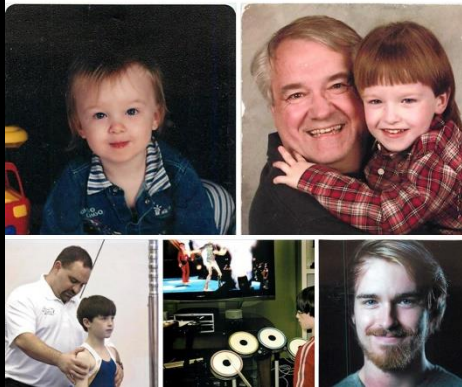


**Lois Lehman**  
October 4, 2018 · 🧑🏻  
**Catharine Culver and The Colony High School Band (TCHS)** at a band competition last Saturday. They made it to finals (top 10 bands).



**Lois Lehman is with John Lehman and Raven McCarthy.**  
May 19, 2018 · 🧑🏻

Happy 20th Birthday to our grandson, Raven. We love you and are proud of your Parkour skills and coaching. Have a wonderful and joyous day.



**Lois Lehman**  
June 17, 2013 · 🧑🏻

We had a great Father's Day with John. We had steaks, gifts, cards, and a wonderful game of Monopoly. John is a marvelous Dad and Grand-dad.





# ADVANCE TO PHOTOS OF SPORTS, NON-PROFITS, & BUSINESSES

**Professional Groups**

**Non-Profits and Fund  
Raisers**

**Sports: Teams & Games**

**Architecture**

**Pets - Shelters**

**Neighborhood, Religious,  
Hospital, and Community  
Functions**



Dallas County Medical Reserve Corp (MRC) prepares volunteers to help during disasters. Following Hurricane Harvey, many citizens wanted to help at shelters and other venues, but could not because they were not prepared/credentialed as a disaster volunteer. ... See More





# PUBLICITY SHOTS - NOT PHOTOJOURNALISM

**PJ has restrictions:** No posing of subjects and no major editing of the image

**Publicity Shots produce photos that people - organizers are happy to place on social media or to print**

**OK to (you should) post process to create the best image**

**You may need to be briefly intrusive to get the best photos of awards, VIPs, winners, etc.**



# PACK LIGHT AND BE COMFORTABLE

**Lots of walking, comfy shoes,  
drink plenty of water, and  
dress for weather**

**Fuji Camera – X-T3 mirrorless  
Favorite Lens: 18 mm to 135 mm**



**Bring a Flash for Indoor and Outdoor events**

**Extras:** Camera sling holds extra batteries, memory cards, filters, phone, ID, and money. Bring an extra lens as needed.

**Most events are casual. Dress nicely as you represent the organization. If in doubt, wear all black.**



# #1 CHALLENGE

## LACK OF CONTROL

Photographer Does  
Not Control

Location - Time of Day

Weather - Agenda

Your lack of experience

Light: Indoors, outdoors, or both

Movement of people – ask about agenda

During quiet moments, stage some shots

But you are expected to make it work!



# HOW MANY PHOTOGRAPHS

For 2-4 hour events, I take **150 to 300** images

When I see a photo-op, I take a set of **5-10** images (flash AND no flash)

I chose the best image of the set during post processing

I usually submit **60-90** final images

I only submit the photos I want seen

For large events, it is good to have a fellow photographer or two





# SOME PHOTOGRAPHERS SUBMIT ALL THEIR IMAGES

**I Don't Recommend This**

**Organizers may not have time to  
evaluate 200-300 images**

**They may not have good photo skills  
or equipment to choose the best  
images**

**There may be some photos that may  
'embarrass' a subject**

**I don't want to see poor quality  
images with my name on them**



# MAKE YOUR IMAGES POP

Use Any Crop: Rectangle, Square, or Panoramic

Color Correct and Enhance

Crop, Clone, or Blur out Distracting Objects

Diminish White Distractions

Highlight Point of Interest - Vignette

DeNoise or Sharpen – Topaz Labs





# WHO TO PHOTOGRAPH

**Organizers/Officers of the Event**

**VIPs – Special Guests**

**Volunteers – Vendors - Sponsors**

**Attendees - Crowd**

**Kids**

**Diversity - many  
Cultures and Ages**

**Signs**

**Get it All!**





# BE CREATIVE! USE RULES OF PHOTOGRAPHY

**Rules of Thirds - Leading Lines**

**Look for “impact”**

**Change to B/W or Sepia**





# UP, DOWN, LEFT, & RIGHT WORK THE SUBJECT

**Old Statement: Amateur  
will take 100 photos – a  
professional will take  
1,000**

**Bend knees – shoot low or  
up**

**Stand on stairs – aim  
down**

**Step to the right – step to  
the left**

**Shoot wide angle – shoot  
close up**



# KNOW YOUR FLASH - USE FILL FLASH

**Auto flash does not always  
make wise decisions**

**Flash may be needed both  
indoors and outdoors**

**You need to take photos  
quickly – volunteers and staff  
are busy**

**Look around - keep you and  
other people safe**

**It is easier to 'fix' a flash photo  
than an underexposed photo**





# TO CORRECT PROBLEMS

**This is an adequate flash image: Sharp, Habitat logo on helmet, company logo on lanyard.**



**BUT.....**

**Image and skin color is flat –**

**Clone out flash reflections in goggles**

**Teeth and whites of eyes are dull –  
Dodge (10% lighter)**

**Telephone poles are a distraction –  
Clone out**

**Trash on ground – crop/vignette**



# SHARP IMAGES

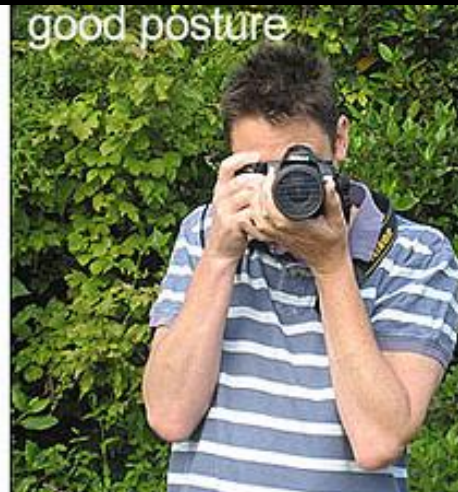
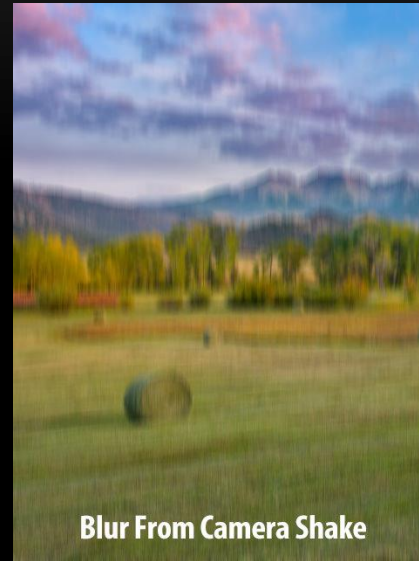
People are moving fast, hold camera **steady**

**Brace** against a wall, car, or tree

**Make your body a tripod**

When hand holding your camera, recommend **1/250 to 1/1000** second

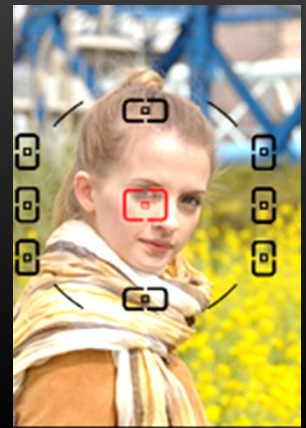
**Increase your ISO** for quicker time





# UNDERSTAND YOUR CAMERA'S FOCUS POINTS

Some cameras have only a **CENTER** focus point



Use **facial detection** – saves time.

You can move focus points –  
know what **YOU** want as Center  
of Interest



Rules of thirds can be fixed in  
post processing - off center  
(hard to fix busy background)

Remember, auto focus/face detection  
may not make wise decisions

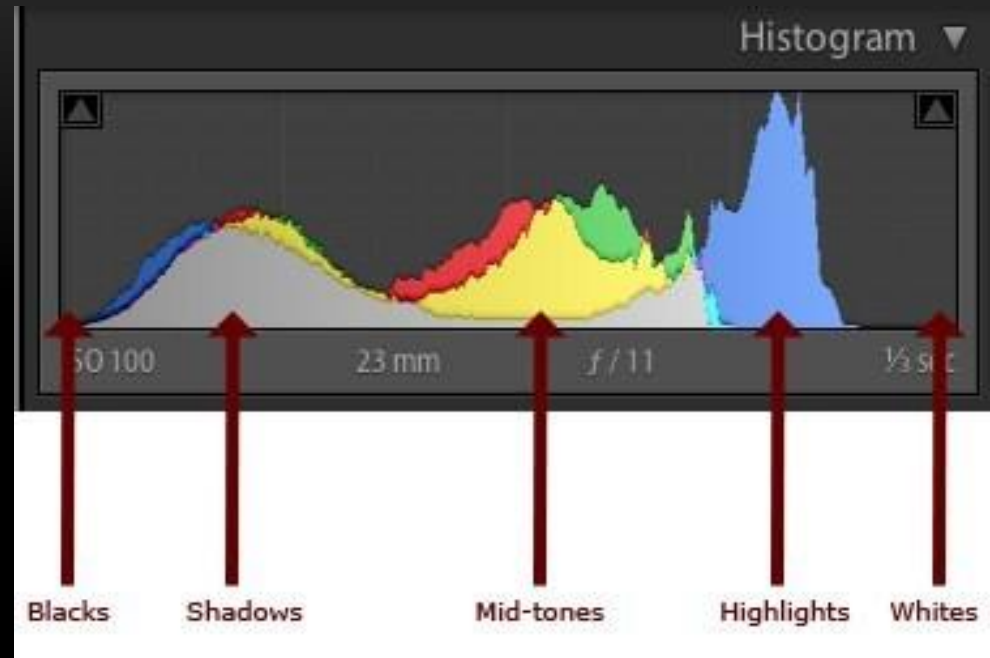


# READ HISTOGRAMS

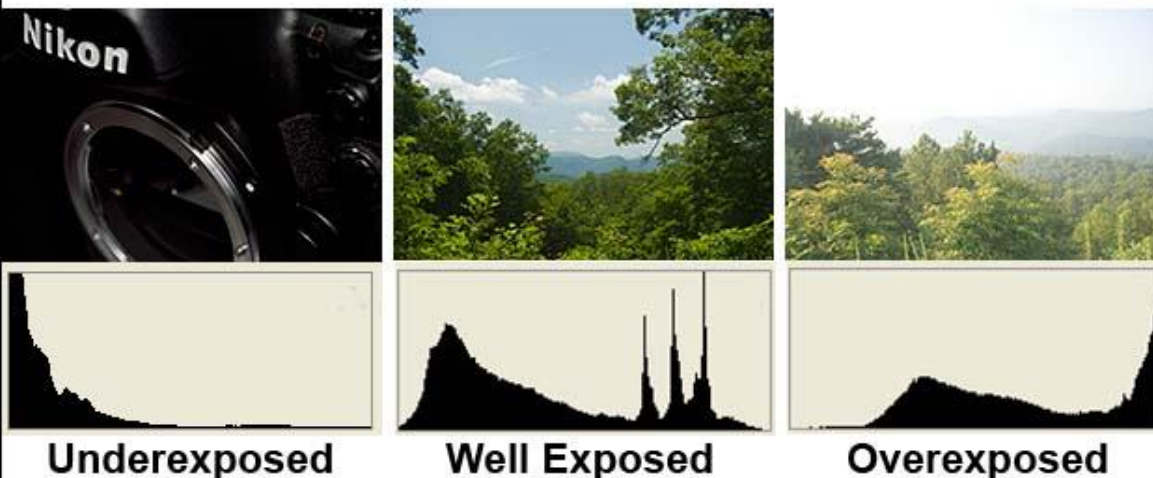
**Black is left wall – means  
no texture**

**White is right wall – means  
no color**

**Remember, you may  
not get a 2<sup>nd</sup> chance**



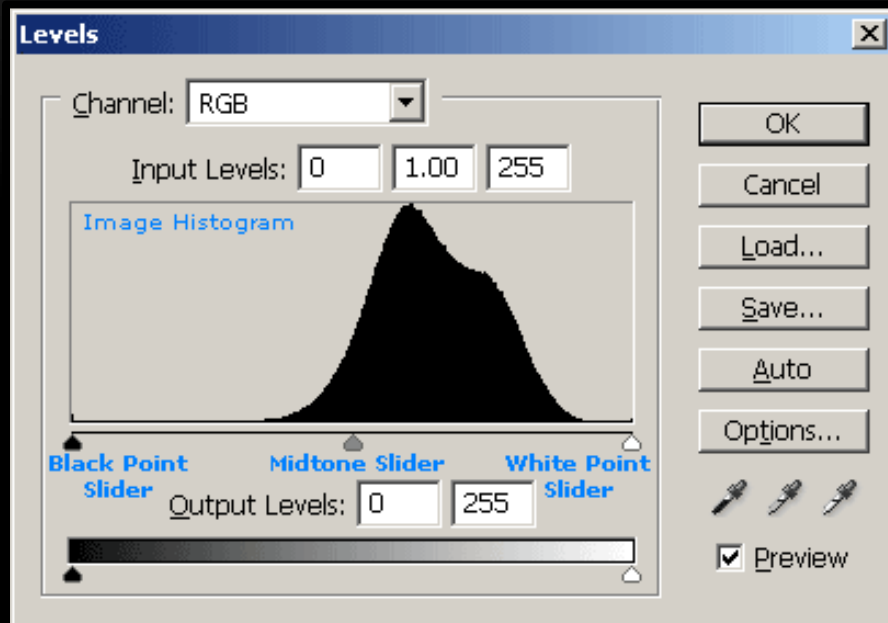
## Histogram Basic Tutorial



**Take occasional  
breaks to check  
photos and  
histograms**



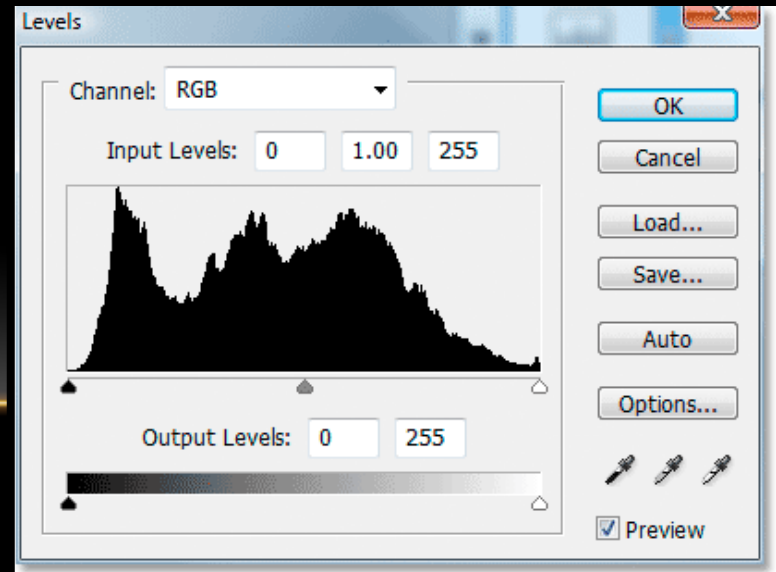
# POST-PRODUCTION: LEVELS



**In PhotoShop - Click on  
Image  
Adjustments  
Levels**

**Hold ALT button and black point slider, image goes white, slide to center until dots appear**

**Hold ALT button and white point slider, image goes black, slide to center until dots appear**



# BUY, LEARN, & USE PLUG INS

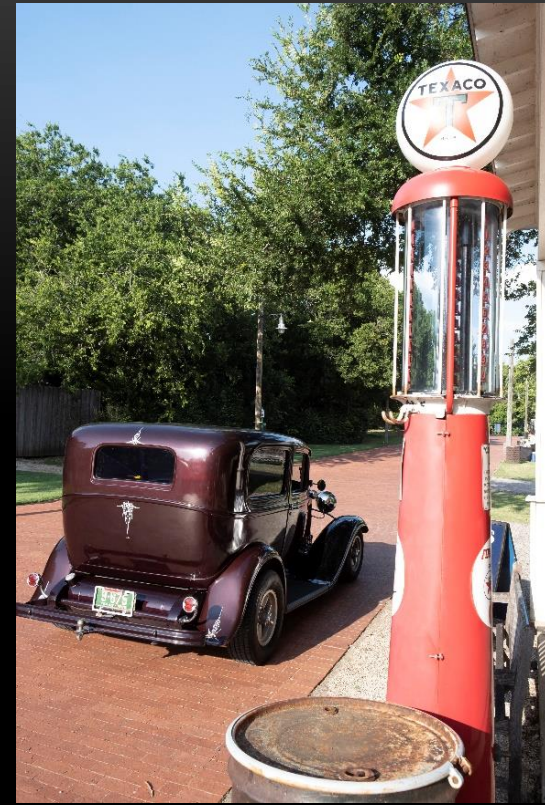
## Reasons for B/W

Colors are flat

Wrong color for era  
(1930s car)

Sky is dull

Also, street-lights  
were removed





# FAVORITE PLUG-INS

**NIK Collection**

**Color Efex Pro 4**

**Silver Efex Pro 2**

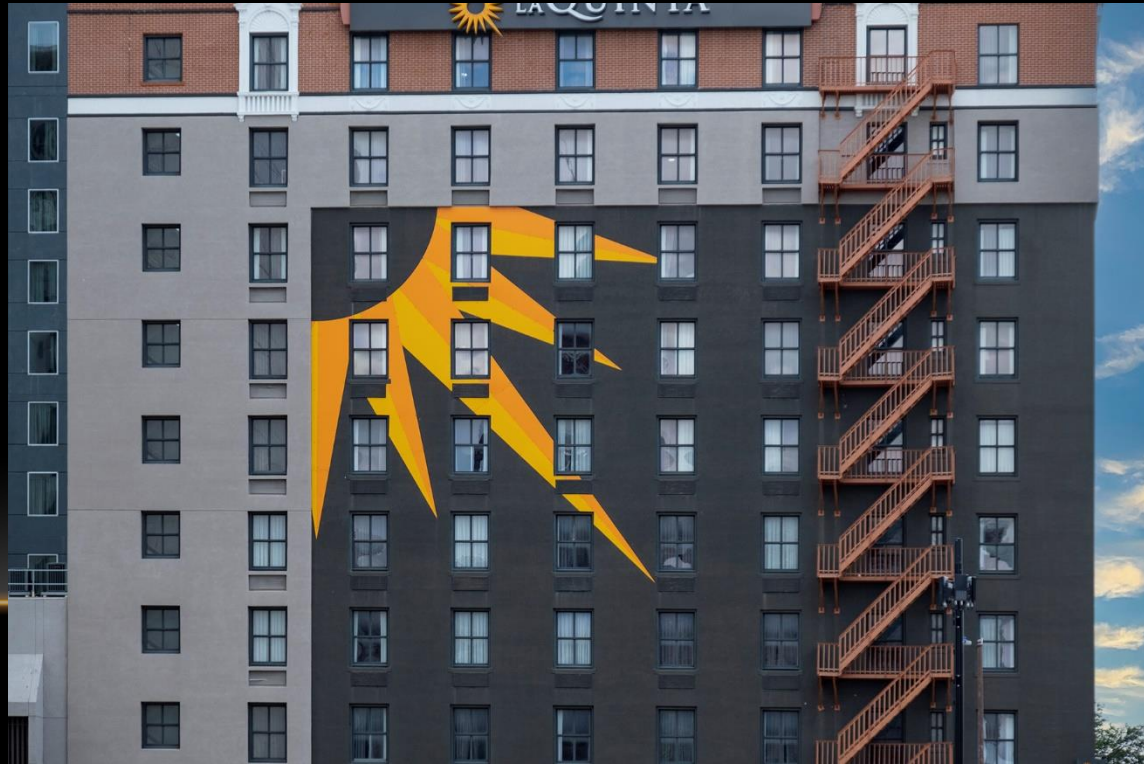
**Perspective Efex**

**Sky Replacement  
(PhotoShop Edit)**

**Topaz Labs**

**DeNoise**

**Sharpen**



# UNDEREXPOSED IMAGE

## Corrections

**In Raw: Increase exposure +150 to +200**

**Remove red mark below eye**

**Crop bowl**

**Darken floor and bowl**

**Use Topaz Labs to remove noise**





# USE **BURST** MODE FOR ACTION SHOTS





# PHOTOGRAPHER NAME TAG

Tag explains to others...

Why you are taking pictures of their children

Why you sometimes give directions

Why you may have special access

Where photos are going



Lois Lehman

March 18, 2018 · 2

After 8 months of planning, City of Dallas Police/Fire Rescue and 30 agencies held a Mass Casualty Incident Drill. Several hundred Dallas citizens volunteered to come to the Majestic Theater with 100 victims 'injured' when the stage 'collapsed'. Four area hospitals 'received' the victims.... [See More](#)





# GO EARLY TO NEW LOCATIONS

**Check** weather

**Evaluate** sun glare and shadows

**Look** for cute backdrops

**Know** where you need to stand

**Be** ready to give ideas to people



# LABEL PHOTOS



**DSCF1079.jpg** (Camera Photo number)

**Hard for organizers to know what and when of event.**



# LABEL EVERY IMAGE

## Download and in Bridge - Batch Rename

1. **Your Name**
2. **Name of Organization and Event**
3. **Date**
4. **Photo Number**

## After Post-Processing

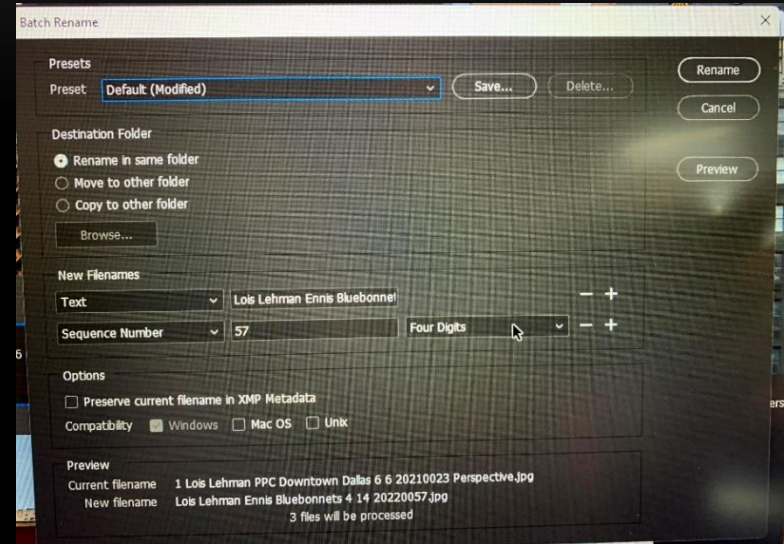
**Do a Save As**

**Place an “A” or “1” before my name at full resolution (300)**

**If sending via social media, reduce resolution to 150**

**Do a Save As**

**Retitle with ‘150’ before my name**



**Keep your original image untouched!!**



**A Lois Lehman FBHP Mums and Sons 5 1 2022 002.jpg**

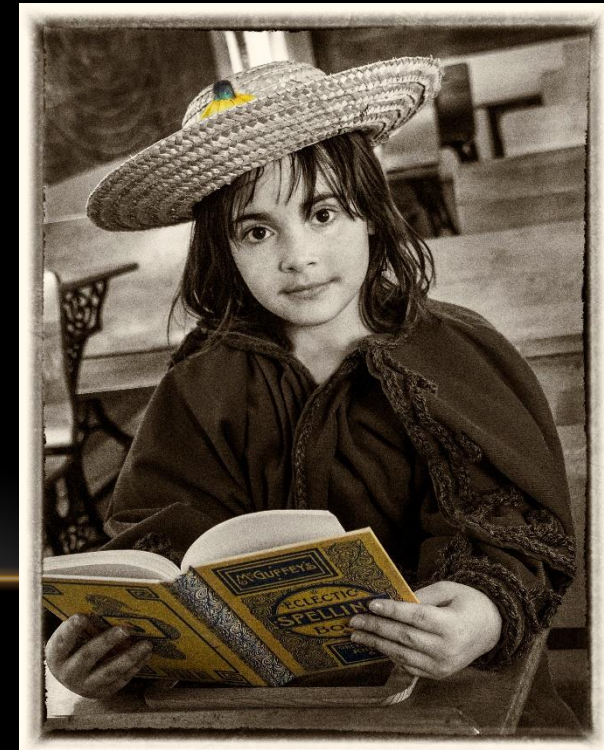


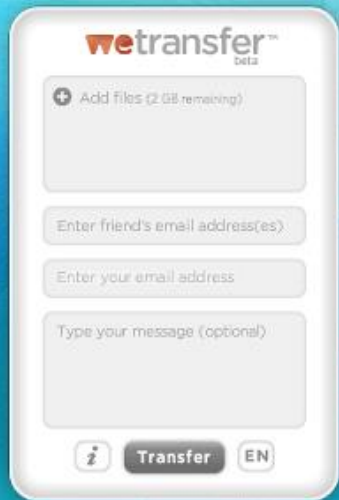
# DISTRIBUTING IMAGES

Most organizations want **JPEG**

Find a system to transfer images at full (300) resolution. This makes them printable.

If using G-mail, after hitting send button, click on **“TURN LINK SHARING ON”**.





The easy way to send big files.

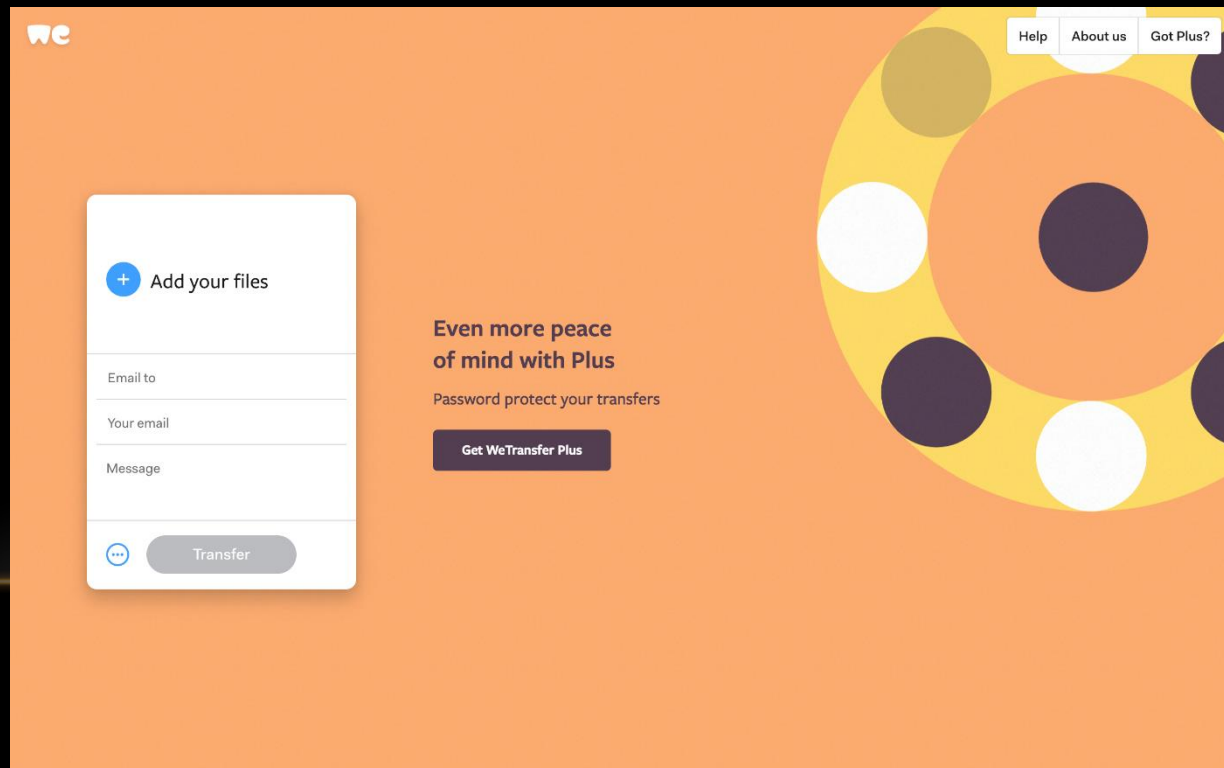
- It's free
- Send up to 2 GB
- No registration
- Simple & secure

# WE TRANSFER @ WETRANSFER.COM

**FREE for basic Package – OK to Send up to 2 GB**

**Recipient has 1 week to Download**

**Can send full resolution photos**





# RELEASE PHOTOS TO ORGANIZATION

**Some organizations may ask you to  
sign a photo release form**

**Or you may create your own**

**You can Google sample forms**

**I send a simple sentence on We  
Transfer or send the organization an  
email**

**My Release: Baseball Grounders  
may use, edit, print, and distribute  
these images to promote their team.**



# GOOD NEWS – BAD NEWS

## Most Organizations

Are well organized

Experienced

Know what they want

Greet you – give you an agenda

Staff is nice

Have knowledge of websites,  
photography, downloading, etc.

## SOME ARE NOT!!





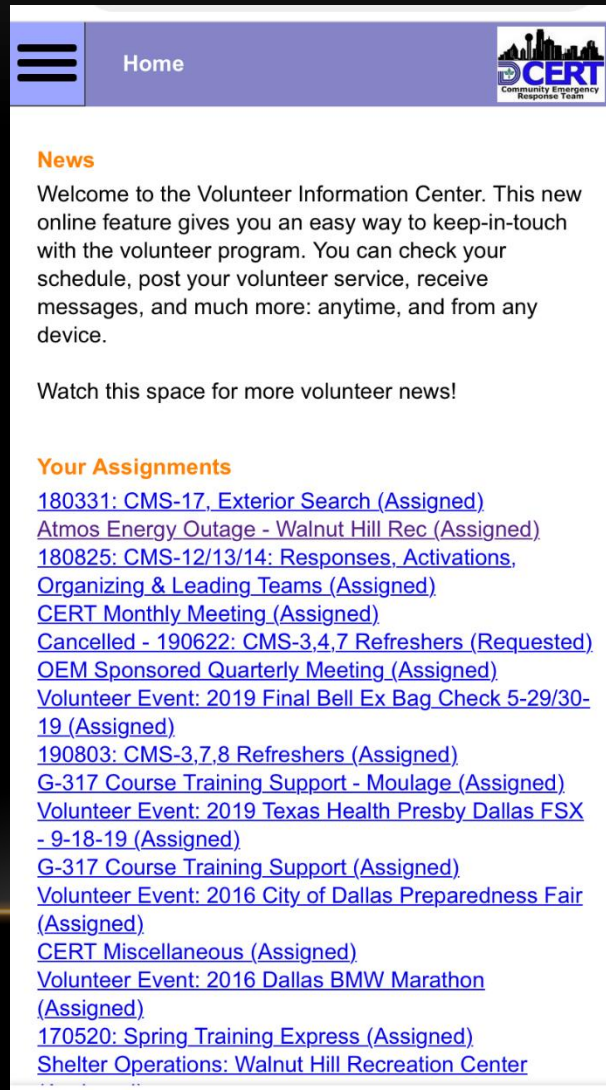
# VOLUNTEER SCHEDULES ON COMPUTERS

Some agencies have  
on-line schedules

List their volunteer  
opportunities

Send E-mails  
reminders 1-2 days  
prior to event

Keeps track of  
your volunteer  
hours



The screenshot shows the homepage of the CERT Community Emergency Response Team website. The header includes a home button, the word "Home", and the CERT logo. The main content area is divided into two sections: "News" and "Your Assignments". The "News" section contains a welcome message and a link to watch for more volunteer news. The "Your Assignments" section lists various volunteer opportunities, including CMS-17, CMS-12/13/14, CMS-3,4,7, and CMS-3,7,8 Refreshers, as well as training support and volunteer events.

**Home**

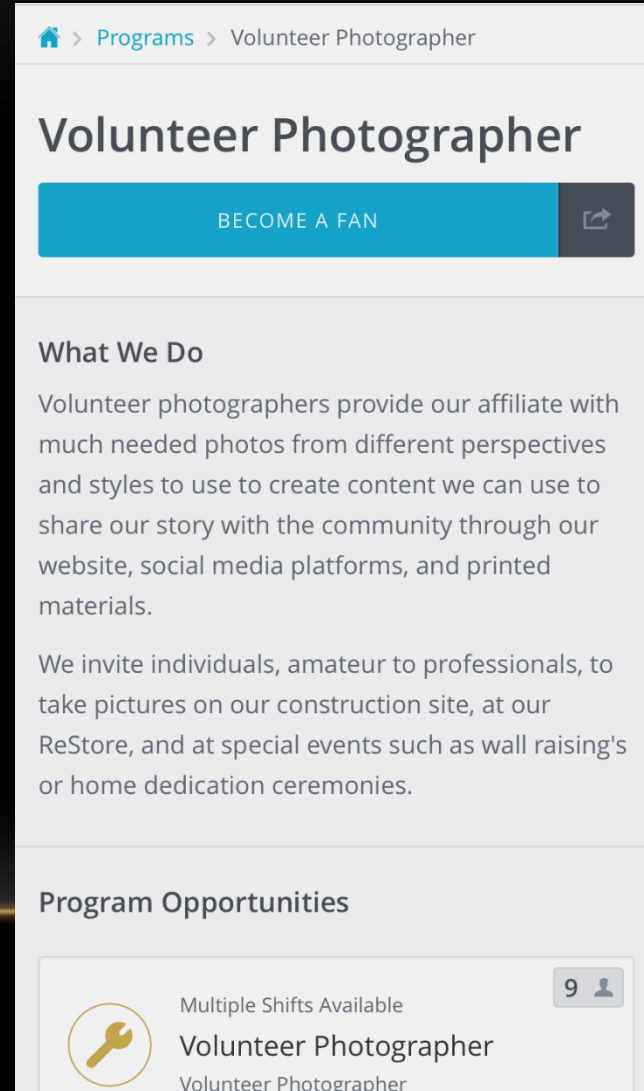
**News**

Welcome to the Volunteer Information Center. This new online feature gives you an easy way to keep-in-touch with the volunteer program. You can check your schedule, post your volunteer service, receive messages, and much more: anytime, and from any device.

Watch this space for more volunteer news!

**Your Assignments**

- [180331: CMS-17, Exterior Search \(Assigned\)](#)
- [Atmos Energy Outage - Walnut Hill Rec \(Assigned\)](#)
- [180825: CMS-12/13/14: Responses, Activations, Organizing & Leading Teams \(Assigned\)](#)
- [CERT Monthly Meeting \(Assigned\)](#)
- [Cancelled - 190622: CMS-3,4,7 Refreshers \(Requested\)](#)
- [OEM Sponsored Quarterly Meeting \(Assigned\)](#)
- [Volunteer Event: 2019 Final Bell Ex Bag Check 5-29/30-19 \(Assigned\)](#)
- [190803: CMS-3,7,8 Refreshers \(Assigned\)](#)
- [G-317 Course Training Support - Moulage \(Assigned\)](#)
- [Volunteer Event: 2019 Texas Health Presby Dallas FSX - 9-18-19 \(Assigned\)](#)
- [G-317 Course Training Support \(Assigned\)](#)
- [Volunteer Event: 2016 City of Dallas Preparedness Fair \(Assigned\)](#)
- [CERT Miscellaneous \(Assigned\)](#)
- [Volunteer Event: 2016 Dallas BMW Marathon \(Assigned\)](#)
- [170520: Spring Training Express \(Assigned\)](#)
- [Shelter Operations: Walnut Hill Recreation Center](#)



The screenshot shows the "Volunteer Photographer" page. The header includes a home button, the word "Programs", and the text "Volunteer Photographer". The main content area is divided into three sections: "BECOME A FAN", "What We Do", and "Program Opportunities". The "BECOME A FAN" section has a button to become a fan. The "What We Do" section describes the role of volunteer photographers and lists the locations where they are needed. The "Program Opportunities" section lists the number of shifts available and the program name.

**Programs** > Volunteer Photographer

**Volunteer Photographer**

**BECOME A FAN**

**What We Do**

Volunteer photographers provide our affiliate with much needed photos from different perspectives and styles to use to create content we can use to share our story with the community through our website, social media platforms, and printed materials.

We invite individuals, amateur to professionals, to take pictures on our construction site, at our ReStore, and at special events such as wall raising's or home dedication ceremonies.

**Program Opportunities**

Multiple Shifts Available

**Volunteer Photographer**

Volunteer Photographer

9

# FUZZY LEGAL ISSUES

**Photographer DOES have copyright  
of their photographs**

**BUT, who has access/shares your images?**

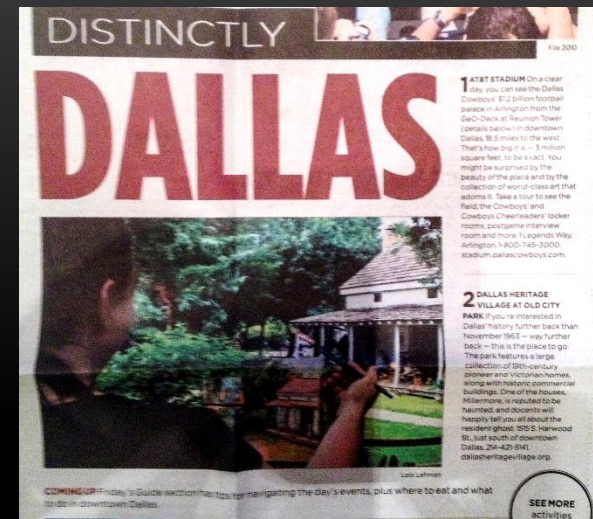
**I allow non-profits to edit, print, use and  
distribute my images. They may also share my  
images with other volunteers, vendors,  
sponsors, VIPs, or attendees.**

**Attendees in public areas may be  
photographed, but when asked, I will delete a  
photo.**

**I RARELY get photo credit**

**I do place some images on my Facebook or  
Instagram – I tag the organization**

**Also, I enter them in PPC competitions**



**\*Dallas County Medical Reserves Corps holds  
Closed POD Drill\***

Today, Dallas County tested MRC's ability to dispense medical countermeasures to affected populations quickly and efficiently, which is crucial following a catastrophic public health event.





# TO FIND VOLUNTEER OPPORTUNITIES



**Call/Google your favorite center: Big Brothers Big Sisters, Operation Kindness, North Texas Food Bank, Make-A-Wish, Habitat for Humanity, Dress for Success, In-Sync Exotics, Zoo, Soup Mobile, Schools, Theaters, Hospitals, etc.**

# SUMMARY

Crop, clone, and/or vignette

Try to tell a story, or be creative

Try not to embarrass anybody or the organization

Buy, use, and experiment with Plug-Ins

Create sharp images - read histograms – use flash as needed

OK to interact with subjects - pose

Use wide angle and telephoto lens

Have a plan on how you will distribute your photos to organizers

## December 2011

### Candlelight

Candlelight, our most popular event, has become a part of holiday celebrations for many families. Candlelight's glowing pathways lead to holiday traditions of early Dallas, donkey-pulled carriage rides, community entertainers, St. Nicholas, food, and festive fun. Each year, we build partnerships with community groups to decorate the buildings, and financially support and staff the event.



Lois ↑



Lois ↑



### Our History

Dallas Heritage Village and the land



on which it sits has a long and rich connection with Dallas history. Site of many firsts, this piece of land became Dallas' first city park in 1876. At the time, it was simply called City Park. The Cedars, an elegant neighborhood, home of many business and mercantile leaders, grew up around City Park in the 1880s and 1890s. The city's first zoo was located here and weekly concerts were given in the



# THE END

## Thank You for Watching



## Chat Questions?

