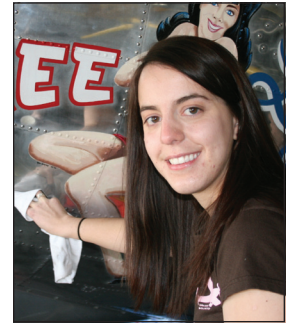


WAI Needs Your Girls in Aviation Day Photos

Send us your **BEST** photos for use in Aviation for Women, WAI news releases, social media, WAI.org, grant proposals and more



A good photo tells a story. When you look at a good photo, you understand what is happening: “A pilot is teaching a girl how to read a sectional chart” or “Girls are intently listening to a motivational speaker.”

A good photo captures emotion. You see someone laughing, smiling, concentrating; the person looks amused or serious. You can tell by the look on their face what they are feeling. That’s why candid photos are typically better. No one is doing the cheesy “say cheese” for the camera.

A good photo captures a moment. In a good photo, you see the moment the lightbulb goes on in someone’s head. You see a girl engrossed in learning. You see someone genuinely laughing. You see the bond between the adult/mentor and the girl.

A good photo is well-lit and in focus. A good photo is neither too dark nor too light. With the exception of “creative” photos, all elements in the photo should be in focus. Because these photos will be used both electronically and in print (for WAI publications), we need to have high resolution photos. That means no less than 300 dpi.

Of course, if anyone in your chapter is a professional photographer, she is the ideal official photographer. It makes sense, though, for several people to be “photographers” in order to get different photos and different points of view.

Here are some other tips:

Getting a group shot is compelling, but one of those is enough. Group shots “tell the story” that a lot of people participated, but little else. Most times in group shots, people are so small as to be unidentifiable. Plus it’s difficult to do a group shot where

all the people featured look good. Typically one person’s eyes are closed, while another is looking off in the wrong direction.

As a general rule of thumb, **close up photos are better.** If you’re taking a photo by an airplane, we don’t need to see the entire airplane. We “get it” that it’s an airplane by the wing or the propeller or the engine nacelle. The people by the airplane are more important. Don’t be afraid to get up close when you are taking a photo.

Professional photographers take hundreds of pictures at one time. If you’ve been photographed for a wedding, you know that the professional takes many, many pictures so the bride and groom can pick out the best ones. These days we don’t even have to pay for film **so take lots of photos, all day long, and then edit them down to your very best ones.**

Be a director of your own photos. Rather than just have three girls standing there looking at the camera, give them props—a headset, an aeronautical chart, a model airplane. Have them do something. Tell them to give a thumbs up to the camera. **Photos where people are “doing something” are more interesting.** And don’t be afraid to have fun. So often the very best photo is the silly one you take as a joke when all the serious ones have been taken.

Photo permission: On Girls in Aviation Day, you will be photographing minors. That means **we need parental approval to photograph the girls.** That’s permission you’ll get when you are registering the girls. Some parents do not want their girls photographed because of custody issues or merely personal preferences. We need to be sensitive to that and act accordingly. In the near future, we will be emailing a recommended process/tool for your chapter to use to secure photo permission.

When you have selected your best photos, upload photos to the WAI Dropbox folder at <http://bit.ly/GIAD18Photos>. If you do not wish to send via Dropbox, please send your full-size, high resolution images as an e-mail attachment to giad@wai.org. If captions are necessary, please include those as well.

Make sure your chapter name/location is included, as well as a contact in case we have questions.

Note that we will need these photos ASAP in order to include them in the magazine and use them for a follow-up news release.

Please submit them by Friday, October 19, 2018

THANK YOU! We are depending on you to supply us with fantastic photos of this fantastic day!