



Transportation Alternatives

Your advocate for bicycling, walking and public transit

Photography for Transportation Alternatives

Thanks for your interest in being a volunteer photographer for T.A.!

What is T.A.?

Transportation Alternatives is a 6,000-member NYC-area non-profit citizens group working for better bicycling, walking and public transit, and fewer cars. We work for safer, calmer neighborhood streets and car-free parks.

What photo opportunities are available?

1. Magazines—we produce Reclaim Magazine each quarter.
2. T.A. StreetBeat—we produce a bi-monthly e-mail newsletter that goes out to over 14,000 subscribers
3. Special publications—T.A. also publishes a number of special publications each year (e.g., a pamphlet on the Car-Free Central Park campaign and a report on indoor bicycle parking)
4. Web site—T.A. has an extensive web site that uses tons of photos and images.
5. Special events—we need pictures of special events (particularly Bike Month and the NYC Century Bike Tour) to send with press releases to a wide variety of media.

How do I get involved?

1. Take shots appropriate for our magazine, StreetBeat or website and send them in (see below for guidelines). Please either upload them to Flickr, tag them with TransAlt, or send a labeled disk to our office: Events and Membership Director, Transportation Alternatives, 127 West 26th St #1002, New York, NY 10001
2. Come to one of our events (see transalt.org/calendar for specific dates) and take photos. If people are riding bikes, we either need shots of the bikes coming towards the camera or side view, no shots from behind, please.

Guidelines and ideas for T.A. photos:

1. Please note that, though we very much value your contribution, T.A. cannot pay for any aspect of your photography, including development. We will credit you in our publications if you include your name when sending us your work.
2. Photos of subjects should be from the front at a low or interesting angle with the subject in the foreground
3. “Artsy” shots are fine and encouraged
4. We are especially interested in shots of multiple people riding together on bicycles as well as people walking together
5. Please include the full environment of the subject(s)
6. We would also like to expand our collection of “mixed” shots—cyclists and pedestrians
7. Motion is good
8. If you are also a graphic designer, please feel free to manipulate the shot or play with line art, etc. We are interested in a variety of shots and styles, as long as they give a professional and polished look.
9. Be sensitive to demographic interests. Please try to shoot a wide variety of people and, when you are shooting in a particular neighborhood, please try to choose people that are representative of that neighborhood.
10. We need photos of people on city streets, in bike lanes on greenways and in parks.

Questions? E-mail Wiley at wiley@transalt.org

Thanks!