

US EPA ARCHIVE DOCUMENT



OnCampus ecoAmbassadors

OnCampus ecoAmbassadors are college students who implement projects from EPA's partnership programs to help carry out the Agency's mission to protect human health and the environment. The program is open to ANY college student, regardless of program, age, or background. All interested students are encouraged to participate.

Up for a Challenge?

Take a look around you. What does your campus and the surrounding area look like today? What did it look like in the 1970s?

Join a challenge to photograph the same locations captured in the original *Documerica* project. For instructions and locations, visit <http://blog.epa.gov/epplocations/>.

Your "after" photo could be featured with the original "before" photo as part of a national exhibit. The exhibit, hosted by EPA and the U.S. National Archives Administration, will travel across the United States through 2012.

Basic Photo Project Rules

You can enter photos any time between now and April 1, 2012. By submitting photos, you give EPA permission to use them for non-profit governmental purposes, including but not limited to environmental education and awareness. This permission includes, but is not limited to, publication by EPA in printed materials, television broadcasts, websites, or EPA's intranet. You will not be compensated for such use. However, where reasonable, EPA will give you credit for the photos. Complete rules are available at www.flickr.com/groups/1667216@N23/rules/.

Learn More

For more information, please visit:
www.epa.gov/environmentphotoproject

State of the Environment Photo Activity

Soon after the U.S. Environmental Protection Agency was created in 1970, a handful of staff members began a national photo project that had never before been attempted on such a scale. From 1972 to 1978, professional photographers captured images of environmental problems, EPA activities, and everyday life in America for the *Documerica Project*. This resulted in an environmental time capsule of more than 15,000 pictures from locations all over the United States. Now, 40 years later, the State of the Environment Photo Project is your chance to be a part of the same effort to show the world what our environment looks like today.

Goals of the State of the Environment Photo Activity

- Empower students to better recognize their surrounding environment
- Enable students to witness and recognize environmental impacts or changes over time
- Create an opportunity for campus communities to showcase their creativity and artistry to a global audience

If You're Interested In:

- Taking pictures, either professionally or as a hobby
- Organizing events and using social media
- Raising awareness of local, national, and worldwide environmental issues

... then the State of the Environment Photo Activity is for you!

See page 2 for a step-by-step checklist for the State of the Environment Photo Activity.



The World Is Watching

Don't let your environment go undocumented. Grab your friends, grab your cameras, and show us what your environment looks like, on campus or abroad. Together, we can create a time capsule of photographs to compare to the original *Documerica* photo set. Check out these links:

White House blog about *Documerica*:

www.whitehouse.gov/blog/2011/04/02/documenting-americas-natural-beauty

"EPA puts out global call for photos" (ABC News):

abcnews.go.com/Technology/wireStory?id=13468684

"The '70s photos that made us want to save the Earth" (Wired Magazine):

www.wired.com/wiredscience/2010/03/epa-gallery/

This program is open to ALL students, but is recommended for students studying photography or fine arts, communication, education, environmental sciences, or environmental studies.

Checklist for the State of the Environment Photo Activity

Follow the steps below to participate in the photo activity on your campus.

- 1. Learn more about the State of the Environment Photo Project.**
 Visit www.epa.gov/environmentphotoproject to learn more about the project and to see the photos that have been submitted so far.
- 2. Read and understand the project rules.**
 View the rules at <http://www.flickr.com/groups/1667216@N23/rules/>. If you do not have a Flickr account, follow the instructions to create one. Participants in the State of the Environment Photo Project need a Flickr account to upload photos.
- 3. Kick off your activity.**
 Identify a campus or community event, or design your own, where you can promote the State of the Environment Photo Project. Use a sign-in sheet to collect the names of students and other attendees who are interested in participating in the activity. Be sure to have your event approved by your campus's student government or facilities staff. Contact the State of the Environment Project lead for help with promoting your activity (contact info below).
- 4. Take photos and post them to Flickr.**
 Consider organizing group outings to take photographs. If possible, identify locations near your campus that were photographed during the original *Documerica Project* (visit <http://blog.epa.gov/epplocations/> to find locations). Instruct participants to post their photos to EPA's State of the Environment group on Flickr. Think about creating a State of the Environment group just for your group to make it easy for participants to see what others are doing on your campus.
- 5. Plan a photo exhibition on your campus.**
 If possible, plan an event to display the results of your photo activity. Encourage all of the participants to attend and spread the word about your event using social media tools and other methods of communication. For example, promote the event in the school paper and make class announcements if approved by professors. Use the tips for scheduling events on the right.
 If an exhibition is not practical, use other methods to call attention to the success of your activity. For example, place photographs in a special section of the school paper or add a link to the Flickr photo gallery on your school's website.
- 6. Display your campus photos.**
 Showcase the photos taken by students, faculty and staff, and community members at an exhibition. Keep track of the number of people who participate. Take photos during the event and share them on the OnCampus Facebook page.
- 7. Fill out your completion form.**
 Record the information that you are required to report to EPA on the event completion form, including your name, date of the event, name of your college, a description of the event or events, the number of interactions (include any interesting comments), and additional comments.

Resources

Photo Project Website

The website provides direct access to helpful online resources, including links to the *Documerica* photo archive, EPA blogs, the White House blog, and handy pocket-size reminders to distribute on your campus.

www.epa.gov/environmentphotoproject/

Flickr

By submitting your pictures to EPA's project on Flickr, you can help show the world what our environment looks like today. Not a member on Flickr? Fear not, it's free to join!

www.flickr.com

Tips for Successful Events

1. Find a suitable space.
2. Put up posters to advertise the event.
3. Create a Facebook event.
4. Ask friends to spread the word.
5. Plan to have snacks available – find out if you can get donations.
6. Arrange for music at the event.
7. Arrive early to set up the space, including snacks and music.
8. Use sign-up sheets to record attendance.
9. Create a written summary of the event.

EPA Contact Info

State of the Environment Photo Program

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Allow a few days for a return call from the State of the Environment representative.

EPA OnCampus Team

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EPA OnCampus Websites

Visit the EPA website at

www.epa.gov/ecoambassadors/oncampus



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