

# Photojournalism: *What Matters*

*I still believe in the power of a single photograph to change the world,... and I still believe in the power of a single person to make a difference.*

David Elliot Cohen

Advanced Photography students @ Palo Alto High School researched a topic from one chapter in the book **What Matters: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time** - a collection of 18 essays that explain the important issues of our time including; energy use and equity, climate change, population shifts, global wealth and resources. The book ends with an appendix that offers readers hundreds of ways to be part of the solution to these critical problems.

Each student selected a topic of interest, selected key images to illustrate their topic, and composed a statement of interest to engage readers/viewers to inspire them to get connected with what matters to them and inspire them to do what matters to make the world a better place.

**Choose your topic and get started!**

- Global Warming: Melting
- Oil Addiction: Black Gold
- Genocide: Darfur
- Consumerism: Spent
- Consumerism: Wealth?
- Habitat Preservation: Eulogy
- Child Exploitation
- Child Brides: Lost Girls
- Poverty: Bottom Billion
- Water: Thirsty World
- Population/Migration
- Population/Immigration
- AIDS: Infected or Affected
- Dogs: Guide Dogs
- Action Project Olevolos Project
- Inspiration: Online Resources

Stanford's Aurora Forum that inspired this project  
<http://auroraforum.stanford.edu/event/what-matters>



Gary Braasch <http://www.braaschphotography.com/>

# Global Warming

## Ponder the Polar Bears

*There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods at them and says ‘morning boys, how’s the water?’ And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes ‘What the hell is water?’”* **David Foster Wallace**

People today (the younger fish) don't realize that the world that they live in is slowly disappearing due to global warming. We find that people should know about global warming because if they knew about it then they could help prevent it. Most people know that global warming is going on, but they don't know how to prevent it. Here are some links on how you can help. Think of the polar bears!

How you can help;

[www.climate.org](http://www.climate.org)

[www.energystar.gov](http://www.energystar.gov)

[www.climatebiz.com](http://www.climatebiz.com)

[www.climatechangeeducation.org](http://www.climatechangeeducation.org)

<http://www.youtube.com/watch?v=7DB8ouyiJAc->



# Oil Addiction: *Curse of the Black Gold*

*Addiction exposes the deepest forms of physical and psychological dependency. It is typically considered a personal affliction or an individual failing.* Michael Watts

I met Ed Kashi and Michael Watts this summer at Stanford University and was deeply moved by their ability to illustrate the reality of the Niger Delta, to help me understand my personal connection to this tragedy in my daily use of gas at the pumps. The beauty of the presentation was the inspiration to be responsible for change through action. I scheduled the panel of speakers to come to my school for a Photojournalism Forum and selected the text "What Matters" for our Photojournalism unit and project focus. We all need to get involved to ensure that all environments are protected and all people have the right to live in dignity, to share the wealth of their natural resources and heritage. We need to consider that responsibility every time we fill up our gas tank, drink a cup of coffee, and purchase products. We need to insist that the people at the other end of our consumption have the resources that they need for a healthy life

[www.eraction.org/](http://www.eraction.org/)

<http://www.platformlondon.org/carbonweb/>

<http://ngm.nationalgeographic.com/2007/02/nigerian-oil/oneill-text.html>



Niger Delta oil is the premium grade on the world market – corrupt extraction policies have destroyed the habitats and lifestyles of the people living there. How are we connected? How did you get to school or work today? How do we effect oil choices daily with our own habits? What can we do to make a difference?

FIND OUT how at,....



<http://www.stopcorporateabuse.org/media-center>

<http://www.corpwatch.org/article.php?list=type&type=190>

[Click here](#) to go to photojournalist Ed Kashi's webpage and learn more about essential issues.





# Genocide



## The Scorched Earth

Never again, we said. Never again will we let the corruption of a government destroy a people. But with the echoes of Rwanda's horrific history still hauntingly fresh in our minds, we are once again faced with another genocide. For six years now, villages in Darfur have been ethnically cleansed; the women raped, and children murdered. The United States and its allies have thrown nearly three billion dollars at the problem, but a solution will never come until specific, well-planned actions are made by the U.N. We must be committed to spreading awareness about Darfur, because only when the whole world has seen the grisly images of the mutilated carcasses will there be the drive to take the necessary actions against this heinous current genocide.

For more information:

<http://www.eyesondarfur.org/crisis.html>

<http://www.enoughproject.org/>

How YOU can help:

<http://www.savedarfur.org/>

<http://www.ourpledge.org>

<http://www.enoughproject.org/>



# CONSUMERISM

## Consuming our culture, one child @ a time

Consumerism is creating insecurities in children, who grow up to think that shopping is the answer to the void they may feel. Ads appear everywhere and we're exposed to several thousand a day, with digitally altered photos, so our children end up believing that real women should look "perfect." Children should not be under the pressure to "make" themselves into an imaginary ideal women or man. The **Evolution** video demonstrates that what you see in the media is not the true woman, but children daily see imagined ideal. We think this topic is important because parents and young adults should reach out and teach children that everyone is beautiful just the way they are – no makeover needed!

*In a survey of ten to thirteen year olds across the socioeconomic spectrum, the statement that elicited the most enthusiastic and uniformly positive response was 'I want to make a lot of money when I grow up.'*

Juliet B Schor

Lauren Greenfield Gallery  
[www.laurengreenfield.com/](http://www.laurengreenfield.com/)



# Consumerism: Distribution of Wealth

*If you've got it, flaunt it; if you can't afford it, borrow it; and if neither applies, you're a loser.*  
Juliet B. Schor

The topic we chose was consumerism and its obsession of what can be referred to as “the New Gilded Age.” We feel that consumerism is an important topic to educate people about because sometimes people pay too much attention to what they're spending their money on and not how much their spending on it affects the world. Consumerism is all marketing and commercial tactics. It's interesting to see how people can be fooled so easily by the whole quality vs. quantity aspect when the quality is double or more the cost of the quantity. For example, a person would much rather have a real fur coat than a fake when a fake would cost at least five times less and look exactly the same as the real one. There are so many more important things we could do with our money in the world!



Lauren Greenfield [www.laurengreenfield.com/](http://www.laurengreenfield.com/)

Learn more about fighting rampant consumerism:

[www.storyofstuff.com](http://www.storyofstuff.com)

The Story of Stuff

[www.commercialalert.org](http://www.commercialalert.org)

Commercial Alert

Get lesson plans about consumerism and its effects:

[www.pbs.org/kcts/affluenza/treat/tguide/tguide.html](http://www.pbs.org/kcts/affluenza/treat/tguide/tguide.html)

PBS: Affluenza

Learn more about simpler, sustainable living:

<http://lighterfootstep.com/2.html>

Lighter Footstep

[www.eartheasy.com/homepage.htm](http://www.eartheasy.com/homepage.htm)

Eartheasy

[www.thegreenguide.com/](http://www.thegreenguide.com/)

National Geographic Green Guide

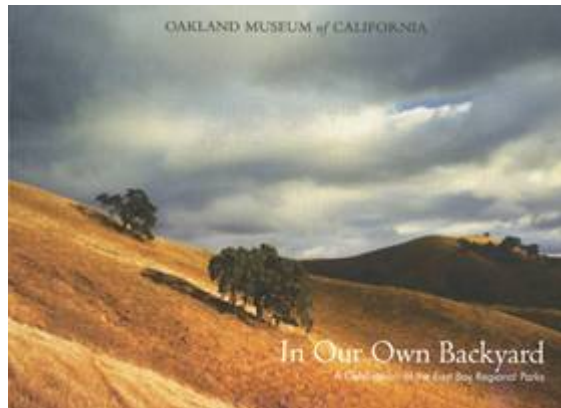
Get a guide to responsible purchasing:

[www.responsiblepurchasing.org/purchasing\\_guides/all/](http://www.responsiblepurchasing.org/purchasing_guides/all/)

Responsible Purchasing Network



# Habitat Preservation



Bob Walker was a dedicated Bay Area environmentalist and photographer.  
[http://www.museumca.org/exhibit/exhibitions/bob\\_walker.html](http://www.museumca.org/exhibit/exhibitions/bob_walker.html)



How we live on the planet affects all life. We must learn to choose lifestyles and practices that are in harmony with Nature.  
<http://www.braaschphotography.com/>

Conservation Photographers: <http://www.ilcp.com/>

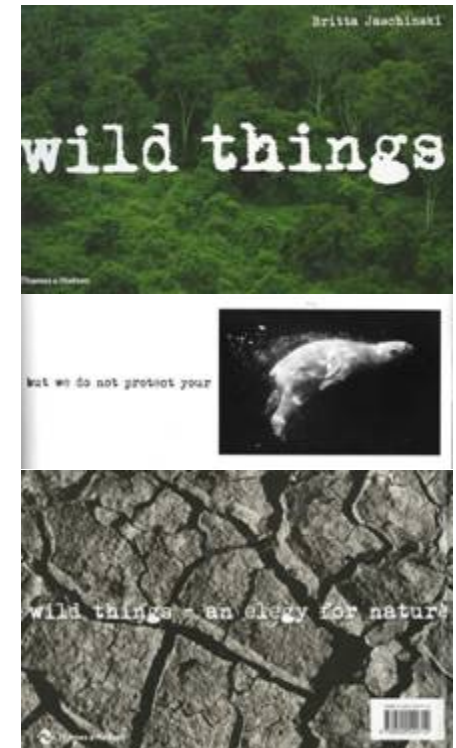
I love living in the Bay Area where we have ocean, mountain, valley, and bay landscapes. My favorite activity is hiking around local parks. I appreciate how much land has been preserved by the Sierra Club, POST, state & federal parks. I worry about how much land is being destroyed worldwide and how disastrously this impacts our ecology and wildlife. We are discovering that we have a common organic gene pool,...so it is up to humans to preserve habitats for the survival of our animal and plant relatives.



The importance of local, state, regional, and federal parks & land preservation organizations.

Britta Jaschinski illustrates the plight of the natural world.

<http://www.brittaphotography.com/>



# Thirsty World

Our natural resources are diminishing day by day all over the world. In our daily lives we don't always realize the amount of clean water we consume in our privileged lifestyles. Viewing Brent Stirton photos of the worldwide water shortage should change the way we see our communities. We ask you if we can all work together to limit the amount of water we use every day. The photographed communities are living under tremendous stress to merely survive with contaminated waters; once large lakes, have shriveled to small ponds that cannot sustain towns. We should always keep these images in our minds, and help our neighbors to practice responsible water strategies and reduce consumption.



[http://www.brentstirton.com/feature-water\\_issues.php](http://www.brentstirton.com/feature-water_issues.php)

-> Brent Stirton's photography artwork about global water crisis.

<http://www.worldwater.org/>

-> A website to show the information on the world's water resources.

<http://www.circleofblue.org/waternews/>

-> A website that contains various articles of water issues and photography works related to global water crisis.



# The Bottom Billion



Poverty matters because while people living in affluent countries, like America, take for granted the smallest things; clean water, a sanitary environment, communication, technology,... while millions of people in the world live without any of these modern “essentials.” People die everyday from hunger and malnutrition, when these consequences could easily be averted. The disastrous results of poverty are war, inhumanity, genocide, and exploitation. They must be addressed now!

James Nachtwey <http://www.jamesnachtwey.com/>

Interested? See what poverty looks like – see what you can do to change this picture:

[www.pih.org/youcando/donate.html](http://www.pih.org/youcando/donate.html)

[www.bridgestoprosperty.org](http://www.bridgestoprosperty.org)

[www.ewb-usa.org/donate.php](http://www.ewb-usa.org/donate.php)

[www.one.org/about/](http://www.one.org/about/)

[www.wfp.org](http://www.wfp.org)

[www.actionagainsthunger.org](http://www.actionagainsthunger.org)

[www.namaste-direct.org/](http://www.namaste-direct.org/)

[www.kiva.org/about/how](http://www.kiva.org/about/how)



# Population Shifts

While our population continues to grow exponentially, our beloved planet remains the same size. The lack of space and resources in many areas force huge numbers of people to move from rural areas into bustling cities; not as normal residents, but often as “squatters.” These people are lured to the cities by modernization and the often-illusory hope of finding a job. The “squatters” are then subject to unbearable living conditions, and exposed to numerous dangerous diseases. The victims of this tragedy are in dire need of help, and it is our responsibility, as a society, to provide that assistance.



Sebastiao Salgado

<http://www.masters-of-photography.com/S/salgado/salgado.html>

To learn more...

[http://news.bbc.co.uk/2/hi/in\\_depth/world/2006/urbanisation/default.stm](http://news.bbc.co.uk/2/hi/in_depth/world/2006/urbanisation/default.stm)

[www.iom.int/jahia/Jahia/pid/2](http://www.iom.int/jahia/Jahia/pid/2)



# Immigration: *The Greatest Migration*



Sebastião Salgado

<http://www.unicef.org/salgado/>



Sebastião Salgado

*The Greatest Migration* by Paul Knox portrays third world countries' struggle to migrate into the city. Half of the world's population live in cities, and one third of these city dwellers live in squatter communities. These squatter villages are plagued with disease; children growing up in these areas are fifty percent more likely to die by age five than those born in more affluent countries. The speed of population growth is the problem, and that fact that we don't do anything about it. In the nineteenth century, renowned photographer Jacob Riis photographed poverty, enough to open the eyes of the New York government to help the squatters in their city. This is what Sebastião Salgado is trying to achieve today. We are interested in this because it is a less publicized world problem that is more immediate than people realize. We hope to open the world's eyes about it through these images.

## **If you're interested...**

Global Urbanization

[http://news.bbc.co.uk/2/hi/in\\_depth/world/2006/urbanisation/default.stm](http://news.bbc.co.uk/2/hi/in_depth/world/2006/urbanisation/default.stm)

Donate To organizations working to improve conditions for immigrants

[www.iom.int/jahia/Jahia/pid/2](http://www.iom.int/jahia/Jahia/pid/2)



# Displacement: What's Left Behind



Sebastiao Salgado's photographs depict migration in today's society as many people from third world countries move into urbanized cities for resources they cannot receive or due to war and conflicts. An important aspect of this issue is what people and society leave behind them: abandoned buildings, neglected space and resources. The desolate beauty of these spaces, and the exploration of them, hold many stories. These results have much to show us about our society and "progress."

<http://www.unicef.org/salgado/index.html>

<http://www.terrastories.com/bearings/abandoned-six-flags-orleans>

<http://www.terrastories.com/bearings/>

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2007/08/19/CMA4QVBMQ.DTL>

<http://www.opacity.us/>

<http://www.opacity.us/locations/>

<http://www.abandoned-places.com/>



# AIDS: Infected or Affected

HIV is a very serious virus that can lead to a fatal disease - AIDS: Auto-Immune Deficiency Syndrome. Nobody deserves to get this disease, but they do, and they suffer severe consequences, especially in Africa. When HIV breaks into your cells, it spreads and destroys your immune system. This enables viruses to easily enter the body, when you are not able to fight them off. Therefore, a virus that may seem harmless can be fatal for someone with AIDS. There is no cure for AIDS, but some people can try different remedies to slow down the process of lowering their T-Cells. It is important to spread awareness about AIDS because even though you may not be directly effected by this disease, it kills so many others. People have been enduring the constant battle of AIDS for decades, and it is prudent that every individual helps to educate and prevent this life threatening disease.

How YOU can help:

[http://hthglobal.org/?gclid=CNTvw\\_CkiJ0CFQ0aawod7QlybA](http://hthglobal.org/?gclid=CNTvw_CkiJ0CFQ0aawod7QlybA)

<http://www.worldvision.org/content.nsf/pages/hope-child-sponsorship?Open&campaign=1193518&cmp=KNC-1193518>

For More Information:

<http://www.aids.org/>

We Are The World video by Michael Jackson:

<http://www.youtube.com/watch?v=2B89lh358jQ>



Tom Stoddart

<http://www.tomstoddart.com/iwitness.html>



# Child Exploitation

## SHEHZAD NOORANI

Photography is a way to document peoples stories through a single frame. Shehzad Noorani uses his talent in photojournalism to bring the stories of the children of prostitutes to center stage. Child prostitution has been a taboo subject for too long. In the world's quest to create a utopia, the hardships of reality are ignored and the people who need our help are cast into the shadows. In these shadows, girls as young as 14 are thrown to the streets with prostitution as they're only means of income. Women are subjecting themselves to alcohol, drugs, and diseases just to make ends meet. Shehzad Noorani has finally exposed these playthings of the ignorant to an audience previously content with the time-old cliché "ignorance is bliss". Now with open eyes, will you choose to gawk at the subject or take action?

If you chose the latter, begin to do so through <http://www.captivedaughters.org/takeaction.htm> .

To see his works for yourself: <http://www.fiftycrows.org/index.php#mi=2&pt=1&pi=10000&s=0&a=5&p=0&at=5>  
<http://www.flickr.com/photos/81504640@N00/sets/72157605345091766/>



# Child Brides

## Childhood Lost, Nothing Gained

While Poverty and World Hunger are serious and well-known problems in our world today, there is another problem, one that far less people know about, and that is child marriage. Child marriage is a custom in some countries, where girls are married usually as young as thirteen. In other cases, however, daughters have been used as payment for things such as gambling and are married as young as eight years old. Other parents who cannot afford to pay and support their children also marry them off to older men.

Child marriage is a huge problem because many young girls are affected by it. It damages them socially, emotionally and physically and their lives are obliterated-they do not receive basic schooling once they are married and are expected to stay at home to cook and clean...and eventually produce children to make a family. Child marriage also increases the spread of HIV, an epidemic we are desperately trying to stop.

We, as a group, were interested in this topic because we are young girls ourselves. We are also 15-the age that most child brides get married at- and we cannot imagine being married off and taken away from our families at this time in our lives. At this age we should be making friends, having fun and gaining important knowledge in school. Those are all things that child brides will not have a chance to do and will never be able to do if they remain married.

PBS: "Child Brides," NOW

<http://www.pbs.org/now/index.html> specifically <http://www.pbs.org/now/shows/341/index.html>



Fazal Sheikh

<http://www.fazalsheikh.org/>



# Dogs Matter

## Doggone Valuable

Dogs are more than just pets. They are best friends, companions, and a loveable animal. Dogs have defined our society today with helping the blind, protecting the scared, and attacking the bad. Their high spirits and the amount of energy they have make anyone fall in love with them right away. I am interested in this topic because most people just look at a dog and think well they are an animal, nothing special, but they are not *just* an animal. Without dogs the way we live would not be the same. I believe that it is important that everyone knows what the difference dogs are actually making and how much they are helping. Dogs deserve more respect than they are getting so I want to let people know of the amazing things that they can do. One of the many things dogs are doing to help our society is acting as guide dogs to people with disabilities. Those who cannot see and need help with their daily life seek dogs to help them. They show the way and help them when they need it the most. Dogs are defining our society one paw at a time.

## Guide Dogs

<http://www.cathylens.com/photos/ChristinesFPups/index.html>



Dressing the New Guide Dogs for the Blind Puppy Truck



# Palo Alto High School Action Project

## Photography Program & Olevolos Club Partnership

The Olevolos Project supports orphaned children and their education.

Dory Gannes spent a significant amount of time working with orphans in Tanzania. She started the Olevolos Project in 2006 to provide a safe and nurturing place for children whose parents died from AIDS. They own a two acre plot near Mt. Kilimanjaro and are building housing and a school for children. Learn more about them at:

<http://www-personal.umich.edu/~dgannes/>

The class is supporting an Action Project to raise money for the Olevolos Project. Working with local photographer Cathy Gregory, students will raise funds by enlisting people to get a portrait done with their pet – all donations go directly to the Olevolos Project. They have also formed the Olevolos Club.



## Olevolos Project

Tanzania Africa

<http://www-personal.umich.edu/~dgannes/project2.html>



## Dog Portraits – Cathy Gregory

<http://www.cathylens.com/Notforprofit.html>



# Inspiring Online Resources

Visura Magazine is an online magazine of artist projects on a wide variety of inspiring and informative topics: <http://www.visuramagazine.com/vm/archive>



David Elliot Cohen: <http://www.digitaljournalist.org/issue0812/what-intro.html>

[www.whatmattersonline.com](http://www.whatmattersonline.com)

The Digital Journalist: <http://www.digitaljournalist.org/>

Ed Kashi : [www.edkashi.com](http://www.edkashi.com)

Fifty Crows – Social Photography 4 Social Action: <http://www.fiftycrows.org/>

PALY Advanced Photography Blog: <http://www.pjwhatmatters.blogspot.com/>

