

Documenting the challenge

These two basic benefits apply to challenges and projects of every type. For those who are aiming higher in the work they want to do for their charity there are further reasons for dedicating time and resources to recording your undertaking thoroughly and professionally. Your aim is to inspire and inform, and the materials you produce can be used to further this very effectively:

- Material for your website
- Part of e-mails, newsletters and thank you letters
- Multi-media awareness presentations during and after the challenge
- Creative material for fundraising events
- Exhibitions and displays
- Basis for press, television and radio articles
- Production into documentaries, features or short films
- Editing into published diaries

Photography

Photographs are an important part of any holiday or trip as a reminder, a way of sharing and a record of your travels. During an endurance challenge their relevance is not just personal, but can fulfil so many important roles. From the first moment that you decide to take on a challenge you should be taking photos.

Digital technology suits your needs very well. Most obviously, you can take as many photos as you like, which given your activities, will be very handy. Secondly, you will be using the photographs for a variety of purposes that will require the photos to be in digital format anyway – websites, e-mails, presentations for example. Converting rolls of film to CD

is quite expensive, although it is very possible.

Travel Photography Tips

- Take all your equipment with you – do not rely upon getting reliably high quality items where you are going, including spare batteries, films and memory cards.
- Treat your film/memory cards like gold dust – they are invaluable.
- Carry your films in your hand luggage to minimise risk from damage to unexposed films from x-ray machines
- Get a test roll of film developed locally occasionally to check quality.
- Send home films/memory cards regularly if you can ensure their safety

Equipment

The best advice for camera equipment comes from specialist photography shops, especially privately owned outlets, run by knowledgeable enthusiasts. Describe your needs as specifically as possible.

Things to remember:

- If you are going to carry equipment with you during the challenge it needs to be light and durable
- High spec compact cameras will give excellent results in most situations, but give you slightly less control in more difficult conditions
- If you have room for a zoom lens, then for SLR cameras (Single Lens Reflex) a general purpose lens of 24-85mm is recommended and for DSLR (Digital Single Lens Reflex) a general purpose of 18-70mm should suit your needs
- You need to be able to protect the camera and equipment from the

elements while also allowing quick access.

- A monopod can be light and manageable and adds to the quality of the pictures.
- Invest in a basic cleaning kit.
- Take a variety of film for different conditions – all purpose 200iso, low light 400iso, high light 100iso.
- Take plenty of spare memory cards for digital cameras as well as a digital wallet.
- Make sure that the equipment is covered in your insurance.



Practise with your equipment before you leave so that using it well becomes second nature. You might just have a split second to take the picture that defines and promotes the entire project.

Technical Tips

- Take a number of shots of important moments with different levels of exposure and from different angles.



Cameraman Jonny Polonsky chooses an apt moment for a mid-challenge interview (photo: Jono Felix)