



**ALLIANCE FOR
AFFORDABLE
ENERGY**

December 3, 2024

Alliance for Affordable Energy
4505 S Claiborne Ave, New Orleans, LA 70125
504-208-9761
www.all4energy.org

Request for Proposals

Introduction and Project Background

The Alliance for Affordable Energy (AAE) is seeking a skilled photographer to capture dynamic photos of our staff in action. The selected photographer will document our work at our office, regulatory meetings, community events, and make site visits to energy infrastructure sites, such as power plants, solar farms, and transmission structures. These images will be used across AAE's website, social media, newsletters, and other communication materials to showcase our impact and ongoing efforts to advocate for affordable, equitable, and environmentally responsible energy policy.

Desired Skills and Qualifications

- **Experience with Documentary Photography:** Proven ability to capture authentic, candid moments in dynamic environments to help tell a story through photography. Preference for experience in covering regulatory work and/or energy infrastructure.
- **Technical Proficiency:** Strong understanding of camera equipment, lighting, and post-production editing software to deliver high-quality images.
- **Strong Communication Skills:** Ability to work closely with AAE staff to understand our work and the best way to visualize it, ensuring a collaborative and efficient process.
- **Adaptability:** Comfortable working in a variety of settings, from formal regulatory meetings to outdoor site visits.
- **Self-Starter with Initiative:** A proactive, go-getter attitude, with the ability to work independently, anticipate needs, and take initiative during shoots without needing extensive direction.
- **Knowledge of Local and Federal Laws:** All deliverables should follow local and federal laws as pertains to private property and drone rights.

Goals of the Project

1. A minimum of 35 edited images for use on our blog, website, newsletter and in printed materials.
2. Visit at least 5 different energy infrastructure sites including a large-scale solar array, battery storage, residential rooftop solar, fossil-gas power plant, and nuclear power station.
3. Attend at least 5 regulatory and/or AAE meetings.
4. High-resolution digital copies of all photos.
5. Rights for AAE to use photos in perpetuity for non-commercial purposes.

Timeline: The project is expected to begin in January 2025 and conclude by April 2025, with opportunities for extension based on project needs and mutual agreement.

Project Scope

The selected photographer will be responsible for:

- a) **On-site Documentation:** Accompanying AAE staff at the office, key events and regulatory meetings to capture candid and posed shots of staff members engaging in their work.
- b) **Energy Infrastructure Photography:** Traveling to at least 5 different energy sites, including power plants, solar farms, and other relevant locations, to capture images of energy infrastructure.
- c) **Post-production:** Editing and delivering a minimum of 35 high-resolution images suitable for both print and digital use.
- d) **Collaboration:** Working closely with AAE's communications manager to ensure the photography aligns with our brand's tone and message, while drawing from past examples of our work.

Proposal Submission

Interested photographers should include the following in their proposal:

- a) **Portfolio:** Examples of previous work, especially any experience with documentary-style photography, event coverage, and/or energy infrastructure.
- b) **Approach:** A brief description of how you would approach this project, including how you would help capture AAE's work in a manner that appeals to people.
- c) **Budget:** A detailed fee structure, including rates for hourly or day-long sessions, post-production costs, and any travel expenses.
- d) **References:** Contact information for at least two clients for whom you've completed work.

About the Alliance for Affordable Energy

The Alliance for Affordable Energy safeguards Louisiana's future by protecting consumers' right to an equitable, affordable and environmentally responsible energy system. As both a consumer advocate and public health advocacy organization, our policy work meets at the crossroads of social justice, sustainable economic development, and environmental protection.

We look forward to working with a photographer who can help us visually communicate the impact and scope of our efforts.

Please submit your proposal via email no later than December 20 to the following contact:

Emma Meyerkopf

Communications Coordinator

Alliance for Affordable Energy

emma@all4energy.org

504-229-4643