



## **What is LandScope America?**

LandScope America – a collaborative project of the National Geographic Society and NatureServe – is a new online resource for the conservation community. Designed to increase the pace and effectiveness of conservation action and investment throughout the United States, LandScope aims to provide an audience of land trusts, government agencies, private landowners and the public with the information and tools needed to further land preservation.

The LandScope America website features a dynamic map viewer, enabling a broad audience to explore America's natural wonders. Multimedia and editorial content will deliver a comprehensive understanding of what makes each natural place unique and worth saving. Combined with the dissemination of scientific data and conservation tools, LandScope is positioned to be the next high-profile conservation resource.

## **LandScope and nature photography**

LandScope has prioritized the use of photography to highlight the beauty of America's natural resources. As any photographer knows, visual documentation of wildlife and places leave a viewer with a much stronger impression than a written description. A major initiative is underway to populate the map viewer with great photography. The goal is to provide policy-makers and landowners with visual evidence of what makes certain locations special.

National Geographic and NatureServe would like to invite NANPA members to join the LandScope photo community by submitting photography for inclusion in the LandScope map viewer collection. Submission is free and photos will be protected by a Flash viewer.

### **Sample Subjects**

- anywhere in the United States but especially WA, CO, FL, VA, ME
- landscapes
- wildlife
- landscapes with animals, humans, elements such as houses or vehicles
- people enjoying nature (hiking, biking, photography, camping, bird-watching)
- people and maps, GPS/survey tools, binoculars, clipboards, nets, cameras

### **Image Specs**

- jpegs
- 72ppi
- 660x440 or equivalent dimensions
- Required IPTC fields: copyright, copyright info, description, keywords, GPS
- \*please include "NANPA" in your description or keyword field

## **Geotagging**

If your camera doesn't automatically geotag your digital files, there are a few ways to tag your photos with latitude and longitude coordinates. If you use a photo browser to add metadata, use Google Earth and Geotagger to insert GPS coordinates. You simply zoom and center your location on Google Earth. By then dropping your photos onto the Geotagger icon, the coordinates are inserted into your photos. Please zip your photos and email or FTP to the photo manager.

To download the applications, visit:

<http://craig.stanton.net.nz/software/Geotagger.html>

<http://earth.google.com/download-earth.html>

National Geographic Maps has developed a tool called MetaLens that can add metadata and geotag photos. Access MetaLens using the following information.

<http://focus.metalens.org/LandScope/>

username: NANPA

password: NANPA

1. Click the "upload" button in the upper left corner, directing you to a new screen.
2. Click the "add" button in the lower left corner.
3. Browse your computer and select your image files (a list should appear at left)
4. Fill out the "description, copyright, keywords" fields in the metadata list at right.
5. Click the "submit" button in the lower left corner, uploading your photos.
6. Click the "home" button in the upper left corner, redirecting you to the original map/photo screen.
7. Refresh your browser.
8. Search for one of your search terms using the search tool in the upper right.
9. Select your photos which should have appeared again in the list at left.
10. Click "edit" in either the popup message or on the button with a pencil.
11. Find your location using the dynamic map at the right of the new window, zooming in as closely as possible.
12. Select your image thumbnails.
13. Drag and drop them onto the location on the map.
14. Click "apply" and then "close" and you should see the home map viewer with a blue dot referencing your photo.

Note: If you make a mistake, you can always edit your photo assets by clicking the small button with paper and pencil or delete your photos using the button with a red circle and – sign. Metalens can be quirky or run slow depending on server space. Please be patient and contact for assistance.

Please note that the deadline is **December 1, 2008!** Thank you for your participation from the LandScope team. Your support of this groundbreaking conservation initiative is most appreciated.

Sincerely,

A handwritten signature in grey ink, appearing to read "Miriam Stein", with a horizontal line extending to the right.

Miriam Stein  
LandScope Photo Manager  
National Geographic Maps

For delivery of zipped files under 10mb, email to:  
mstein@ngs.org

For delivery of zipped files over 10mb, post at FTP site:  
FTP site: ngsftp1.ngs.org  
username: mapshq\_other  
password: m274ft  
directory: maps/hq/public/Miriam/NANPA

**Submission Deadline: 12/1/08**

**Contact: mstein@ngs.org**