

Michael Kloth

MFA, CPP

Twenty years of shelter photography. A working photographer's approach to AI.

ABOUT

I have photographed shelter animals for more than twenty years, starting in Kentucky in 2005 and continuing at Pima Animal Care Center since 2013 and the Humane Society of Southern Arizona since 2025. Merrell Publishers published two books of that work, *Shelter Cats* and *Shelter Puppies*. Since June 2025 I have been testing AI tools inside my own photography business and documenting the results in a newsletter for working photographers. I speak to animal welfare audiences about what these tools can do for shelters and rescues right now, without the hype and without the panic.

SPEAKING TOPICS

AI for Shelter Marketing and Photography: What Works Today

Photo editing, adoption bios, and social content with AI assistance. Where the tools save staff time, and where the fabrication risk begins.

Keeping Your Organization's Voice When AI Writes the First Draft

The documentation that makes AI output sound like your shelter instead of every shelter. A method any organization can build with the staff it already has.

What Gets an Animal Seen: Twenty Years of Shelter Portraits

Patience, light, and what adopters respond to. The photography behind *Shelter Cats* and *Shelter Puppies*, taught for staff and volunteers working with any camera.

What the AI Tells Adopters and Donors About You

When someone asks an AI assistant about your organization, the answer comes from sources you may not control. How to check what is being said, and how to improve it.

RECENT APPEARANCES

- Featured speaker, First Fridays: AI, Technology, and the Future of Animal Welfare (Outcomes Consulting, 2026)
- Guest presenter, AI for Animal Welfare Professionals course (Outcomes Consulting, 2026)
- Invited program presentation, Friends of Pima Animal Care Center (2026)
- Guest content series and online workshop in development with HeARTs Speak (2026)

WHAT HOSTS AND PARTNERS SAY

"His perspective is unique and fascinating."

Kristen Hassen, Founder and CEO, Outcomes Consulting

"Michael Kloth is a gem who supports the Humane Society of Southern Arizona's pets through his photography, which tells beautiful stories."

Karen Hollish, Chief Development and Marketing Officer, Humane Society of Southern Arizona

CREDENTIALS

Volunteer shelter photographer since 2005 across Kentucky, Washington, and Arizona · Founding member, HeARTs Speak; Advisory Council (2010–2016) · Adjunct Professor of Fine Arts, Washington State University Tri-Cities (2010–2018) · Adjunct Instructor of Photography, Art Institute of Pittsburgh Online (2012–2014) · MFA in Photography, Academy of Art University · Certified Professional Photographer (PPA), one of about 2,500 nationwide · Member, PPA and ASMP · Author, *Shelter Cats* and *Shelter Puppies* (Merrell Publishers) · Work in the TMC Foundation Healing Arts permanent collection · Publisher, *The Art and Business of Photography in the Era of AI* · National media: NPR's Dog Talk (2010, 2011), Martha Stewart Living Radio on Sirius/XM (2010), Animal Radio (2010)

