Communications and Promotions

You Really Do Want Us to Be Talking About You!

Why I’m Here

• To keep USAID informed of your research and technology accomplishments as well as the capacity building you do
• To keep your colleagues and other research scientists informed of your accomplishments
• To let the world know of the work you are doing

What I Need From You

• Updates on your Research Activities
  – Trips/Trip Reports
  – Stories of people you’ve helped/impacted
  – Beginning of New Stage of Research
  – Completion of Research Objectives, even partially
  – Advances—small and big
  – Photos!

What Constitutes a Good Photo?

• High Resolution
  – At least 1 MB in size
  – jpeg format, not embedded in PP or WORD doc
• Interesting Subjects
  – In the field, marketplace, or laboratory
  – Doing Something
  – Not just standing there looking at the camera from a field or laboratory or the marketplace
More on Good Photos

- They tell a story
  - People in action, not posing
  - Healthy Beans
  - Healthy Plants and fields
  - Abiotic and Biotic Stresses in action
  - Farmers and People working in the Marketplace

Less Useful Photos

- People Just standing somewhere, e.g., in front of a building
- Researchers at Podium
- Researches in an office, at a party
Additional Info for Photos

• Identifying Information
  – Who is the person in the image/What is the plant/bean/cowpea/insect/disease being portrayed
    • A specific person is nice; a general description works otherwise
  – Where was the Photo taken?
  – Why is the Photo Interesting? What does it say about your project and work
  – Permission, even verbally conveyed, from the subject (continued)

Additional Photo Info. (cont.)

• Photographer
• Project or Projects Affiliated with the Photo?
• Permission, even verbally conveyed, from the subject
• All information conveyed in either an accompanying PowerPoint (takes time) or a WORD document with photo numbers and descriptions

Summary

• We want to hear your stories—of research, of service, of people affected by your work
• Err by sending too much
• Call me; ask questions
• Take pictures when you’re working once a month.