



Feed the Future Innovation Lab
for Collaborative Research on
Grain Legumes



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



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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!



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

Examples of Good Photos



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

Less Useful Photos

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



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

Examples of Poor Photos



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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)



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes

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.



Feed the Future Innovation Lab for Collaborative Research on Grain Legumes