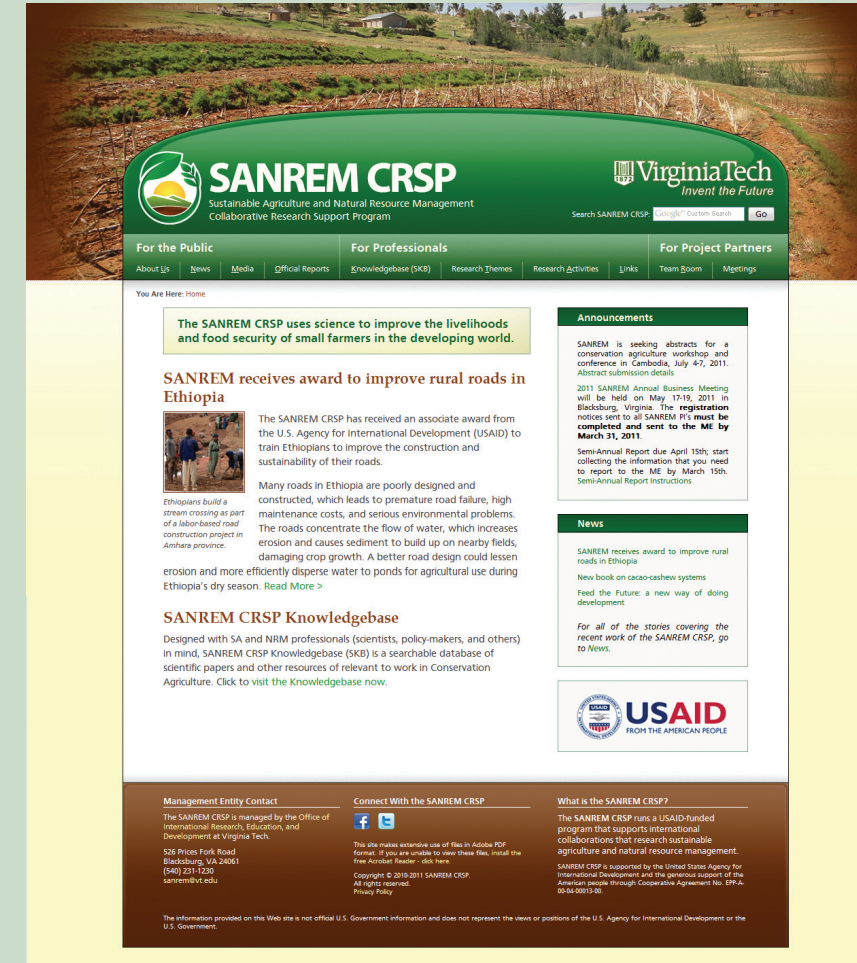


Website

On February 15, 2011, we launched the re-designed SANREM CRSP website. The site better showcases the work of SANREM researchers, in addition to providing tools for easier reporting. Other features of the site include:

- Newsletters and news articles
- Research and policy briefs
- Annual, semi-annual, and trip reports
- A page about each of our projects
- Reporting instructions and timetables
- Forms and instructions for travel, training, and purchasing



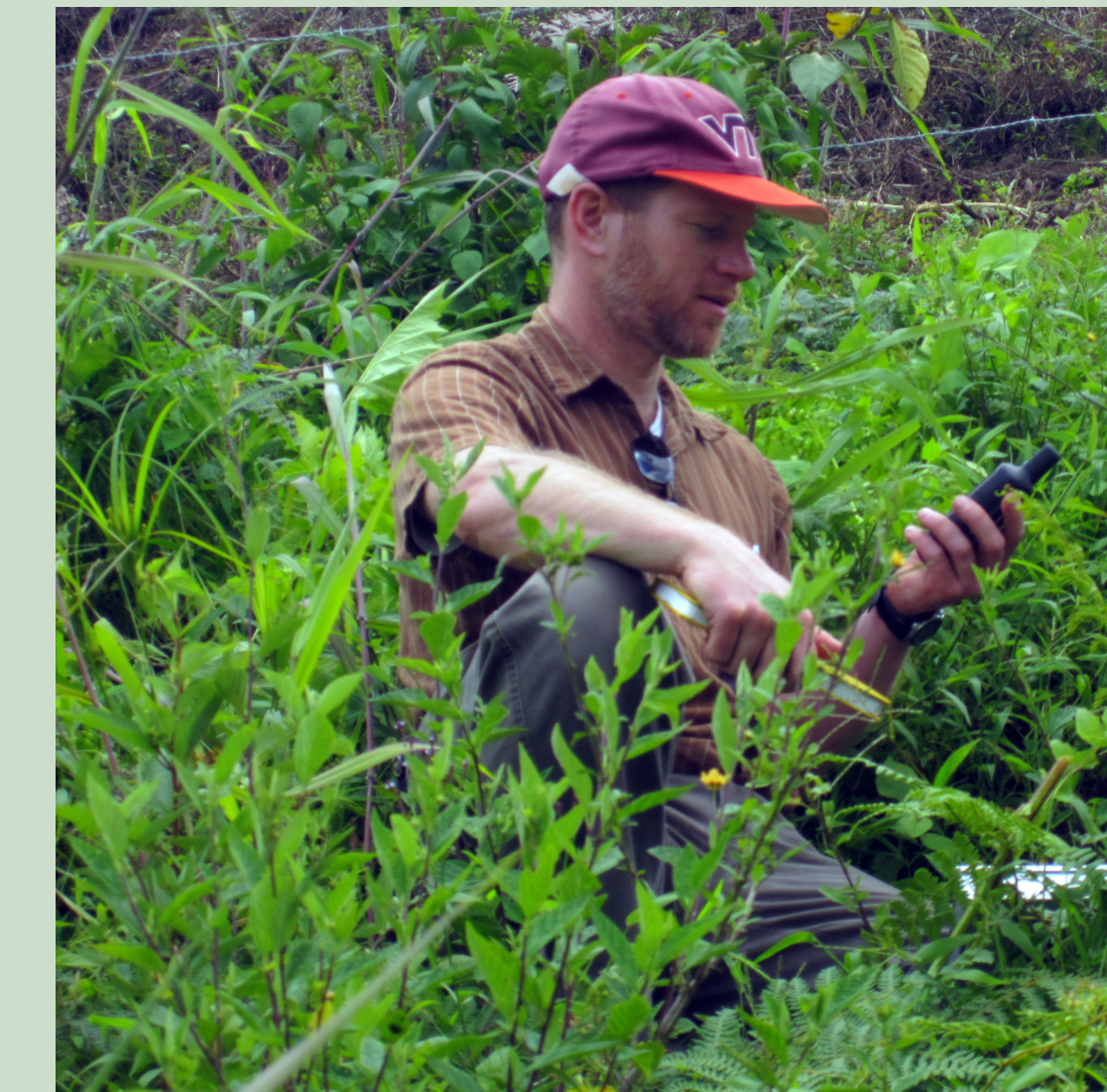
Photos

Images will always be noticed before text, so it is important to have the best possible photos. We are working on incorporating more photos into the website and on our Facebook page.

What makes a good photo?

- **Action:** photos of people *doing* something
- **Interaction:** photos of researchers talking with locals
- **Research:** photos of people in the field, measuring plant height or rainfall levels

Good Photos:



Have someone take a photo of you conducting research



Show interaction between researchers and host country people



A close-up of a conservation agriculture site can show the use of minimal tillage and crop residue

Videos

The SANREM Flip cameras will be used to provide video to the website and project partners. Video can be particularly useful to an international program like SANREM, where face-to-face communication and visits are often not possible.

- **Show how a process works.** Make a short video of a conservation agriculture field and show how cover crops and minimal tillage can be beneficial.
- **Portray a real environment.** Help people experience conservation agriculture and connect with smallholder farmers in developing countries without being physically present.
- **Document changes.** Record differences in crop growth, farming practices, or behavior over time.

- **Elevate visibility of project and partners.** Let the public “meet” SANREM researchers and partner organizations.
- **Document site visits and updates from partners.** Let the host country partners use the camera to show their progress.
- **Cost-saving.** Record yourself giving a presentation or explanation that can be shown at meetings and conferences you cannot be present for.

Research & Policy Briefs

We use the briefs to quickly communicate information about a specific subject to development practitioners. These concise summaries of peer-reviewed publications are available for printing on the website, and can be valuable handouts at meetings and conferences.

SANREM **research briefs** promote and disseminate relevant sustainable agriculture and natural resource management information. The research findings suggest how new knowledge can be applied in the field.

SANREM **policy briefs** present peer-reviewed findings with direct policy implications or recommendations for sustainable development.

Logos

SANREM has officially adopted a new logo to better represent its current phase.

The SANREM logo, USAID logo, and agreement text must appear on all SANREM publications and products. The logos can be downloaded off the website.

Both vertical and horizontal versions exist for each logo:



USAID has versions of its logo in multiple languages available for download on the usaid.gov website.

USAID publications

Telling Our Story is a feature on USAID’s website that provides short, (no longer than 500 words) simple stories about USAID-funded programs. The stories are aimed at the general public, especially those not involved in international development work. There are several types of story:

- Snapshot
- First Person
- Before and After
- Case Study
- Photo and Caption

“Stories are best when documenting how we empower people to help themselves, through their words. This demonstrates - in the public’s eye - that the program is successful.” -USAID website

Newsletter

The SANREM newsletter is a quarterly e-mail bulletin and online resource that provides news, announcements, and accomplishments from our researchers. The newsletter goes out to 590 people subscribed to the SANREM email list.

Common newsletter features are:

- Announcements/reminders for meetings and conferences
- Messages from the program director
- Features on research in a specific country
- Recaps of completed conferences
- News about major SANREM publications
- Spotlights on partner organization or university
- Photos and captions