

Photo + Communication



Communication + Photography Policies

MBP Volunteers will experience a number of wondrous encounters with wildlife and the local community, and many will see some heartbreaking situations as well. Understandably, participants will want to share their experiences with friends and family back home, and we certainly encourage our volunteers to do so. However, as your time as a volunteer in Madagascar is a privilege directly due to the MBP, we ask that you adhere to these general guidelines regarding information sharing.

The MBP understands that volunteers and students may maintain or contribute to all forms of social networking on personal time. Examples of social media include, but are not limited to YouTube, My Space, Facebook, Twitter, Flickr, Instagram, message boards, conservation pages, Wiki websites, personal websites and weblogs (blogs). The MBP respects the rights of volunteers to post information as long as they do not preempt, jeopardize or harm the MBP or our education partner, Conservation Fusion(CF)'s reputation or communications and marketing efforts.

Do not post pictures of MBP/CF events, the field station or blogs directly related to MBP/CF events or projects without receiving approval through the MBP/CF first. Once we review your posts and allow time for us to post to the MBP/CF websites and other various media sources, you are welcome to repost or tag yourself. If you have posting questions, please contact us.

Volunteer blogs need to be sent on a regular basis to OHDZA Conservation Genetics. This means every time a report comes from the field at least one person should be sending a blog, preferably with a picture if possible. Please email blogs to genetics@omahazoo.com for approval. We require one blog from each volunteer team (simus, varecia, and reforestation) per month and an exit blog from each volunteer upon completion of their respective program. If you have pictures to submit, you can send them through email or the MBP drop box folder entitled "MBP PICTURES FROM THE FIELD". Photo credit will be given to the photographer /CF but the MBP/CF reserve the right to unlimited use of volunteers' photos.

From the MBP students, we need one status update per month from each student (something short, like a sentence with a picture about what you are doing) to Omaha for Facebook posting. As well as a one paragraph blog post bi-monthly from each student.

It is fine to post photos taken outside of MBP/CF activity. If a participant posts information about the MBP/CF after their time with the MBP is complete, they are required to exercise good judgment and adhere to the following. You can post photos on your private Facebook page to friends and family about your daily life in Madagascar, but announcements related to the work of MBP/CF must come from MBP/CF or posted using the above instructions. Be thoughtful of word choice.

We know that your intentions are good, but we must carefully monitor the flow of information regarding MBP/CF 's work. You are critical communication links between Madagascar and the rest of the world, and therefore, have more responsibility to bear in this capacity. If you have any questions or ideas, please send us

Information is given to media outlets strategically. Sharing information in any form about new births and MBP/CF related information may seem harmless, but could interrupt the carefully coordinated information flow. It can also hinder relationships between OHDZA, MBP, CF, the media and various governmental and management entities in Madagascar. Please keep in mind that what you write, post or verbally communicate is a direct reflection of you and the MBP/CF. MBP/CF respects the rights of employees, volunteers and students to post information as long as they do not preempt, jeopardize or harm the MBP/CF's reputation or communications and marketing efforts. If participants post information about the MBP/CF, they are required to present the posting for approval first.

Always remember to exercise good judgment and adhere to the following:

- Participants should not speak as a representative of MBP or CF. If a media inquiry is generated, even an off-the-record request; direct it to the MBP or CF through the OHDZA Conservation Genetics lab in Omaha, NE.
- MBP/CF own all rights to use, sell, license, publish or transfer any works, in all media including electronic formats, without any monetary compensation or notice.
- Our primary function with the MBP is to improve communication within the organization. Thus, reports need to be submitted first and foremost to the MBP – this includes reporting new discoveries, such as recent lemur births, or unfortunate news, such as a death in a monitored lemur community.
- Your top priority should be to inform MBP/CF leadership in Tana and Omaha FIRST, prior to posting significant announcements on social media outlets like Facebook.
- Just as within the Kianjavato community where you are always viewed as a representative of the MBP/CF, your posting on Social Media outlets reflects the work being conducted by the MBP/CF teams. Therefore, we ask that you be respectful with what you post.

All photography and videography taken during the volunteer's time with the MBP/CF are owned by MBP/CF. If photos are saved on a MBP/CF computer, it is considered property of the MBP/CF. If photos are used by MBP or CF, credit will be given to the photographer. There may be exceptions made on a case-by-case base.

Members of the media search the internet to obtain information about organizations. Confidential information can be obtained via personal or professional online communication vehicles. All reporters, journalists, media relations representatives or public opinion leaders, who solicit MBP/CF information, on- or off-the-record, are to be directed to the OHDZA Conservation Genetics lab. This includes, but is not limited to individuals who have friends or family who are members of the media. OHDZA Conservation Genetics lab may request that volunteers participate in interviews or be photographed or filmed in MBP/CF work activities. Good public relations are of utmost importance. If you have a question about this policy or feel that a clarification is needed, please contact the OHDZA Conservation Genetics lab. Your attention to and the compliance with this policy are very much appreciated with the full understanding that its purpose is in the best interest of the MBP and CF. If you have any questions regarding this policy, please contact the OHDZA Conservation Genetics Department.

By signing below, you acknowledge that you received and understand the above policies.

Signature

Date