



Tips for Crediting Photos on Web Sites

Example 1: Place credits adjacent to photos.

Example 2: Include photo credits at the bottom of the Web page.

Example 3: Use a “mouse-over” to credit photos.

Example 4: Create a Web page dedicated to photo credits.

Website Example 3: Place credits adjacent to photos.

Population Media Center - Using The Media To Sustain The Earth - Microsoft Internet Explorer

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Address <http://www.populationmedia.org/>

Population Media Center

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FEATURE STORY

Population Media Center

Population Media Center (PMC) strives to improve the health and well being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behavior change. Our mission is to collaborate with the mass media and other organizations worldwide to (1) bring about stabilization of human population numbers at a level that can be supported sustainably by the world's natural resources and to (2) lessen the harmful impact of humanity on the earth's environment. The emphasis of the organization's work is to educate people about the benefits of small families, encourage the use of effective family planning methods, elevate women's status and promote gender equity.

Using Soap Operas for Social Change

PMC uses a specialized methodology for creating serialized soap operas that are effective in changing attitudes and behavior related to people's health and well-being. Our soap operas are based on extensive formative research regarding audience attitudes, behavior and beliefs. The serialized soaps are written and produced locally to be country specific and culturally sensitive. The dramas do more than provide audiences with information; they effectively change attitudes and behavior. The advantage of using long-running, entertainment serial dramas include their huge audience appeal and the emotional bonds that are formed between the audience members and characters, which can lead to strongly positive influences of the characters on attitudes and behaviors by



More than 20 million Nigerians don't have access to family planning and reproductive health services. Half of all women have children by the age of 20. This young mother awaits health care at a clinic in Jos, Nigeria, amongst a crowd that has flocked to the newly established program.

PHOTO: Liz Gilbert, Courtesy of the David and Lucile Packard Foundation.

Photoshare image

caption and credit appear directly below image

Website Example 2: Include photo credits at the bottom of the Web page.

The screenshot shows the SciDev.Net website in Microsoft Internet Explorer. The browser's address bar displays the URL: <http://www.scidev.net/news/index.cfm?fuseaction=readnews&itemid=331&language=1>. The website header features the SciDev.Net logo and the tagline "Science and Development Network" and "News, views and information about science." A navigation menu on the left includes links for HOME, EDITORIALS, NEWS, FEATURES, OPINIONS, REGIONAL GATEWAYS, DOSSIERS, LINKS, and LETTERS TO THE EDITOR. The main content area displays a news article titled "Tanzania tries to attract more girls to science" dated 17 January 2003. The article text describes a project to improve girls' science performance through training camps and teacher education. A photograph of a classroom is included in the article. At the bottom of the article, a photo credit reads "Photo credit: Harvey Nelson".

Photo credit appears at the bottom of the page.

Photoshare image

Website Example 1: Use a “mouse-over” to credit photos.

Advance Africa - What we Do - Integrating FP and HIV Interventions - Dual Protection - Microsoft Int...

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Address http://www.advanceafrica.org/what_we_do/Integrating_FP_with_HIV_AIDS/Dual_Protection.html

Advance Africa

WHO WE ARE WHAT WE DO WHERE WE WORK HOW WE COLLABORATE

Home > What We Do > Integrating FP and HIV Interventions > Dual Protection

What We Do

- Designing and Implementing Family Planning Services
- Repositioning Family Planning
- Integrating Family Planning with HIV/AIDS
- Dual Protection**
 - Mother-to-Child Transmission
 - Voluntary Counseling and Testing
 - People Living with HIV/AIDS
- Expanding Community-Based Initiatives
- Strengthening Management Capacity
- Improving Adolescent Reproductive Health
- Incorporating a Gender Approach

Addressing FP/RH within Dual Protection

Dual protection is the protection from both unwanted pregnancies and sexually transmitted infections (STIs), including HIV, through:

- The use of male or female **condoms**
- The use of **two contraceptives** (condom plus another contraceptive method)
- **Mutual monogamy** and the use of a contraceptive method

Couple talking with service providers at a STOPAIDS information kiosk at Iddo Motor Park, Nigeria. Lauren Goodsmith

Reproductive health programs and program managers in Africa are working to ensure that providers appreciate the benefits of dual protection for both family planning and prevention of STIs, including HIV. The main challenge providers face is how to promote dual protection, especially the use of condoms; condoms were previously promoted as tools for either pregnancy prevention or infection prevention, not for both simultaneously. Changing the perception that condoms are associated with extra or illicit sex partners is another challenge.

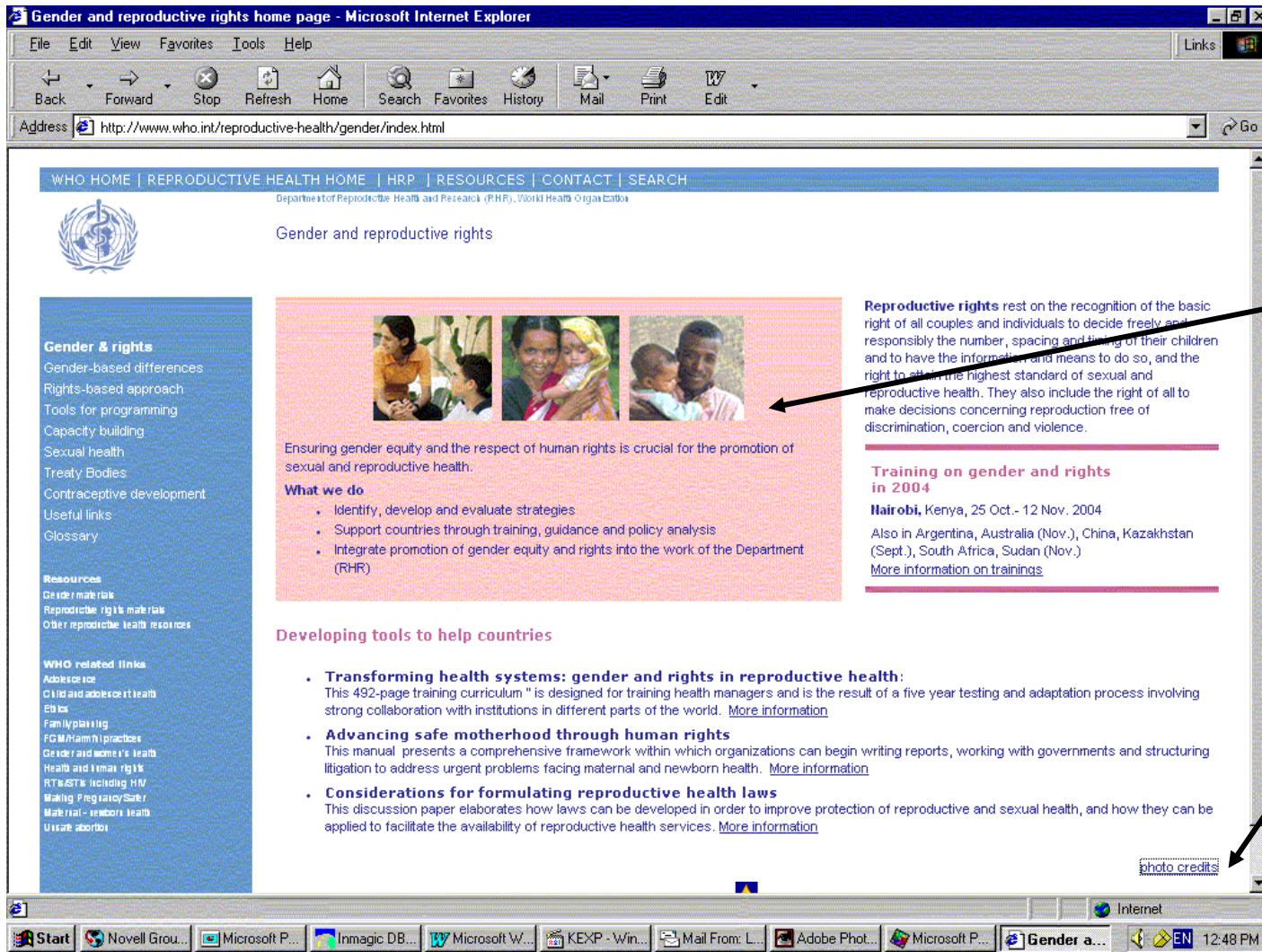
The caption and credit appear in a yellow box that appears when a viewer moves a mouse over the image. For this method, use the “alt” attribute of the image tag.

Sample Code:

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Website Example 4: Create a Web page dedicated to photo credits.



Photoshare images

Link to list of photo credits

Frequently Asked Questions

Q: What should I do if I confuse or lose information about photo credits?

A: Contact Photoshare staff at 410-659-6280 or photoshare@infoforhealth.org and send a copy of your draft and/or a copy of the image(s), and we will look up the photo credits for you.

Q: Can I change or abbreviate photo credits?

A: The only element you may remove from a photo credit is the date. For example,
© 2009 May Jones, Courtesy of Photoshare → © May Jones, Courtesy of Photoshare

Q: How should I credit photos for CD-ROM, video, and other media?

A: Feel free to adapt these guidelines, or consult Photoshare staff for additional tips.

Q: Do I need to credit a photo that appears on my web site as part of a collage, header, or background template?

A: Yes, all photos must be properly credited, no exceptions. For photos that appear on multiple web pages as part of a template, we ask that you include photo credits somewhere in the template, such as the footer.

Q: May I omit or place photo credits in an obscure, hard-to-find place, for the benefit of design?

A: All photos must be properly credited, no exceptions. Any reader/viewer should be able to reasonably locate photo credits.



The End

Questions? Contact Photoshare staff at:

- Phone: 410-659-6280
- Email: photoshare@infoforhealth.org
- Fax: 410-659-6266
- Address: Photoshare, 111 Market Place, Suite 310, Baltimore, MD 21211 USA