Virtual Storytelling part 1
"An Insider's View of *Life: Magnified*" (NIH at Dulles Intl Airport)
Alisa Machalek, National Institutes of Health (Read her blog about this project)

Machalek focused on her project to organize an exhibit of biomedical images at Dulles International Airport and to complement the display with an online presence. The airport exhibit included 46 microscopy images, backlit in light boxes; kept on display for 6 months. Will be seen by 2 million travelers.

Also includes QR codes to online gallery, which in 6 weeks has attracted 4,500 pageviews per week.

Huge media pickup: Science, Science News, Nat Geo, Atlantic, SciAm, WAPO, and blogosphere. (Over 85k views on Buzzfeed).

What the images convey:
- Life is beautiful
- Basic research is important
- Model organisms are critical
- Institutional messages

The project was a partnership between NIH, American Society of Cell Biologists, Zeiss optics, airport authority.

Machalek got images by putting out a call via ASCB and NIH blogs. NIH received more than 600 images.

Other airports have done it: O'Hare, San Diego, Philadelphia. Also Paris Metro.

Zeiss optics paid for printing. ASCB paid for opening reception. No costs (other than salary) for NIH.

Visual Storytelling part 2
Photo-narrative
"Storytelling through Photos: Image to essay"
Morgan Heim, freelance multimedia conservation photojournalist

<u>Tactics for effective photojournalism</u>
1) Time — required to get the perfect image
   - Took a camera trap set up for 6 weeks to get fishing cat shot.
   - waiting until conditions are right
   - getting subjects comfortable

2) Access
   - acceptance into subjects' world (ex. cockfighting in Thailand)
   - access to facilities, specimens

3) Research is up to 90% of the effort for a given shot.

4) Writing guide — collaboration/balance required.

5) Push your limits — as a photographer and as a human being. Conquering fears. Sometimes you have to put yourself in uncomfortable situations.

6) Participate — sometimes you don't want to just be a fly on the wall.

7) Stay with it until you're invisible to subjects. Longer lenses help with animals.

8) Get emotional — look for the heart in the image; capture the passion of doing science.

9) Versatility — required to build images into a story.

10) Patience — see Time above.

11) Conceptualize — imagine how the shot will look; use shot lists and storyboards/sketches

12) Learn to write — at least the info required by editors to go with your photos.

Three types of photo story
1) The science field trip: following a research team into the field. A glimpse of process. Includes the adventure of doing science!

2) Life science: A story that shows how the science applies to someone's life. Ex: the story that focused on a boy with autism and his family's life.

3) The big story: Mega-time required. Example: "Cat in Water," a major effort to document (and conserve) the endangered fishing cats of Thailand.
Inspiration boards, shot lists, patience, putting aside prejudices…time…and resources: Started with Kickstarter funding; paid the rest out of pocket; earning some back through publications (but not all!).

Resources:
Lighthawk and Ecoflight—non profits can apply for flights to photograph from the air.
Beyondbarkbeetles.org (a stop-action film)
Gigapan—robotic panoramas

Q&A:
Q. How do you find the emotion in a campus lab?

A. Hang out with the researcher where possible; find a local place with some tie to the work—not the office/lab.