

A Guiding Principle of the CTAHR Office of Research

CTAHR has many great stories to tell and those stories need to be told all the time. Our office has elected to be proactive in communicating with our colleagues, our stakeholders and the general public about the return on their investment in CTAHR research programs.

The purpose of the mini-documentary video clips on the TSTAR web page is multi-faceted:

- 1) To feature the work of our researchers in finding solutions to relevant local and regional problems. This is made possible through the significant investments of the TSTAR Pacific program and its sponsoring agency (USDA CSREES*); various funding sources; and with the support of Hawaii's Congressional delegation. We will illustrate CTAHR's impact on the community and provide accountability for the use of those funds.
- 2) To publicize the efforts of faculty, students, staff and collaborators in the solution; and to do what we can to celebrate their contribution to the betterment of agriculture, science, business, environment and/or the community. Our philosophy is the more faces or voices, the better; just as long as these contributors play a significant role in the solution and the telling of the story.
- 3) To promote CTAHR and the science of agriculture so that it might encourage potential students into our many fields. To accomplish this, the videos are freely available on our website or are shown via public access television.
- 4) These videos contribute to Management Plan Goal 1, "Promote the College and Its Programs" as outlined in the 2005-2010 CTAHR Strategic Plan.

The target audience is our stakeholders: farmers, ranchers and growers; other on-the-ground professionals using science-based outcomes; federal and state legislators and their staff; community members; news and science writers; teachers; and students.

* CSREES is CTAHR's USDA partner. CSREES is an acronym for Cooperative State Research, Education, and Extension Service.