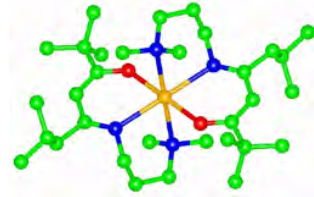


# NSF Highlights

## Guidelines



### A highlight shows...

- ... an exciting outcome of an NSF-supported project
- ... transformative results
- ... impacts of this outcome, including benefits to society, economy, industry, nation, region, science & engineering

### Audiences include...

- ... Congress, other federal and state policymakers
- ... business & industry
- ... general public
- ... NSF for "Science, Engineering, and Education (SEE) Innovation" website at [www.research.gov/seeinnovation](http://www.research.gov/seeinnovation) and for other websites, speeches, and reports



### A good highlight...

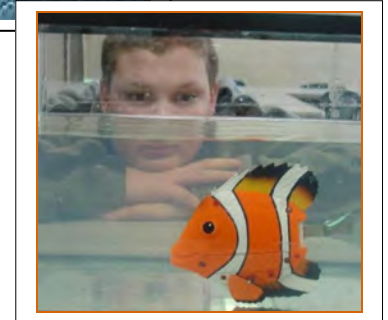
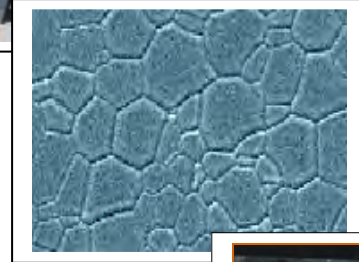
- ... describes the outcome in a sentence or two
- ... describes the impact and benefits in a sentence or two
- ... provides additional explanation of the outcome and its impact
- ... uses language anyone can understand
- ... includes illustrations anyone can understand

### When writing a highlight...

- ... **DO** write short, straightforward sentences that articulate a single point. **DON'T** use long sentences with multiple clauses.
- ... **DO** use simple language. **DON'T** use complicated scientific terminology.
- ... **DO** write for a public audience. **DON'T** write the way you do when publishing in science journals. The public is interested in high-level impacts/benefits, not deep science.

## Illustrations should...

- ... show research in action
- ... include a brief caption describing the action
- ... include a "credit" (name of owner/copyright holder & institution)
- ... be high-resolution (300 dpi or digital equivalent is optimal for still photos/images; video also welcome)
- ... be submitted with highlight; up to 6 original, high-resolution illustrations will be stored and used publicly by NSF if permission is granted



## Illustrations require...

- ... Permission from the owner/copyright holder to be posted publicly by NSF on SEE Innovation, on another website, or in NSF speeches or reports
- ... Completed Form 1515 (Multimedia Permission Form) or comparable written/emailed statement from owner/copyright holder
- ... Submitting Form 1515 at same time as highlight

## Contact...

- ... Your NSF program officer about identifying outcomes and their impacts/benefits
- ... Amber Jones, [aljones@nsf.gov](mailto:aljones@nsf.gov), 703-292-7740, about writing style, image quality, image permission, or to submit video
- ... Jackie Conciatore, NSF Office of Legislative & Public Affairs, [jconciat@nsf.gov](mailto:jconciat@nsf.gov), 703-292-8367, about OLPA selecting, editing, and approving highlights for SEE Innovation

7/25/2011

*Image credits: William Rees, Georgia Institute of Technology; I. Nettleship, University of Pittsburgh; Elizabeth Kupp/Adam Stevenson/Gary Messing, Pennsylvania State University; Michigan State University*