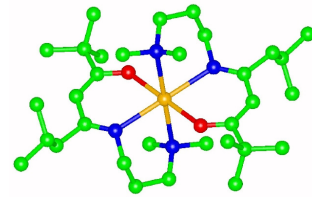


NSF Highlights

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 and for other websites, speeches, and reports



A good highlight...

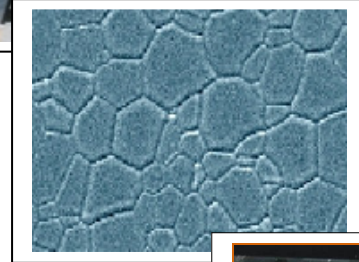
- ... describes the outcome in a sentence or two
- ... describes the impact and benefits in a sentence or two
- ... provides additional explanation of the outcome and its impact
- ... uses language **anyone** can understand
- ... includes illustrations **anyone** can understand

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, 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, 703-292-8367, about OLPA selecting, editing, and approving highlights for SEE Innovation

7/25/2011

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