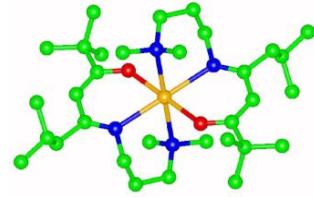


NSF Highlights

Guidelines



A highlight shows...

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

Audiences include...

- ... Congress, other federal and state policymakers
- ... business and industry
- ... general public
- ... all viewers of NSF's "Science, Engineering and Education Innovation" (SEE Innovation) website at www.research.gov/seeinnovation
- ... NSF speeches, reports and other websites



A good highlight...

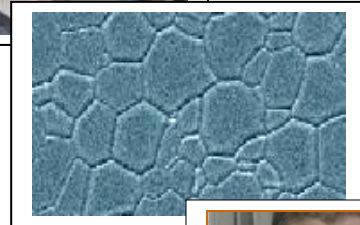
- ... describes the outcome in a sentence or two
- ... describes the impact and benefits in a sentence or two
- ... provides additional explanation of the outcome and its impact
- ... uses language **anyone** can understand
- ... includes illustrations **anyone** can understand

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
- ... must include a brief caption describing the action, and a credit (name of owner/copyright holder & institution)
- ...should be high-resolution, NOT thumbnail on a slide; ideal (not required) resolution and dimensions: 300 dpi or greater, 1500 pixels wide x 1000 pixels high
- ...can be uploaded or emailed; up to 6 can be used if permission is granted
- ...can include self-explanatory video, up to 3 minutes long in AVI or MPEG format; submit directly to NSF Office of Legislative & Public Affairs



Illustrations require...

- ... Highest resolution possible
- ... Permission from the owner/copyright holder for NSF to publish them externally on SEE Innovation, other websites, speeches or reports
- ... Completed Form 1515 (Multimedia Permission & Use, located at <http://www.nsf.gov/publications>; click on "Forms") or comparable written/emailed statement from owner/copyright holder; submit with highlight

Contact...

- ... Your NSF program officer about identifying outcomes and their impacts/benefits
- ... Amber Jones, NSF Office of Legislative & Public Affairs, aljones@nsf.gov, 703-292-7740, about writing style, image quality, image permissions, 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

9/14/2011

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