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