NSF Highlights
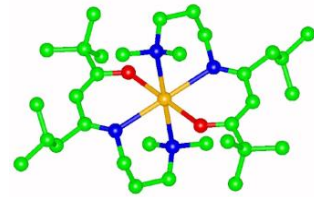
Guidelines

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 briefings, speeches, reports, and websites -- such as www.nsf.gov and "Science, Engineering, and Education (SEE) Innovation" website at www.research.gov/seeinnovation
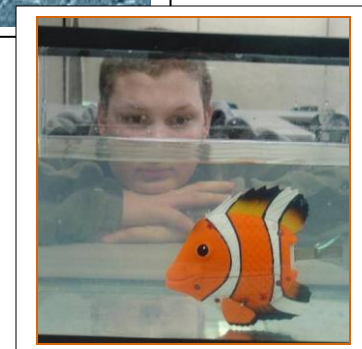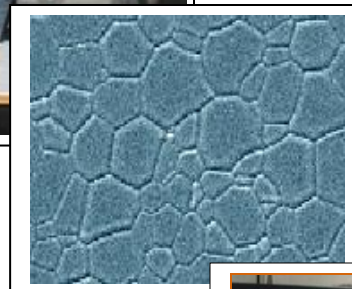
A good highlight…
… describes the outcome in a sentence or two

... 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 (photos/still images
should be 300 dpi, 1500x1500 pixels;
video also welcome)

… be submitted with highlight text; original,
high-resolution illustrations will be stored and
used publicly by NSF if permission is granted

Illustrations require…

… Permission from the owner/copyright holder
before being used publicly by NSF, such as on
SEE Innovation website

… Permission granted via NSF Form 1515
(Multimedia Permission and Copyright Release Form)
or comparable written/emailed statement from owner/copyright holder

… NSF program staff to upload form or statement when submitting highlight

For advice, contact…

… 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 permission, or to
submit video

… Karen Sandberg, NSF Office of Legislative & Public Affairs, ksandber@nsf.gov,
703-292-4828, about posting highlights on, and providing feedback on, "Science,
Engineering, and Education (SEE) Innovation" website at
www.research.gov/seeinnovation

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