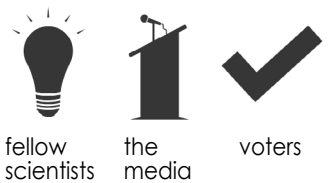


RULES, tips & guidelines for writing GOOD REPORTS about your RESEARCH

A few words about AUDIENCE.

Your **STAKEHOLDERS** may include:



YOU are **COMPETING** for their:



DESCRIBE WHAT YOU ARE DOING.

Describe your **tools & methods**
Emphasize **innovative** techniques & tools used
Do **NOT** use **jargon**, abbreviations or acronyms
Connect specific researchers/institutions to specific studies
Discuss **outreach** efforts
Write with an **active** voice
Use **adjectives**

1 EXPLAIN THE ISSUE.

Make people **care**
Use **up-to-date** stats

STATE THE IMPACTS.

Be explicit about **scope/scale**
Target specific stakeholders
Include **numbers**

3 SHARE WHAT YOU LEARNED.

Enumerate outputs
Use **visuals** to explain results
Spell out **units**

So, you wrote a good report. NOW WHAT?

FILE

it on time

POST

it on your website

SHARE

it with communications personnel

Good reports. What are they GOOD for?

Press releases
Newsletter & magazine articles
Social media posts
Grant applications
Displays & posters
Briefings

A reminder about IMPACT:

Impact = condition*
 behavior
 knowledge

*economic, environmental or social

Still having TROUBLE?

Think about **potential impacts & future generations**
Extrapolate data
Do **NOT** ignore the small stuff
Use **anecdotes**
Connect to **hot topics, buzzwords & catch phrases**

Want to know more?

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