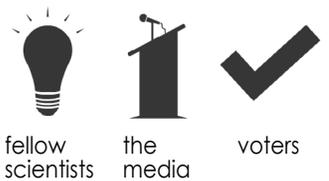


# RULES, tips & guidelines for writing GOOD REPORTS about your RESEARCH

## 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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