The Water Research Foundation

GUIDELINES FOR PREPARING RESEARCH REPORTS AND PRODUCTS

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THE Water Research FOUNDATION

Communications Planning for WRF Researchers

The value of The Water Research Foundation's research is only as effective as the availability and clarity of the message in its reports and products. The purpose of this document is to provide researchers with guidelines to ensure production of a high-quality product that subscribers will find valuable. WRF recommends that you read through these guidelines as you begin work on your project. Authors are required to follow the most current version of these guidelines in place at the time of submittal of the final products.

This document is divided into two sections:
1) Final Products: Research Reports
2) Final Products: Other Options

If you have any questions about this document, product format, submission, production, or any other details regarding product preparation, please contact WRF's Communications Team at 303.347.6100 (Denver, CO Office) or 571.384-2100 (Alexandria, VA Office).

The objective of WRF's work is to identify, perform, and communicate research that informs technical, regulatory, legislative, and public information outcomes. Thus, an essential component of this process is to convert research results into outcomes with operational, environmental, social, or economic benefits, and then make that information readily available to WRF subscribers and other interested parties. To do so, WRF uses numerous tools and communications methods, some of which are, but are not limited to:

- Fact Sheet or Case Study
- Special Topic Brochure
- Practical Guidance Manual
- PowerPoint Presentation
- Excel Spreadsheet
- Useful Infographic
- Presentation materials that WRF staff and volunteers can use to promote the research
- Briefing materials (rather than testimony) for legislative or regulatory hearings
- Stakeholder Briefing Materials
- Article submissions to technical/scientific journals (please refer to Guidelines for Publishing WRF Research Findings in Third-Party Journals)
- Partner Organization Journal Article
- Press Release
- WRF Online Newsletter
- Periodic Research Area Newsletters
- Other Electronic Communication
- Web-Related Item* (please refer to Web-Based Product Criteria)
- Online Tool* (please refer to Software Criteria)
- Learning Module*
- Workshop
- Web Seminar
- Short Video
- Media Engagement Strategy
- Smartphone or tablet application
- Social Media Pages

*These items require a separate plan to ensure compatibility with WRF's content management system before the product design and development are complete.

Planning for Communication

WRF researchers are asked to take an active role in communications to strengthen the relationship with research users. From the beginning of your project, think about how you plan to tell people about your research objectives and results. Communications planning should be part of the proposal process. An outline of the communication plan should be included in the proposal. Throughout the first year of the project, a more detailed strategy will need to be developed. By building communications planning into the research process, the necessary links with the target audience(s) can be established early on.

The WRF research project manager will help you develop your final communication plan. A member of the WRF Communications Team will be able to work with you to ensure that your product is compatible with WRF's standards and requirements.

Preparing Your Communication Plan

By addressing the following questions, you will form a foundation for a communication plan, which will help ensure that your research is communicated to the end-user in an effective way. It will also improve the use and application of research by WRF subscribers and interested parties, such as utilities, municipalities, and industrial organizations, environmental engineering and consulting firms, and national, state, and local agencies.

What are your research objectives and possible outcomes?
WRF research priorities are identified by its Research Advisory Council and approved by the Board of Directors in response to the needs of its subscribers. Those needs have guided your research objectives, and will set the direction for your communications plan. Think about the possible outcomes of your research. What information or answers do you hope to get from it and how might they be used? The answers to these questions will influence the communication method that you choose to use.

Who will be interested in your research? Who is your target audience?
WRF has multiple primary research areas, each sharing different audiences who will have varied levels of interest in your findings. Identify your primary target audiences and think about the best way to reach these diverse groups. Potential audiences may include: scientists, water resource recovery facilities, water quality industry members, treatment plant and other managers, laboratories, stormwater utilities, policy makers, consultants, equipment manufacturers, state and federal agencies, community groups, the general public, and others.

You may need to use different communication tools and varying levels of complexity for different audiences. An effective delivery will require you to match its readability to the target audience. It is also important to consider the medium for delivery. Printed and electronic media call for different styles and different ways of packaging your research.

- Printed material: WRF provides several outlets for printed research. In addition to the printed research report and executive summary, research projects can be covered in the Advances in Water Research magazine, press releases, topic-specific mailings, fact sheets, and Water Environment Federation publications, such as Water Environment & Technology.

- Electronic media: WRF's website is an ideal medium for written research results intended for a broad target audience. Think about how your research can best be presented online or through electronic communications. Tools based on Excel spreadsheets, electronic presentations such as

PowerPoint, and online databases are well served by this medium. Also, the WRF website lets subscribers view the progress of WRF research projects. Keep in mind that you will be required to provide periodic updates of your research, concisely summarizing your progress in a manner that will generate continued interest in your work.

- Conferences: Events such as WEF's Annual WEFTEC conference, AWWA's ACE conference, and specialty conferences provide researchers with the opportunity to participate in workshops or seminars, share the importance of their research results, and build relationships with people interested in the subject matter. These events are also good opportunities to receive face-to-face feedback.

Follow-Through

A clear summary of your research results written in plain English is useful for several WRF products. It can also be indispensable for providing key information to stakeholders who might find a lengthy technical report daunting.

As a WRF researcher you are expected, where appropriate, to take an active role in communicating your research outcomes to the target audience(s) that you and the WRF program director have identified. Make sure that you build this important process into your planning and budgeting. Determine, early on, who will be interested in your results and how you intend to communicate with them.

Final Products: Research Reports

This section provides information on what WRF investigators need to submit with each product and introduces you to WRF's publication process.

Please see the Funding – Preparing a Report tab at www.werf.org or the Funding – Project Report Guidelines tab at www.waterrf.org for the research report template and additional guidelines.

When submitting a Final Product package to WRF, the principal investigator must:

- Include all required report sections (see page 12 for a checklist of these items);
- Create the document using required word processing and file formats;
- Correctly format tables, figures, and other illustrations;
- **Obtain and supply copyright permission for items that are extracted or adapted from previously published works.**

This section details these submittal requirements. The end of this section includes a list of the most common mistakes researchers make when preparing a product for WRF (see page 10).

Draft Report

This submission presents the last opportunity for authors to ensure that the report adheres to WRF guidelines. This report will undergo rigorous review by the WRF Communications Team for adherence to guidelines set forth in this document. When submitting this report, please include:

- All required sections of the report including abstract, benefits, keywords, acknowledgments, executive summary, body, and references.
- Electronic files (Microsoft Word and PDF) of the complete report.

Final Report

This is the version of the report that goes into production and ultimately is published. Final reports will be accepted for production only if they are complete according to the terms of these guidelines. If your submission does not comply with WRF requirements, it will be rejected and returned to you and publication will be delayed. When submitting this report, please include:

- Electronic files (Microsoft Word) of the entire report.
- Copyright Permission Form and copyright permission letters, as applicable (see pages 13-14).

Required Sections for WRF Final Reports

The current *WRF Report Page Template* can be found on the Funding – Preparing a Report tab at www.werf.org or on the Funding – Project Report Guidelines tab at www.waterrf.org.

1. **Title Page** Title, proper names of report preparation team (authors, preferably in alphabetical order), and co-sponsor logos.
2. **About WRF Page** Supplied by WRF.
3. **Disclaimer Page** Supplied by WRF. Available on the *WRF Report Page Template*.
4. **Acknowledgments** List all report contributors – with affiliations, including: project subcommittee members (identify the research council liaison); principal investigator(s); and project team

members. *Provide full names, degrees earned, and professional designations (e.g., Sc.D., Ph.D., P.E., etc.)*. Preferably listed in alphabetical order.

5. **Abstract** The abstract should contain concise, factual information on objectives, methods, results, and conclusions. A suitable abstract length is approximately 150 words. It should give a complete snapshot of the research and summarize the purpose of the research, methods, and major conclusions.
6. **List of Benefits** A bulleted list of four to six critical benefits associated with this project. The list should be written in active-voice sentences no more than 20 words long. (see list of Most Common Mistakes on page 10) Statements should summarize the critical results of the research and emphasize its relevance for subscribers, including:
   - How this research will save time or money; protect an ecosystem or human health; and/or improve regulations.
   - Why this research is important.
   - How this research will help subscribers and the water quality community.
7. **Keywords** A list of four or five keywords most associated with the project. Do not duplicate title words.
8. **Table of Contents** Include chapter titles and up to two levels of subheadings.
   Ex. Chapter 2 (main head), 2.1 (sub level 1), 2.1.2 (sub level 2)
9. **Tables** Titles of tables listed must match the titles of tables in the body of the report.
10. **Figures** Titles of figures listed must match the titles of figures in the body of the report.
11. **Acronyms** Recommended. Place immediately before the Executive Summary.
12. **Executive Summary** This very important component of the Final Report summarizes the purpose, methods, and findings of the research. It should not be an exact duplicate of the abstract or first chapter of the report. After reading the Executive Summary, readers should know exactly what has been learned from this research and what is in the report, including conclusions, benefits, etc., without reading any further. The Executive Summary should be easily read and understood, presenting the main points of the report, including the most relevant graphics from the report. The information and data included in the Executive Summary must be readily understood without referring to the main report.
13. **Body of Report** The report should be concise. Eliminate redundant text – do not repeat material already stated in the Abstract, Executive Summary, and Introductory chapter. Move all nonrelevant or backup data or cumbersome items (e.g., lengthy tables, protocols, etc.) to the appendices. Cite in-text references in this format (Author Last Name 2017; WRF 2014; U.S. EPA 2016; etc.)
14. **Appendices** Supplementary material. Page numbering should continue in Arabic numerals, continuing from the main body of the report. Figures and tables within appendices should be labeled, for example, Table A-1, A-2, etc. and should not be listed in the List of Tables or List of Figures. WRF reserves the right to determine whether the appendices will or will not be included in the final printed product. If not printed, all appendices will be made available upon request.
15. **References** Refer to *The Chicago Manual of Style* for details. Page numbering should continue in Arabic numerals.
16. **Glossary of Terms** Recommended. Page numbering should continue in Arabic numerals.
17. **Checklist** See page 12.
18. **Contact Information** For the author and/or the designer of any software or web-based products.

Software Requirements and Electronic Files

Equations

Create equations in Microsoft Word 2003 or later. Numbering of equations should consist of the chapter number, hyphen, sequential number of equation, (e.g., 4-1 then the next equation in the chapter would be 4-2; see *WRF Report Page Template*). All terms must be defined below the equation.

Files

Products should be created in **Microsoft Word** – version 2007 or later. Under certain circumstances, desktop publishing programs such as InDesign may be used. Please check with the WRF Communications Team before proceeding.

- Do *not* create the document with another software program and then convert to Microsoft Word. Equations, symbols, graphics, tables, etc., will not convert properly. If you have already done substantial work in another program, please contact WRF's Communications Team.
- Do not use the toggle field feature in MS Word to create the Table of Contents, References, and Lists of Tables and Figures**.**
- Do not use text boxes for any text.
- Read-only files are not acceptable.

Style and Format

Font: The body of the report should be formatted as follows. See the *WRF Report Page Template* for specific information on chapter titles, headings, and subheadings.

Body Text: 11-pt. Calibri
Spacing: Single, with 10-pt. space between paragraphs.
Footers: 10-pt. Calibri
Chapter Numbers & Titles: See the *WRF Report Page Template*
Subheads: See the *WRF Report Page Template*

Use boldface, caps, and italics only where you want them to be used in the finished text. Do not use caps lock or type in all caps unless it is a capitalized word (ex. U.S. EPA).

Margins: Set margins under Layout – Page Setup – Margins Tab:

Top: 0.7"
Bottom: 1.2"
Inside: 1.0"
Outside: 1.0"

Pages should be set to "Mirror margins".
(See screen shots here and on the following pages)

Spacing and indents: Use the Format Paragraph feature (Home – Paragraph – Indents and Spacing). Use single-line spacing with extra return or 10-pt. space) between paragraphs and single-space after periods. Never use the space bar to align text or to create indents. Extra spaces are difficult to find and remove. See figure below on the right.

Use only one tab between the subhead numbering and the subhead. Don't use tabs to center type or to line up columns.

Subheadings: Use up to four levels of subheadings in your chapters. (See the *WRF Report Page Template* for subhead style.) Follow standard rules for capitalization of titles.

On the "Layout" tab, select the options shown in the figure below on the left.

Report Body Content

The body of the report should be accurate, concise, and readily comprehended by readers with different levels of knowledge of the subject. Write in an active voice and illustrate major points. Avoid overuse of bulleted and numbered lists. Large amounts of raw data should *be placed in appendices, not in the body* of the report.

The Executive Summary, Introduction, and Abstract cannot be identical. These items must be able to stand alone and cannot be exact duplicates of each other.

The Chicago Manual of Style can be a useful reference. This publication is available from booksellers and online (http://www.chicagomanualofstyle.org/home.html). This guide is useful not only for style, but also for helping researchers to communicate effectively.

The table of contents and lists of tables and figures should not be heavily formatted. *Do not* link to the body of the report.

Reference Style

Refer to *The Chicago Manual of Style* for all in-text citations and the list of references (alphabetical). If you have already done substantial work using another style, continue in that style, being sure to maintain thorough consistency. Regardless of style, it is critical that the reference list agrees exactly with the in-text citations and vice-versa.

Tables, Figures, and Other Illustrations

The requirements below for illustrations in Final Reports are critical to produce a high-quality product with the most efficient use of resources. All illustrations also must be included (embedded) in the Microsoft Word document for clarity and placement. Each illustration should also have a reference in the narrative text (either immediately before or after the illustration) explaining its contents.

Size: All artwork must fit on standard 8.5” x 11” paper.

Headings: Headings for all illustrations, figures, and tables should be typed into the Microsoft Word document. Headings should not be embedded in the illustration itself.

Photographs: Electronic photo files must be in .tif or .jpg format and scanned at 300 dpi minimum.

Numbering: Illustrations such as figures, tables, charts, and graphs should be numbered in the following manner: Table 3-1, where the “3” represents the chapter in which the table appears. Numbering should be typed into the document itself and not embedded in the illustration.

Placement of Art Relative to Text:
Create tables and figures using your desktop publishing software and place them as close as possible to the first mention of it in the text. The following guidelines apply when placing art within the text:

- Art should follow its first reference in the text as closely as possible.
- For tables and figures that run two or more pages:
  - First page of table/figure includes table/figure number and title.
  - On all following pages, include table/figure titles and numbers and the phrase “(continued)”.
  - For tables, repeat column heads on each page of table.
  - Place all footnotes at foot of last page.

Most Common Mistakes

Inconsistency
Ensure that things that should be consistent (from use of acronyms or proper names or organizations/people/projects to past vs. present tense) are consistent throughout the product.

Executive Summary, Introduction, and Abstract are Nearly Identical
These items must be able to stand alone and cannot be exact duplicates of each other.

Incorrect Acknowledgments
This includes misspelled names, missing individuals, missing degrees, and incorrect affiliations. Those who contributed to the project should be acknowledged.

Table of Contents
Do not over format or link to the body of the report.

Section or Sub-Section Headings Not Followed by Body or Explanatory Text
Do not list one heading immediately following another heading or sub-heading. There needs to be body text that explains that section. If there is nothing to say in that section, then there is no need for the headline.

Incorrect Equations
Check those equations! Be sure that all terms are defined (include units). Use parentheses, brackets, and braces according to conventional order of operations.

Equations, Symbols, and Tables that Do Not Translate
Create the document in Microsoft Word (most current version if possible); do not attempt to convert from another software application.

Incorrect References
Do not use "et al." in the List of References – List all authors. All listed references must appear as in-text citations; all in-text citations must appear in the List of References.

Missing Copyright Permission Documentation
Not supplying WRF with a completed Copyright Permission Form and copyright permission letters will significantly delay publication of a report. Request permission early and include letters granting permission in the Draft Final Report package. WRF will not publish your report if the documents granting WRF permission to reprint previously copyrighted material are missing. See pages 13-14 for additional details.

Passive Voice
Avoid passive voice. Instead of "Toxic compounds were characterized by Jones and Smith (2018)," say "Jones and Smith (2018) characterized the toxic compounds."

Cluttered Report Proper
Move material of secondary importance, detailed methodologies, long tables of data, etc., into appendices. Keep the report proper uncluttered; don't obscure major findings with too many details.

Incorrect References to Graphics, etc.
Be sure that all in-text references to tables, figures, and appendices are correct. Always indicate location of illustration in Microsoft Word document by embedding the actual artwork and/or the heading.

Incorrect Tables, Graphs, or Charts
Review these items carefully. Do the pieces of the pie charts add up to 100%? Do columns add up properly? Are in-text references correct?

Checklist for WRF Final Reports and Products

This form must be submitted with the completed Final Report package. It is available electronically by request from the Communications Team or from the WRF website. Please visit our website for information on preparing a report for guidelines, sample report pages, and other essential information.

Complete the form below and submit with final report. ***WRF will not accept an incomplete package.***

Report Title _____

Project Number _____

Primary Author _____

Phone Number_____ **E-mail Address** _____

Did this project have any co-sponsors? If so, please list: _____
_____

The report should include the following required report sections (**in order of appearance**):

_____ Title Page
_____ Disclaimer Page
_____ About WRF Page
_____ Acknowledgments Page
_____ Abstract, Benefits, and Keywords
_____ Table of Contents
_____ List of Tables
_____ List of Figures
_____ List of Acronyms (recommended)
_____ Executive Summary
_____ Main Body of Report
_____ Appendices
_____ Glossary of Terms (recommended)
_____ Reference List

Patentable Inventions or Discoveries

Does final project contain patentable inventions or discoveries? Yes _____ No _____
If the final report contains patentable inventions/discoveries, in a separate copy of the original final report, you must identify the location(s) where such information appears in this report.

Copyright Permission

_____ Completed Copyright Permission Form

_____ Original copyright permission letters for applicable figures, graphics, or for any information from sources not original to the research in the report (See the Sample Request for Copyright Permission Letter on page 14).

Copyright Permission

All authors are contractually responsible for obtaining permission to reprint all copyrighted material.

Copyrighted material includes figures, tables, charts, and graphs or any other material duplicated, in full or in part, from any other copyrighted material that is not in the public domain. Permission must be granted from the publisher of the book, journal, etc., and a line of text must be included in the citation for the graphic that states, "Reprinted with permission from . . ."

If either data or physical art itself is not yours, you must include a source note with the art. The scholarly responsibility of acknowledging sources is separate from the legal responsibility of requesting permission for material under copyright. Art without a source note will be assumed both to be your data and to be your creation. For example, if you have created a table or graph to display significant data from another source, you should cite the source of the data (using the author-date system).

This source note, which fulfills the scholarly responsibility to acknowledge the source, is separate from the copyright permission, which obtains legal permission to reproduce any art that closely resembles or is directly reproduced from a copyrighted publication. A sample copyright permission letter that you can use to request and obtain permission to reproduce artwork or data is available on the next page.

A completed Copyright Permission Form and copyright permission letters **must be** submitted to WRF in the Draft Report package. WRF will not publish reports that are submitted without the required Copyright Permission Form and letters. Substantial publication delays will result if you do not obtain copyright permission for all previously published material.

Sample: Request for Copyright Permission Letter

Date: [*date*]

To: [*name, company*]
E-Mail : [*e-mail address*]

From:[*name, company*]
E-Mail : [*e-mail address*]
Number of pages: [*#*]

We are requesting permission to reprint the table(s) and/or figure(s) and/or information listed below from your publication, [*author, publication title, date*].

[*list page numbers and titles of figures, tables, or graphics, or other identifying information*]

This information will appear in The Water Research Foundation publication, [publication title]. We are requesting nonexclusive world rights, for all languages and all subsequent reprints, *as well as permission to include the material in an electronic format or on WRF's website (www.werf.org)*. The material may be altered slightly to conform to WRF style and space limitations. Please indicate agreement by signing on the line at the bottom and returning a copy of this letter to [*name, company, email address*].

Full credit will be given to the source named above in standard scholarly form, including author, title, publisher, and date.

We request that you please return this completed letter by [date].

Thank you in advance for your cooperation.

Permission Granted:

Signed: _____ Date: _____

Use of Copyrighted Materials

When to Request Permission

You are responsible for obtaining written permission to use any material copyrighted by others. You must request permission before submitting your final report.

What is Copyrightable?

A U.S. copyright may exist for a work of authorship reduced to a tangible medium of expression. It can be a literary work, musical work, dramatic work, pantomime or choreographic work, pictorial, graphic, or sculptural work, motion picture or other audiovisual work, sound recording, or architectural work. Copyright law may apply to a work even though:

- Author has not filed for copyright officially.
- There is no legend indicating copyright ownership on a work.
- A work is unpublished.

As a result, if you use a work or a portion of a work, you should request permission from the publisher (for a published work) or from the author (for an unpublished work) before using it in any materials to be published by The Water Research Foundation.

Most government publications are in the public domain because public funds supported their development (this is usually true for U.S. federal, state, country, and city government publications and for government publications of other countries). "Public domain" means that material is not protected by copyright and may be used without requesting permission. However, it is best to check with the government entity that created the work to ensure that there is no ownership of the work, for example, by a private contractor who may have jointly created the work with the government. Any work published before 1906 is in the public domain and is not copyrighted. For a helpful introduction to copyright basics, watch the following video:

http://www.copyright.com/learn/media-download/copyright-basics/

Fair Use

Portions of some copyrighted materials may be used without permission. If you are using an "insubstantial" portion of a copyrighted work for scholarly and noncommercial purposes, permission is not required under interpretation of fair use. However, the definition of fair use varies depending on the facts of each case. To avoid difficulties, you need to request permission for all uses of previously copyrighted works of authorship.

In the case of artwork, for example, you must obtain permission to use in your report any tables, charts, amps, photographs, etc., taken from a previously published, copyrighted source. If you take data from several sources and create your own table or figure from that data, you do not need to request permission, but you must list your sources beneath the new piece of art.

Citation of Source

You should always give a proper source for material that is not yours, regardless of whether or not you need to request permission for a quote, figure, or table (See page 13). The scholarly responsibility of providing accurate citations is a separate issue from the legal responsibility of requesting permission for reuse of copyrighted material. For example, if you take raw data from several sources or use materials that are not copyrighted, you should properly cite the source of such data or materials.

How to Request Permission
When requesting permission, clearly identify the material and state how and where you intend to use it. Be specific, stating author, title, edition number, year of publication, and page number for materials from books.

Identify figures and tables by numbering the copyrighted source, and text materials by beginning and ending wording. If the material is from a journal, include the journal title, volume and page numbers, article title, and author's name. Make sure to request permission from the original publisher, not from one that reproduced the material. Send two original letters requesting permission; the publisher will retain one and sign the other and return it to you. See the sample letter requesting permission. Send the written permissions or copies of your requests for permission (if permission has not yet been granted) to the research project manager, along with the final report. WRF will file them with other contract materials. If the publisher requests any fees, talk to the research project manager.

Copyright Permission Form
You need to document your use of copyrighted materials. Complete a Copyright Permission Form by logging every table and figure in your report, regardless of whether they are original or not. WRF will delay publication of any report missing the completed form.

Granting Permission to Use Work Belonging to The Water Research Foundation
The Water Research Foundation copyrights reports to protect the work they represent. In your contract with The Water Research Foundation, you assigned copyright to WRF. If you receive any requests to reprint material from your WRF work, forward the request to WRF. See your contract with WRF for additional information on interim publications during the project period.

Guidelines on Publishing or Presenting WRF Project Materials
(Updated May 2016)
1. Any material created from The Water Research Foundation (WRF) research where a Project Funding Agreement (PFA) or Multi-Funded Research Agreement (MFRA) was signed is WRF's Intellectual Property (IP). WRF's IP includes text, tables, and figures that were created during the project and is included in the Scope of Work, periodic reports, draft report, final report, or other materials produced during the course of a project. As stated in the agreements, you (PI or co-PI) may use without restrictions all data produced during the course of the project such as innovations, creations, processes, designs, methods, formulas, plans, technical data, and specifications. See the Agreement and reference the Intellectual Property section for details and guidance agreed upon by your organization specifically for this project in determining what falls under WRF IP.

2. If you (PI or co-PI) wish to publish WRF's IP in a journal, book, or any other publication, even if the publication is online only, you may do so as long as you obtain written permission from WRF. This holds true even if the final report has not yet been published by WRF.

3. Most organizations no longer require assignment of copyright for conference presentations. Instead, they will ask for your permission for them to post/publish the presentation and/or proceedings. You do not need formal permission from WRF for this type of use, but as always, you should acknowledge that WRF funded the project and add source lines to WRF IP. If the conference organizer requires assignment of copyright, then you must request permission from WRF to include any copyrighted materials.

4. If WRF's IP has been revised for journal/book publication, copyright permission may not be required. It is still best to consult with WRF before publishing this material.

5. For WRF IP, if the journal or book publisher (or conference or workshop sponsor) requires you to sign a copyright or publishing agreement with them, you may do so as long there is a clause that allows you

to submit material that is already copyrighted. You should then request copyright permission from WRF and submit that permission to the other party. See number 8 below.

6. If there is no clause in the agreement with the other publisher or sponsor that allows use of material that is already copyrighted, then you must inform them that you would like to publish material that is copyrighted to WRF. If the publisher/sponsor allows you to publish the copyrighted material, you may sign the copyright or publishing agreement and also submit WRF copyright permission letter.

7. If the other publisher or sponsor does not allow you to use the copyrighted material, then you may not publish or present WRF's IP with them.

8. You may request permission to use materials belonging to The Water Research Foundation directly from our website by completing the form at http://www.waterrf.org/Pages/request-material-use.aspx.

If you would like to request permission to use WRF material, or if you have questions about WRF IP, please contact Megan Karklins at 303-347-6129 or mkarklins@waterrf.org

Final Products: Other Options

In addition to the more typical methods of disseminating WRF research such as research reports, WRF Executive Summaries, research digests, and interactive tools, there are many other means for WRF research to reach a wide audience. Other examples of products include, but are not limited to:

- Fact Sheet or Case Study
- Special Topic Brochure
- Practical Guidance Manual
- PowerPoint Presentation
- Excel Spreadsheet
- Useful Infographic
- Presentation materials that WRF staff and volunteers can use to promote the research
- Briefing materials (rather than testimony) for legislative or regulatory hearings
- Stakeholder Briefing Materials
- Article submissions to technical/scientific journals (please refer to Guidelines for Publishing WRF Research Findings in Third-Party Journals)
- Partner Organization Journal Article
- Press Release
- WRF Online Newsletter
- Periodic Research Area Newsletters
- Other Electronic Communication
- Web-Related Item* (please refer to Web-Based Product Criteria)
- Online Tool* (please refer to Software Criteria)
- Learning Module*
- Workshop
- Web Seminar
- Short Video
- Media Engagement Strategy
- Smartphone or tablet application
- Social Media Pages

*These items require a separate plan to ensure compatibility with WRF's content management system before the product design and development are complete.

For information on these or any communication tools, please contact your research project manager. A member of the WRF Communications Team will be able to work with you to ensure that your product is compatible with WRF's standards and requirements.