

NCAS Highlights

We collect NCAS Highlights annually, they showcase our work and they help us to communicate our science, facilities, instrumentation and impact to a wide range of audiences.

The consistent collation of case studies and highlights from all directorates, allows us to collect the information in a standard form that allows the information to be used wide range ways. Using the information collected here we aim to inform BIS, NERC and other stakeholders about the cutting edge and world-leading work that is happening within NCAS.

Our primary target audience is BIS, so when writing a highlight please take care to explain the wider impacts of the research. The highlight should be written using the template and the guidance provided in this document. If it helps, aim the highlight at a member of the public, someone who is interested in science but who isn't a trained scientist. The science and the findings should be fully explained but in a way that is understandable to a wide audience.

However - the highlights collected are not aimed at a lowest denominator audience, they should allow the NCAS communications and impact team to understand why this work should be showcased. If necessary the highlight will be re-written, with input from the scientist as and when needed. The highlight should relate the science to a real world problem that *people* care about.

We have five categories or "types" of highlight, Science (published), Science (unpublished), Facility or Instrumentation, Impact and Other.

Use this document and the guidance here to write and edit your submission to the NCAS Highlights.

What are they for?

The highlights are to be published online, sent to NERC, used in reporting to BIS, used in promotional documents and printed where necessary.

How should they be written?

Aim to write the highlight for an A-level educated audience, a member of the public that is interested in what we do but isn't a scientist. The highlights are a starting point for a wide range of uses within NCAS – they should be written in such a way that they highlight the important, impactful and relevant aspects of the research. In the future these highlights may be tailored towards specific audiences, uses and the communications manager may contact you for further information or insight into the work.

Specifically these highlights should be written to appeal to BIS – an educated, not-science specific audience. When writing or selecting a highlight please think about answering the question "Why does the tax-payers money fund this work?"

What is a highlight?

Highlights are not just peer-reviewed science, but they will

- Have a clear result that is within the NCAS strategy
- Be clearly explained within a wider context and be relevant to a wide audience
- Show collaborative, cross cutting or novel science
- Demonstrate the impact of the science

They might also

- Highlight peer-review science
- Showcase world-leading instrumentation
- Detail a new innovation, deployment or scientific application
- Highlight a new collaboration, where a clear outcome can be reported
- Working with businesses where knowledge exchange or innovation can be demonstrated
- Outreach and Communication activities
- Successful collaboration/communication with governments, government departments or funding organisations.
- Skills development, training or professional development
- Technology or Facility Development that is applicable to the wider UK atmospheric science community
- Prizes, nominations and awards

Highlights should address the following questions

- Why should I care about this science?
- Why is taxpayer's money being spent on this?
- What is the bigger picture?

The target audience is not interested in ...

- Which exact model version, the name/make of the instrument you used, nor are they interested in how many levels there are in the model, or in the intricacies of gas phase chemistry.
- Equations
- Acronyms

Guidelines - What makes a good highlight?

Clarity of Text

- Text is understandable to an a-level educated member of the public who is interested in science and research
- All acronyms must be spelled out and explained
- Background knowledge should be provided where appropriate
- The research should be linked to a real world problem

Why is this a highlight?

- What is the take home message?
- Why did tax-payers money fund this research?
- Explain why and how this research leads into future research
- Explains how the results of this research are relevant in a wider world context

The highlight incorporates a good figure, schematic or photo

- The figure enhances the text and adds value
- The figure is referred to in the text
- The figure is clearly annotated and explained
- The a-level educated reader should have no problem in understanding the figure

Where does the research highlight lead

- It makes the reader want to find out more
- It tells the reader where to access more information
- It tells the reader about the author(s) and how to contact them

Submission of highlights

For 2014 highlights can be submitted using the ppt templates or via the online form.

For 2015 onwards - NCAS Highlights will be submitted using the highlights submission form - <https://docs.google.com/a/ncas.ac.uk/forms/d/1xrlkwvEAjnLuN6GQ0Cn7u5Q3crd9QH596kH2StbMB30/viewform>

Highlights can be submitted at any time, but the deadline for submissions is the 28th of February (for highlights in the previous calendar year). Following this deadline, highlights will be presented as one page (A4) documents, which will be published online at www.ncas.ac.uk. Highlights may also be selected to be presented at the NCAS annual Science Conference, or used to communicate with our stakeholders. Authors will be notified when their highlight is published online.

Please use this document to draft your submission. The questions below mirror exactly the questions on the form, and should allow you to draft and work with co-authors offline.

The form allows you to enter your highlight under one of five types, Science (published), Science (unpublished), Facility or Instrumentation, Impact and Other. The Introductory questions apply to all “types” of highlight. Most of the open ended questions are limited to 200 - 300 words (7500 characters) these are marked with an asterix (*).

Introductory Questions.

About the author

- Author Affiliation
 - Which University or Location do you work at. e.g. University of Leeds
- Short Author Biography
 - e.g Dave Smith is a research scientist at NCAS-Climate. His research focuses on high- resolution climate modelling, and in particular he researches El Nino. He collaborates with the Met Office to produce high resolution forecasts, and in his spare time he enjoys long walks on the beach.
- Author's webpage
 - A URL to your webpage
- Author's email address
- Which Directorate, Service or Facility do you belong to?
 - Drop down selection

About this highlight

- Title
 - The title of your highlight
- Link to a webpage about this work
 - If there is a webpage, blog or social media about this work, please include the URL here.
- Is this a Science, Facility, Instrumentation or Impact Story?
 - Drop down selection which will direct you to one of the five sets of questions below

Please fill out **one** of the five sections below

1. Science (Published)

To supplement the information that you provide below we would like to include any images, photos, schematics or plots that you think will bring this highlight to life. Once you have filled out this form you will be prompted to e-mail your images to us.

- Title and DOI of the publication
- What are the new findings?*
- Write a short summary of the research findings. 200 - 300 words. Try to keep it concise and use non-scientific language. If the background to the research topic is not widely understood by the public, please first include some text on the background to give the results some context.
- Why are these findings important?*
- Relate your research to the wider world. 200 - 300 words. Write about why the results of this particular study are important. Ideas: What do they add to our understanding? What are the implications? How can the results be used? Who will benefit from these findings? (Examples of beneficiaries - policy makers, government departments, insurance industry, research community, water industry, energy suppliers, weather forecasting, model development, general public, teachers, farmers, ...)
- How did we discover this?*
- 200 - 300 words. Write about the methods used in the research.
- Any Other information*
- 200 - 300 words.

2. Science (Unpublished)

To supplement the information that you provide below we would like to include any images, photos, schematics or plots that you think will bring this highlight to life. Once you have filled out this form you will be prompted to e-mail your images to us.

- What are the new findings?*
- Write a short summary of the research findings. 200 - 300 words. Try to keep it concise and use non-scientific language. If the background to the research topic is not widely understood by the public, please first include some text on the background to give the results some context.
- Why are these findings important?*
- Relate your research to the wider world. 200 - 300 words. Write about why the results of this particular study are important. Ideas: What do they add to our understanding? What are the implications? How can the results be used? Who will benefit from these findings? (Examples of beneficiaries - policy makers, government departments, insurance industry, research community, water industry, energy suppliers, weather forecasting, model development, general public, teachers, farmers, ...)
- How did we discover this?*
- 200 - 300 words. Write about the methods used in the research.
- Any Other information*
- 200 - 300 words.
- Do you plan to publish this work in the future? Yes/No

3. Facility or Instrumentation

To supplement the information that you provide below we would like to include any images, photos, schematics or plots that you think will bring this highlight to life. Once you have filled out this form you will be prompted to e-mail your images to us.

- What is the highlight?*
- 200 - 300 words. Try to keep it concise and use non-scientific language. Write a short summary of the research, instrument or facility. Introduce the instrument or facility – what does it measure/do and why. Why is this facility useful, and how does that link to the wider world – i.e. why did tax payers money pay for it.

- What is notable or unique about the highlight?*
 - 200 - 300 words. Write about why the facility is unique and why NCAS have this facility? What real world problem(s) is this instrument or facility going to tackle? Ideas: What does this add to our understanding? How can the data be used? Who will benefit from the research carried out by the facility? Examples of beneficiaries - policy makers, government departments, insurance industry, research community, water industry, energy suppliers, weather forecasting, model development, general public, teachers, farmers, ...
- Further details about what has been achieved.*
 - 200 - 300 words.
- What are the plans for the future?*
 - 200 - 300 words. What is the facility going to be used for, by who and when? Are there plans to work with other institutions or countries?
- Any Other information*
 - 200 - 300 words.

4. Impact

- What is the research behind this impact?*
- What was the impact?*
- Do you expect any further impact?*
- Who or what did it impact upon/affect?*
- What does this mean for the future?*
- Any Other information*
- Evidence of the impact.

5. Other

- Please tell us about this work.
- Does this case/highlight have any potential for... Impact, Publication, Scientific Excellence, a new service or facility, Other.

Include Additional Authors

- Names and Affiliations
 - Please use the format - Name (Affiliation), Name (Affiliation), Name (Affiliation).

Submit your highlight using this online form

<https://docs.google.com/a/ncas.ac.uk/forms/d/1xrlkwvEAjnLuN6GQ0Cn7u5Q3crd9QH596kH2StbMB30/viewform>