

**Rapid Response Research Program  
Guidelines on Project Outreach/Communicating Findings**

Page 1 of 4

A number of different options are available for communicating Rapid Response Research Program (RRR) project results, including research reports, Webcasts, conference presentations, journal articles, and others. Each outreach method has criteria and considerations that should be taken into account prior to selecting that particular method for a project. Considerations include target audience, the desired delivery time to users, cost, resources required/available, and longevity or shelf-life of the end product, among others.

Below are listed a number of outreach options that applicants may consider in developing the Outreach Plan for a RRR project, as well as the related important considerations.

<b>OUTREACH OPTIONS</b>
<b>Print</b>
Standard AwwaRF final report
Non-standard final report
Journal article
White paper
<b>Electronic</b>
Web site
Webcast
Software
<b>Multimedia/Other</b>
Conference presentation
Targeted e-mail
Targeted briefing

**OUTREACH OPTIONS CONSIDERATIONS**

**Print**

**Standard AwwaRF final report**

A standard AwwaRF final report should be formatted according to the requirements in the *Format-Style Guide*, which is available on the AwwaRF Web site at

(<http://www.awwarf.org/research/projectAdmin/docs/FormatStyleGuide.pdf>).

A printed final report could also include a CD-ROM with additional data, spreadsheets, photographs, and other types of information that are more appropriate to be viewed electronically or are too expensive to print. The amount of time required to produce a standard final report could be reduced for the RRR program by distributing the report on the AwwaRF web site as an electronic (pdf) file only, which would eliminate printing, binding, fulfillment, and mailing time.

**Rapid Response Research Program**  
**Guidelines on Project Outreach/Communicating Findings**  
Page 2 of 4

**Non-standard final report**

A non-standard final report could be formatted like a manual or workbook, and range in size from 6" x 9" to the standard AwwaRF size of 8 1/2" x 11". This type of report would most likely not follow AwwaRF's style according to the *Format-Style Guide* and may consist of more color than normally used. Format and style details will be resolved on a project-specific basis.

**Journal article**

The principal investigator (PI) could submit an article to a journal as a project deliverable. Articles must acknowledge AwwaRF for sponsoring the research. A journal article generally is not desirable as the sole final deliverable because AwwaRF will either have to share or forfeit copyright of the information to the journal publisher. However, a journal article may be appropriate as a means to quickly release the research results to a particular technical audience prior to the publication of a final report or similar final deliverable.

**White paper**

A white paper could be created by the PI summarizing the research results and highlighting the most important and timely points. The white paper could be distributed by Web posting and/or mailed (electronic or hard-copy) to a defined audience.

**Electronic**

**Web site**

A Web site created for the project may provide ongoing updates, photos, discussion forums, and even survey instruments or Web-based applications. However, only selected projects justify development of a Web site. There are associated costs and implementation details for the researcher and AwwaRF to consider. The project proposal should factor in costs and resources required for developing, testing, hosting, and maintaining the site. See the document "Web Site Criteria for AwwaRF Project Deliverables" (<http://www.awwarf.org/research/projectAdmin/docs/WebSiteCriteria.pdf>).

**Webcast**

A Webcast could be used to distribute the project results directly from the PI to AwwaRF subscribers. AwwaRF staff would need to arrange a virtual meeting space and reserve a teleconference time and operator, depending upon the anticipated audience size. Presenters may decide to have an AwwaRF staff member present online and on conference call at the time of the Webcast to provide any last-minute assistance (this would be preferred).

The following arrangements must be made well in advance of the date of the Webcast:

- An appropriate presenter(s) available at the agreed-upon date/time of Webcast; presentation information and graphics, i.e., PowerPoint slides; at least three week's notice

**Rapid Response Research Program  
Guidelines on Project Outreach/Communicating Findings**

Page 3 of 4

of event to give AwwaRF staff adequate time to promote the event to attendees and coordinate the technical aspect and for attendees to register.

- Presenters should be available to communicate with AwwaRF staff at least a week prior to the meeting time to familiarize themselves with the Webcast software and presentation features, and to rehearse the presentation itself.

**Software**

Software may be a desired option when end users will want to calculate information based on their system- or organization-specific data. Prior consideration and agreement between researchers and AwwaRF should be given to such issues as: researcher has the resources, time, and budget to develop and test the software, technical support has been agreed upon, demonstration of beta software showed user acceptance, minimum system and technical requirements of users, etc. See the document “Software Criteria for AwwaRF Project Deliverables” on the Web site

(<http://www.awwarf.org/research/projectAdmin/docs/SOFTWARECRITERIA.pdf>).

**Multimedia/Other**

**Conference presentation**

The PI may propose to present results at a conference(s). Similar to the above description for journal articles, a conference presentation generally is not desirable as the sole final deliverable because AwwaRF will either have to share or forfeit copyright of the information. However, a conference presentation may be appropriate as a means to quickly release the research results to a particular technical audience prior to the publication of a final report or similar final deliverable. Presentations must acknowledge AwwaRF for sponsoring the research.

**Targeted e-mail**

AwwaRF can distribute project results via broadcast e-mail to our subscribers. AwwaRF does not provide contact lists of subscribers to researchers or other organizations. (Please note that AwwaRF does own or have permission to use the e-mail addresses of any groups or organizations other than its subscribers, including AWWA members.) Consideration should be given to whether the length and format of the material is appropriate for e-mail, which is most effective when used for shorter amounts of text (e.g., one page) and/or links to information contained on the Web.

**Targeted briefing**

The PI may propose to present project findings to a particular audience(s) in a meeting scheduled specifically for this purpose. Such briefings may be an effective and efficient means to transfer project results to specific target audiences prior to publication of a final

**Rapid Response Research Program**  
**Guidelines on Project Outreach/Communicating Findings**  
Page 4 of 4

report or similar final deliverable. The project proposal should factor in the cost and resources of arranging, preparing for and traveling to present the briefing.

**CONSIDERATIONS/REQUIREMENTS FOR OUTREACH METHODS**

- Some of the outreach options may be combined, such as standard final report and Webcast, non-standard final report and conference presentation, software and white paper, and so forth.
- Determination must be made during project contracting that the costs of proposed deliverables are available in the project funds. If any costs are to be absorbed by AwwaRF, AwwaRF must approve this prior to project start.
- PI should have the technology, equipment, time, budget, and staff resources to develop, test, and produce or review any deliverable. If AwwaRF staff and/or resources are involved, AwwaRF must approve the extent of involvement and any associated costs prior to project start.
- AwwaRF must review (and/or test as appropriate) and accept all deliverables prior to dissemination.
- All printable pages (e.g., PDF pages), whether on a CD-ROM, Web site, etc., must include the following footnote: **Source: [report title] by [author] © [year] AwwaRF. ALL RIGHTS RESERVED.**
- Intellectual property agreements must be in place to cover final deliverables.
- PI must obtain copyright permission to use third-party materials, graphics, or other information.
- PI resources should be available for after-delivery support of the deliverable. If AwwaRF is to handle support, AwwaRF must approve the extent of support and any associated costs prior to project start.
- AwwaRF should be recognized as the sponsoring organization of the research, as outlined in “Guidelines for Supporting Resources” (<http://www.awwarf.org/research/projectAdmin/docs/SupportingResources/ResourceGuidelines.pdf>). The AwwaRF logo should be displayed on all deliverables.