

Reaching a broad audience

One size does not fit all. In addition to distributing reports, the communications group works with researchers to develop other appropriate products that help make research results available to a broad audience. Possible products include the following:

Technology transfer summaries

Concise, implementation-focused technology transfer summaries help researchers and sponsors reach more people with research findings. Summaries make useful handouts at Transportation Research Board and other meetings, and convenient appendices for new proposals.

Research-related articles

We regularly write articles, based on CTRE research, for several publications including the following:

- *Public Roads*
- *TR News*
- *Civil Engineering*
- *APWA Reporter*
- *Roads and Bridges*
- *Cityscape*
- *Technology News*, Iowa's technology transfer newsletter

News releases

Members of the communications staff work with Iowa State News Service to make sure releases reach the most appropriate media.

Other services

Some research results lend themselves to a new handbook or manual, training materials, a website or web tool. CTRE's communications group points out opportunities like these to add value to completed research.

Getting research ready for the spotlight

Before we distribute a final report or related research products, CTRE's communications group gives the report a thorough edit. This includes the following tasks:

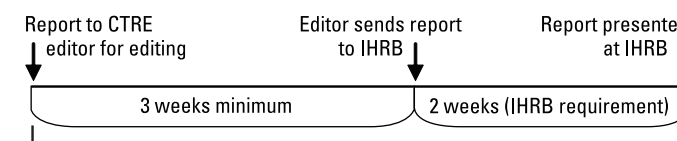
- Adding technical report documentation
- Including sponsor acknowledgments, disclaimer information, and other required statements (sponsor specific)
- Formatting reports consistently
- Correcting "typos" and other errors
- Alerting author(s) if text is inconsistent, confusing, or poorly organized
- Asking author(s) to sign off on the edited report

Want to streamline report editing?

Research PIs and report authors can help streamline the editing process.

- Use the Microsoft Word report template (CTRE/S drive/Forms/ReportTemplate.doc) and the built-in styles. (The template may not be appropriate for all sponsors.)
- Allow at least three weeks for editing and copying (five weeks for Iowa Highway Research Board reports).
- Request a contract extension if necessary. (Billing copying charges can take a few weeks.)
- Include realistic editing costs in proposal budgets.

Timeline for Iowa Highway Research Board reports



Editing adds value

"When I turn reports over to CTRE for final editing and formatting, I can get back to doing what I do best: research."
—Terry Wipf, professor of CCEE, Iowa State

"A clean, well-written report is important. Editing almost always helps."
—Sandra Larson, Research and Technology Bureau Director, Iowa DOT

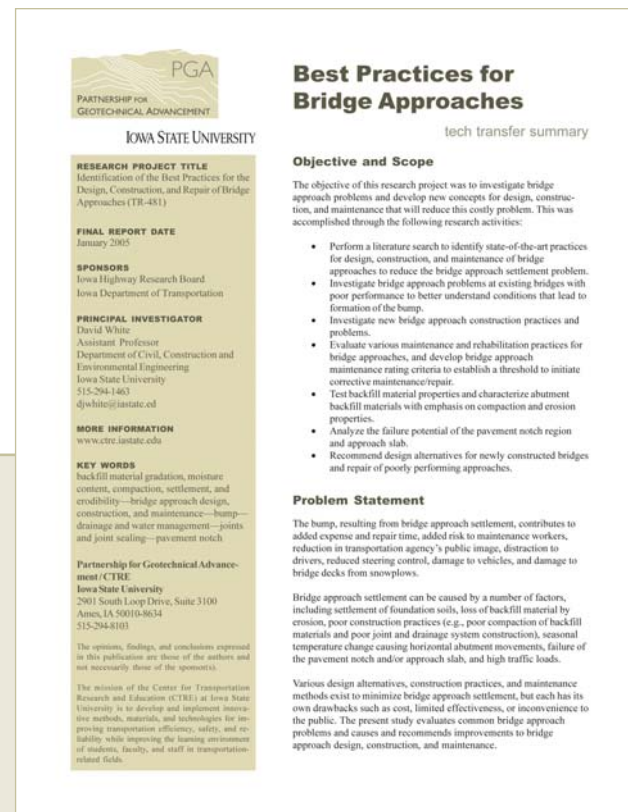
"Professionally edited and formatted reports make everybody look good: the researcher(s), CTRE, and, most important, the sponsor."
—Steve Andrie, director, CTRE

What will editing cost?

The following estimates assume an average to high level of editing for a 100-page report. Actual costs will vary.

Final report editing	\$1,800
Tech transfer summary development	\$600

For help developing estimates for project budgets, contact Oksana Opsomer (see reverse).



Technology transfer summaries work

"These summaries are useful for industry."
—Gordon Smith, President, Iowa Concrete Paving Association

"I'm meeting people who already know my work [through technology transfer summaries]."
—Tom Maze, Transportation Engineer, CTRE

"The Iowa DOT is going to require these summaries for all projects."
—Sandra Larson, Research and Technology Bureau Director, Iowa DOT

Visit us online for more information: www.ctre.iastate.edu/research.htm

Not all websites are created equally searchable.
 Because CTRE's site is search-engine friendly, anyone anywhere can quickly find our research reports.

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Iowa State University's Center for Transportation Research and Education (CTRE) is the umbrella organization for the following centers and programs:

- Bridge Engineering Center
- Center for Weather Impacts on Mobility and Safety
- Construction Management & Technology
- Iowa Local Technical Assistance Program
- Iowa Statewide Urban Design and Specifications
- Iowa Traffic Safety Data Service
- Midwest Transportation Consortium
- National Concrete Pavement Technology Center
- Partnership for Geotechnical Advancement
- Roadway Infrastructure Management & Operations Systems
- Traffic Safety and Operations

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Report editing & distribution services

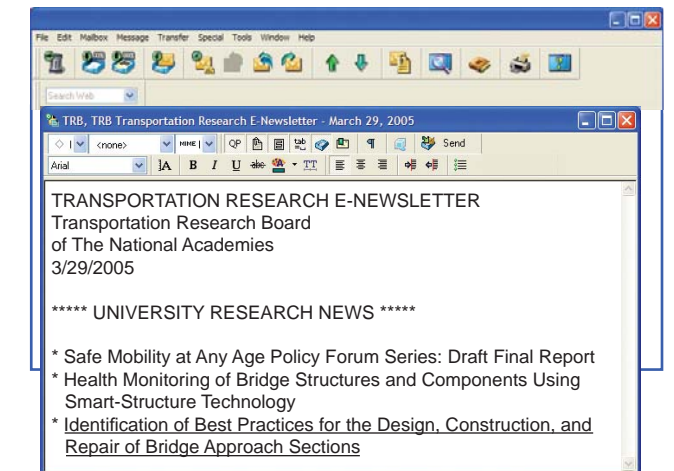


- **Strategic distribution of research results**
- **Implementation-focused technology transfer summaries**
- **Articles and news releases based on research**
- **Professionally edited and formatted reports**

Putting the spotlight on research results

To make sure research results don't just sit in the wings, the communications group at the Center for Transportation Research and Education (CTRE) distributes results through the following strategic services:

- CTRE's home page
- CTRE's search-engine friendly, online database
- The electronic newsletter *CTRE en route*
- Several state and national libraries and the Transportation Research Board
- Transportation Research Information Service (TRIS)



17 of CTRE's 31 most recently published reports were individually featured in the Transportation Research Board's electronic newsletter (approximately 17,000 readers).

Research is the most popular section of CTRE's website, with about 1,000 visitors weekly from outside CTRE.

