

The FLC planner is an annual publication that features an array of images displaying the innovative research and development that occur every day in our nation's federal labs. The planner provides a powerful depiction of the scientific discoveries and technological advances that are produced to improve our country's social and economic welfare.

Distributed to more than 10,000 recipients throughout the FLC community, including members of Congress, scientists, academia and industry, the planner visually celebrates each federal agency's commitment and dedication to the evolution and transfer of technologies.

### **Image Submission Criteria and Selection Process**

Each year, the FLC Communications Committee issues a call to the FLC community to submit images of their laboratories' cutting-edge technologies. The images submitted are then compiled for the two-tier selection process conducted by the FLC Communications Committee.

#### **Tier 1: Image Submission Collection**

After the call for submissions period closes, all submitted images are compiled in the Image Submission Collection. The images are then available for the FLC Communications Committee to view and rank.

Submissions are ranked on a scale of 1 – 5 based on the following three criteria:

1. Relevance to technology transfer
2. Engaging imagery
3. Impact on the promotion of technology transfer.

The highest scoring images will move on to tier 2.

#### **Tier 2: Finalist Collection**

The highest scoring images from tier 1 make up the planner Finalist Collection and will be judged for a final round by the FLC Communications Committee to ensure that fair cross-agency representation and proper publication aesthetic standards are met.

### Submission Requirements

- A high-resolution image or illustration of the featured technology that showcases the R&D conducted at your lab (full size, 300 dpi, and in one of the following formats: TIFF, JPEG, EPS, PSD, or AI)
- A photo caption explaining the technology's scientific relevance and potential impact (Note: Captions **MUST** be 100 words or less.)
- A laboratory bio (Note: Bios **MUST** be 70 words or less.)
- A photo credit (the name of the person or laboratory responsible for taking the photo)
- Laboratory logo (300 dpi, in one of the following formats: TIFF, JPEG, EPS, PSD, or AI).

### Next Steps

Once the selection process is finalized, submitters will receive an email announcement containing the selected technologies. If additional information is needed, a member of the FLC Management Support Office will follow up with the submitter. After layout is complete, the submitter will receive a PDF of their month prior to going to press. **The submitter and/or their PAO must approve the PDF.**

### Miscellaneous

Whether your submission was selected for the planner or not, the FLC will promote your technology through our other media outlets. Technologies are regularly featured on the FLC's social media pages and spotlighted in the FLC's monthly newsletter, *FLC NewsLink*.

### Questions regarding submission criteria? Contact us!

#### Communications Committee Co-Chair:

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