

2024 PLANNER SUBMISSIONS: FREQUENTLY ASKED QUESTIONS

Q: Where can I view previous Planners to get an idea of what a successful submission looks like?

A: Planners from previous years can be found on the FLC website under Highlights [here](#).

Q: How many times can my lab submit?

A: Each federal laboratory may enter up to 8 submissions.

Q: Can I submit a photo and/or graphic design that was submitted in a prior year but was not selected?

A: Yes. Images that have appeared in prior Planners are not eligible to be selected again, but images that were submitted and not selected are eligible.

Q: Can I submit a photo that was part of an FLC Awards submission?

A: Yes, photos from FLC Awards submissions are eligible, regardless of whether the submission won an award.

Q: I work for a company that partnered with a federal laboratory on a technology transfer effort. Can my company submit a photo for the Planner?

A: No. Only FLC member laboratories may submit. However, a federal lab is welcome to submit a photo taken by a tech transfer partner (with the partner's permission, of course) and to mention their partners in the photo caption's description of the tech transfer effort.

Q: Does my submission have to be a photo, or can it be a graphic image?

A: Graphic images are eligible, but must have at least one submission of a high-resolution photograph that can be used as an inset photo.

Q: Can I submit an image that is a collage of multiple photos?

A: Your submission will not be disqualified if it is a photo collage. However, please bear in mind that, historically, most successful Planner submissions have included a single impactful photo.

Q: Why might I want to include a second photo in my submission?

A: An inset photo can help your main photo more completely tell the story of a federally developed technology. For example, let's say a federal lab partnered with an auto racing organization to develop a more durable type of tire material. Their submission includes a photo of a race car in motion that is very dramatic, but with the tires in motion it is hard to see what they look like. An inset photo might help by showing the innovative material in more detail.

Q: Does my submitted photo need to include space for the photo caption?

A: No. If you would like to compose your photo so there is a logical place for the FLC design team to position the caption, you may, but you will want to be careful that the composition does not detract from the photo's impact when being judged.

Q: Does my lab need to hire a professional photographer for us to have a chance of being selected for the Planner?

A: No. Many successful Planner submissions did not involve photos taken by a professional, and many photos taken by professionals have not been selected. Enlisting a pro can be helpful in terms of a photo's technical quality (resolution, composition, clarity, etc.), but that is only part of what the judges look for.

Q: Who judges the Planner submissions?

A: Planner submissions are judged by volunteers from the federal technology transfer community, including members of the FLC Communications subcommittee. If you are interested in judging, please contact Kimberley VandenBrook at kvandenbrook@federallabs.org

Q: How are the submissions judged?

A: Submissions are scored in three main areas:

- o Is the submission (photo and description) clear and easily understood?
- o How engaging is the image?
- o How effectively will this submission help to promote federal technology transfer?

Q: How do I know that my submission is being judged fairly?

A: Planner judges may not score submissions from their own lab and must recuse themselves from judging any submissions for which they cannot be objective. Average scores for each submission are compared with an adjusted average (high and low scores subtracted) to minimize the influence of any one judge on the outcome.

Q: If all of my lab's submitted photos receive high scores, will they all be included in the Planner?

A: Not necessarily. Part of the Planner's mission is to illustrate the broad range of labs, agencies and technologies involved in federal tech transfer. For this reason, each lab may only have one photo selected for the calendar section of the Planner. Rarely, a lab may also have one selection in the Lab Tech Extras section. In addition, whether or not your photo is selected for the Planner, it will also be eligible to be featured in the Digest as the Photo of the Week.

Q: Can I request that my lab's photo, if selected for the calendar section, appear in a particular month?

A: No, unfortunately we cannot take requests for specific months.