Agenda

- Introduction
- Communications Workshop
- Storytelling Presentation
What we can do for you

We work with NASA-based teams on a wide range of communications efforts, and our goal is to lay the foundation for effective communications by:

- Helping you to identify & amplify key messages
- Aiding in the communications outreach process
- Helping to ensure your work is resonating with the right people in the right way
Partner-Up!

Try to choose a partner who is not as familiar with your work
Take five minutes to fill out the first page of your worksheet

Be sure to limit your responses to one sentence each.
Trade your worksheet with your partner and use their responses to write their message from your perspective.

Be sure to limit your responses to 1-3 sentences.

Try to tailor the message to all audiences:
- General public, not peers
- Be sure to eliminate industry jargon
Switch back sheets with your partner and spend 5 minutes reviewing the message they wrote

Make sure the message conveys all the 'need-to-know' information about your work, and write your final message in the space provided
Time for Some Practice!
Tell your partner a story about a memorable moment you've had during your current work and include your message as part of the story.

You have one minute each to share your story.
Time for some (more) practice!

Join together with a few other sets of partners and share your story with them. You again have one minute each to tell your story.
Any Volunteers?

Now that you've had some practice telling a story with your message, would anyone like to share for the whole group?
Amplifying Your Work Through Storytelling
Two Elements of a Strong Presentation

Content

Design
Studies have shown storytelling is up to seven times as effective of a means to retain information than providing the information alone.

Personal stories as presentation hooks

Stories are a great way to engage your audience quickly, make sure yours is:

- **Relatable** — engages your audience
- **Relevant** — ties into your work
- **Real** — your emotions/passion go a long way towards engaging the audience
Clarity

What does your audience need to know?

Get to the point

What is the one thing the audience should remember?
Do This

A setback: Understory Return Density

Not That

Lidar Metrics

1. Mean canopy height (CH)
2. 95% Canopy Height
3. Standard deviation of CH
4. Coefficient of variation of canopy height
5. Percent of first returns > 2m
6. Percent of first returns > mean canopy height
7. Height of the median return (HOME)
8. Vertical distribution ratio (VDR)

Lefsky et al. 2002 Bioscience
The Key Takeaway

Weaving what we workshopped throughout your presentation

• Make sure everything points back to the key takeaway/finding and its importance

• Repeating the key takeaway at points throughout your presentation will aid retention
Tell your story

Don’t make your audience read it.

- Limit the quantity of words on your slides
- Use your slides as supporting pieces for what you're saying
Do This

- Working lands

Not That

- 40% of the 16.7 million acres of forest in PA are greater than 80 years old
- >50% of PA forests are fully stocked with a net growth-to-removal ratio of 2:1
- Lack of early successional forest habitat is associated with declines in populations of Golden-winged Warbler, Cerulean Warbler, and Wood Thrush.
- Increases in population size observed in a variety of other bird species, including the Pileated woodpecker, Yellow-bellied sapsucker, Acadian Flycatcher, Yellow-throated Vireo, Ovenbird, Worm-eating warbler, Hooded-warbler, Magnolia warbler, Black-throated blue warbler, and Black-throated green warbler.
The Call to Action

• What's next for your audience?
• How can they act? Learn more? Support?
Presentation
65% of people are visual learners, meaning "they need to see what they are learning, and ... have difficulty following oral lectures"

5 keys to successful presentation design
Principle 1

Get Personal

People Respond to People
Great image sources: unsplash.com

Use high-quality, evocative images that show the context of your work

Use images of people when possible, including of your research team in action

Limit use of scientific images unless absolutely necessary
Principle 2

Be Consistent

Without Being Boring
Rates of Evaporation

Map of U.S. Evaporative Stress Index (ESI)

Principle 3

Don’t Overdo It

Less is More
Make one point per slide.

Separate content heavy slides into multiple slides.

Limit use of color.

Progressively reveal information to keep from overloading the audience.
Principle 4

Highlight Change

Show the dynamic nature of your work.
Use data visualization to illustrate complex stories and show contrasting information.
Use animated graphics to turn your data into a powerful story.

Avoid animation that does not have a specific purpose.
Principle 5

Be Unexpected

It keeps things interesting
Try a new format for your title/cover slide

Introduce big images and statements

Use white/negative space

Bring the real story of your research to life
Reach out to us!

If you have a more formal relationship with NASA, we're here to help. Here are some ways you can reach us:

• Office hours (there's still time left!)
• Reach out to us via email
  Aries.Keck@nasa.gov
Backup slides
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