



# The Challenge of Wonk: Making Data Matter for Everyone Else

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# The Challenge

A night scene of a wildfire. In the background, a large fire rages on a hillside, with bright orange and yellow flames and thick black smoke rising into the dark sky. In the foreground, a group of people are sitting on folding chairs on a grassy lawn, watching the fire. A man in a blue jacket stands near the center, while others are seated. To the right, a white car is parked on the lawn. A house with a lit window is visible on the far right. A semi-transparent red banner with white text is overlaid across the middle of the image.

# Lesson 1: Make data matter to people.

Unsplash/[Mike Newbry](#)

An aerial photograph showing a flooded residential area. In the foreground, a long, narrow house with a rusted metal roof is partially submerged in dark water. To its left, a small wooden boat is floating. To its right, a white pickup truck is partially submerged, and a white sedan is floating nearby. In the background, another house is visible, and a yellow umbrella is stuck in the water. The scene is surrounded by dense green trees.

# Lesson 2: People don't experience data—they experience impact.

DVIDS/[U.S. Army National Guard](#), Sgt. 1st Class Malcolm McClendon

A photograph of a moose with large, velvet-covered antlers lying on its side on a paved road. The moose is the central focus, with its head to the right and body extending to the left. In the background, a white truck with blue accents and emergency lights is parked on the road. The license plate of the truck is visible and reads "FNS6661". To the right of the moose, a yellow diamond-shaped road sign with a black border and the number "70" is visible. The scene is set in a mountainous area with trees showing autumn foliage. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "Lesson 3: Start with the problem— then use data to address it." in white, bold, sans-serif font.

**Lesson 3: Start with the problem—  
then use data to address it.**

Getty Images/Philippe Henry





# What scale and frame will land?

Rawpixel

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RELEVANT

**Not about dumbing data down, but  
about making it land.**

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