

Agenda

Introduction

Communications Workshop

Storytelling Presentation



Applied Sciences Communications Team

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

An aerial photograph of a mountainous landscape. The foreground and middle ground are covered in a dense forest of evergreen trees, their dark green needles contrasting with the white snow. The terrain is rugged, with snow-filled depressions and ridges. In the upper left, a large, bright white area suggests a snowfield or a glacier. The overall scene is serene and majestic, typical of a high-altitude environment.

Workshop

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

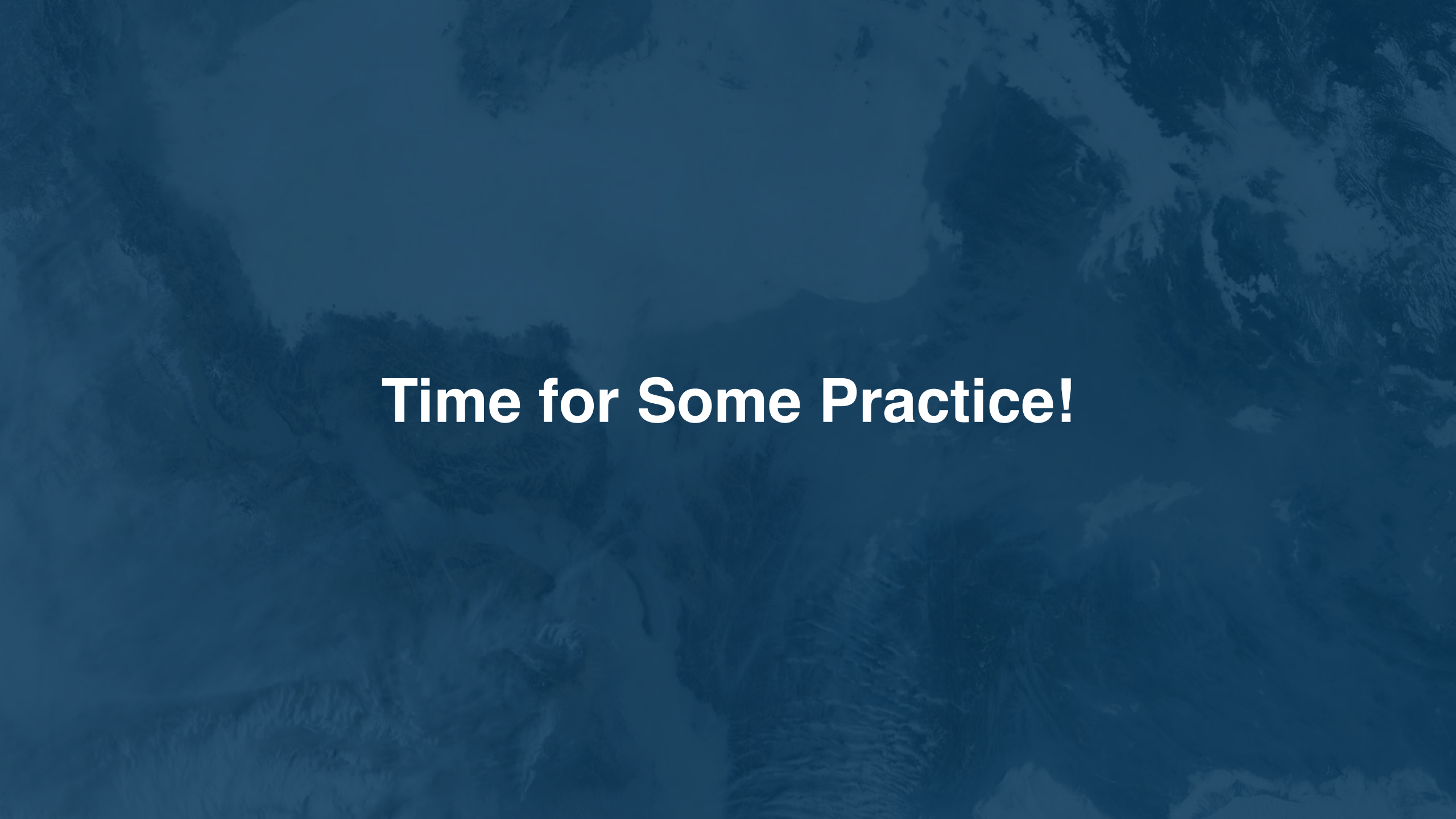
Try to tailor the message to **all audiences**:

- 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?

The background image is a wide-angle shot of an industrial facility, likely a refinery or chemical plant, during the "blue hour" of sunset. In the foreground on the right, a large, white, cylindrical storage tank is partially visible, supported by a metal structure. In the background, a complex of industrial buildings, distillation columns, and cranes is illuminated by warm, yellow lights. A plume of dark smoke or steam rises from one of the buildings. The sky is a mix of orange, yellow, and blue, with some scattered clouds. The entire scene is reflected in a calm body of water in the foreground, creating a symmetrical effect.

Amplifying Your Work Through Storytelling



Two Elements of a Strong Presentation

Content

Design

The background image is a dark, blue-toned photograph of an industrial facility. On the left, several tall smokestacks are visible, with thick plumes of smoke rising from them. In the center and right, there are large, cylindrical industrial storage tanks. The scene is set against a twilight sky with some clouds. The overall atmosphere is industrial and somewhat somber due to the dark color palette.

Content

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?

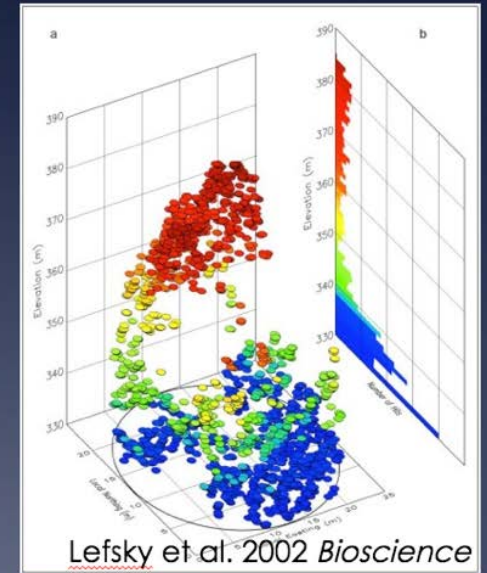
Do This



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)





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



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"

An aerial photograph of a construction site, showing a large excavator with a blue cab and a long boom, actively digging a deep trench in a light-colored, sandy or silty soil. The excavator is positioned in the upper center of the frame, with its arm extended downwards. The trench it is creating runs vertically through the center of the image. The surrounding area is a flat, light-colored expanse, likely a construction site or a cleared area of land. The overall image has a dark blue overlay, which serves as a background for the white text.

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

Do This



Not That



Questions??

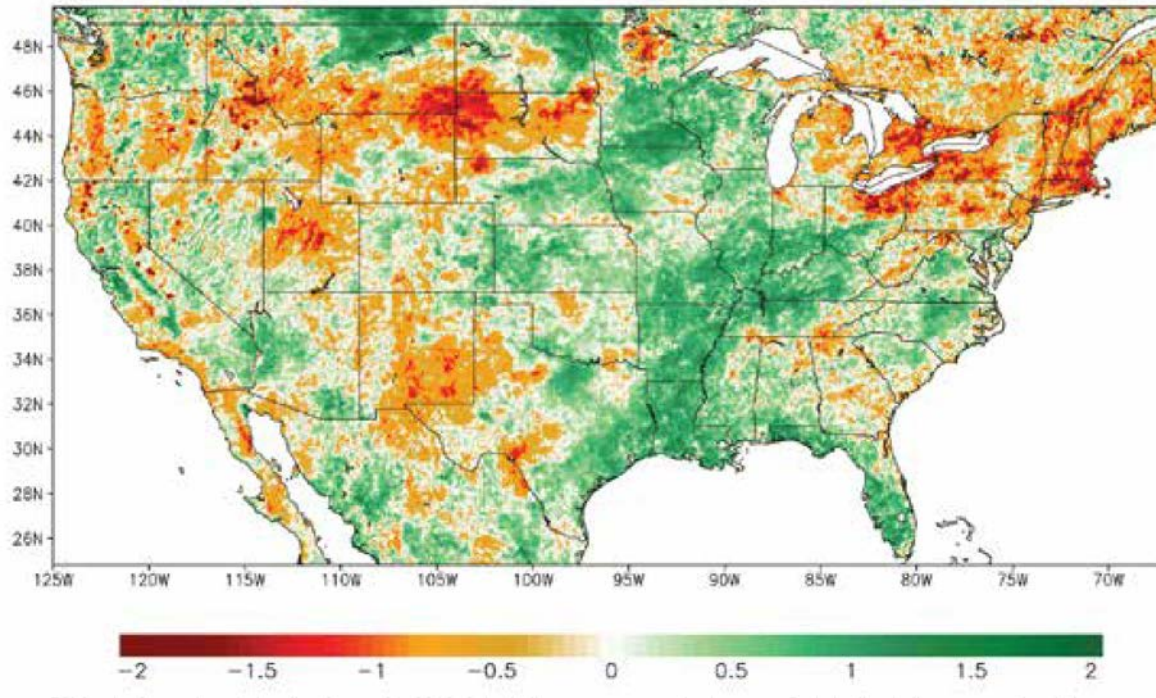
Principle 2

Be Consistent

Without Being Boring

Rates of Evaporation

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



ESI for the 3-month period ending August 31, 2016. Color indicates evapotranspiration rates. Red shading indicates anomalously low rates, and green shading represents anomalously high rates.

Place headlines in a consistent position for smooth slide-to-slide transitions

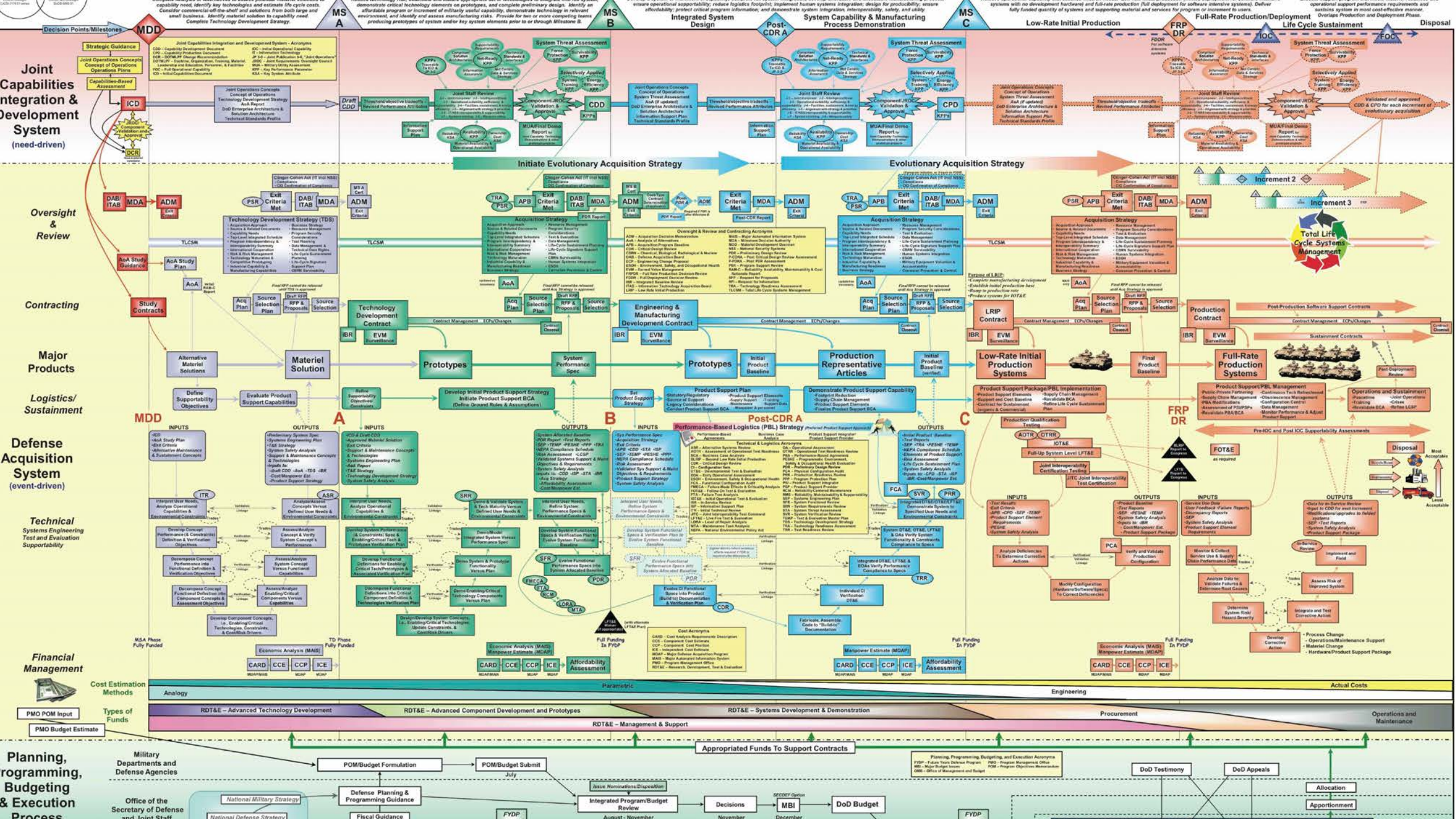
Honor white space boundaries

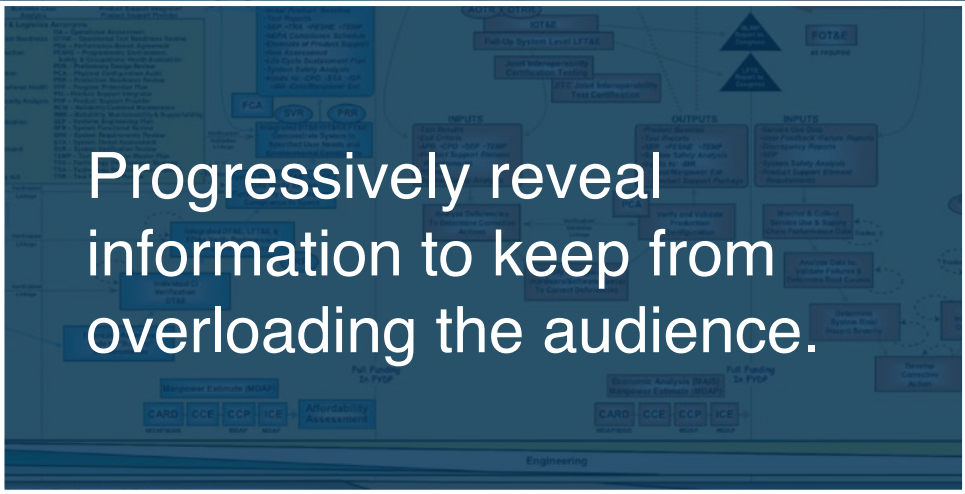
Keep proportions consistent for headlines, subheads and text

Principle 3

Don't Overdo It

Less is More





Principle 4

Highlight Change

Show the dynamic nature of your work.

Age of Arctic Sea Ice

Weekly data 1984–2016

Seasonal ice     Aged 9+ years 

1984

Use data visualization to
illustrate complex stories and
show contrasting information

Year
Average

1985

1990

1995

2000

2005

2010

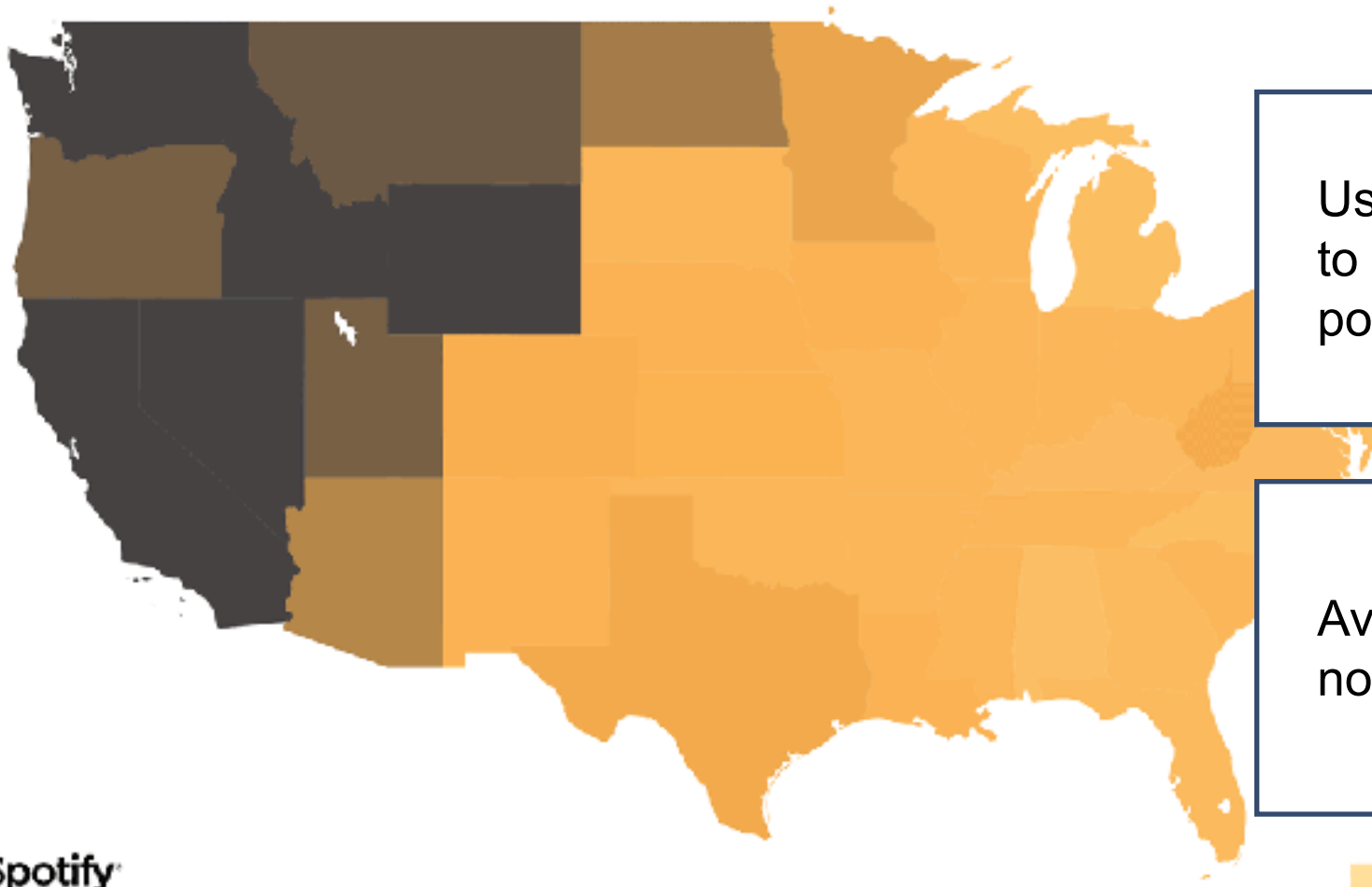
2015

Source: [NASA NSIDC - Sea Ice Age V3](#)

Total Eclipse Of The Heart

PEAK US STREAMS ON THE DAY OF THE ECLIPSE, 8/21/17

12:20^{PM}
CST



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

A background image showing the silhouettes of industrial smokestacks and pipes against a dramatic sky at sunset or sunrise. The sky is filled with large, dark, billowing clouds that are illuminated from below, creating a warm orange and yellow glow. The smokestacks are dark and industrial in appearance.

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:

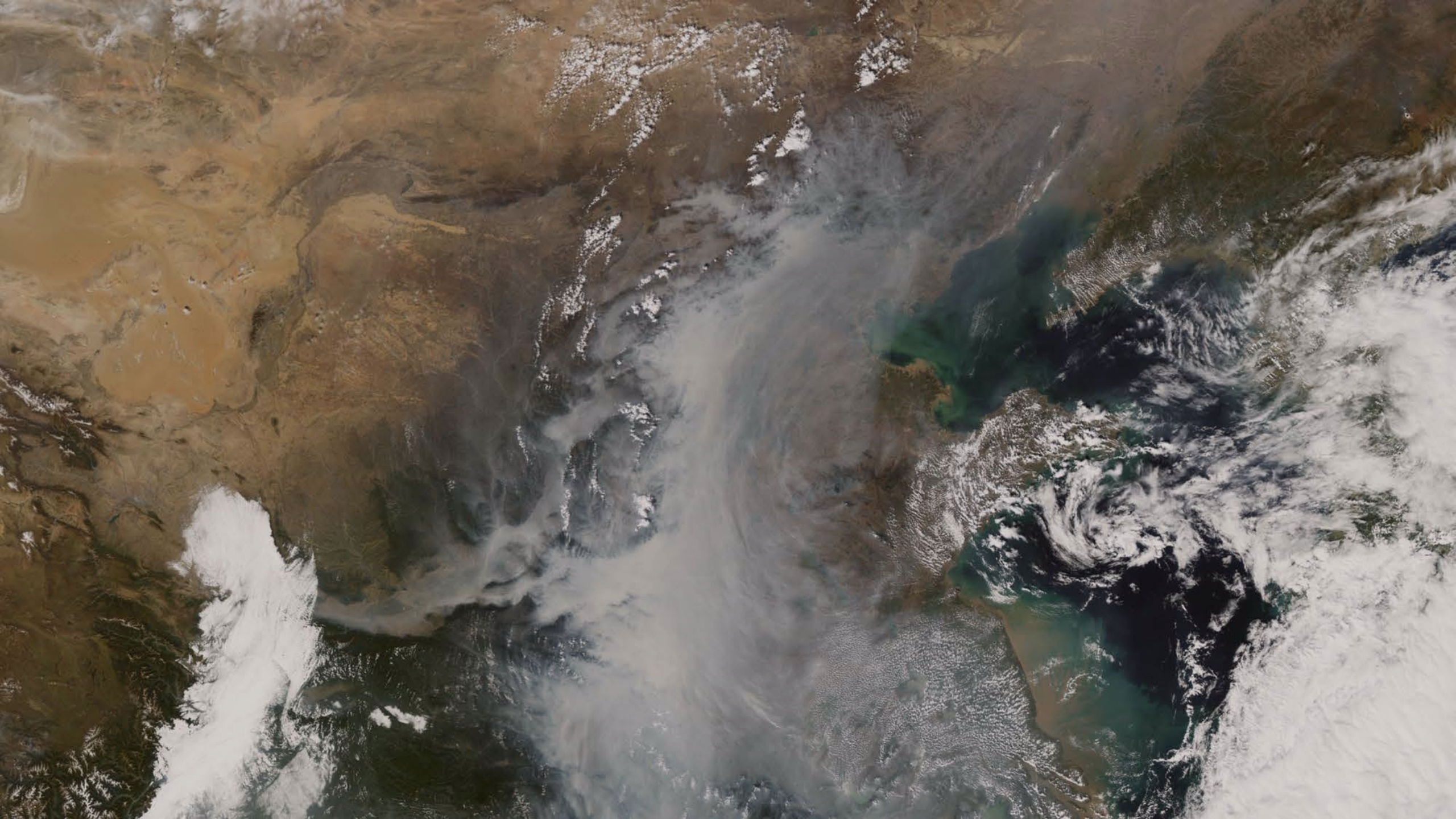
- Office hours (there's still time left!)
- Reach out to us via email

Aries.Keck@nasa.gov



Backup slides







A tall, slender smokestack with alternating red and white horizontal bands rises from the bottom center of the frame. A thick, billowing plume of white smoke or steam emerges from the top of the stack, spreading out towards the right side of the image. The background is a clear, vibrant teal sky with some wispy white clouds scattered throughout.

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