



# Conveying Scientific Information in an Understandable Way

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## But I'm a scientist...

- Presentations to the public and/or decision makers are part of the job  
- *whether we like it or not.*



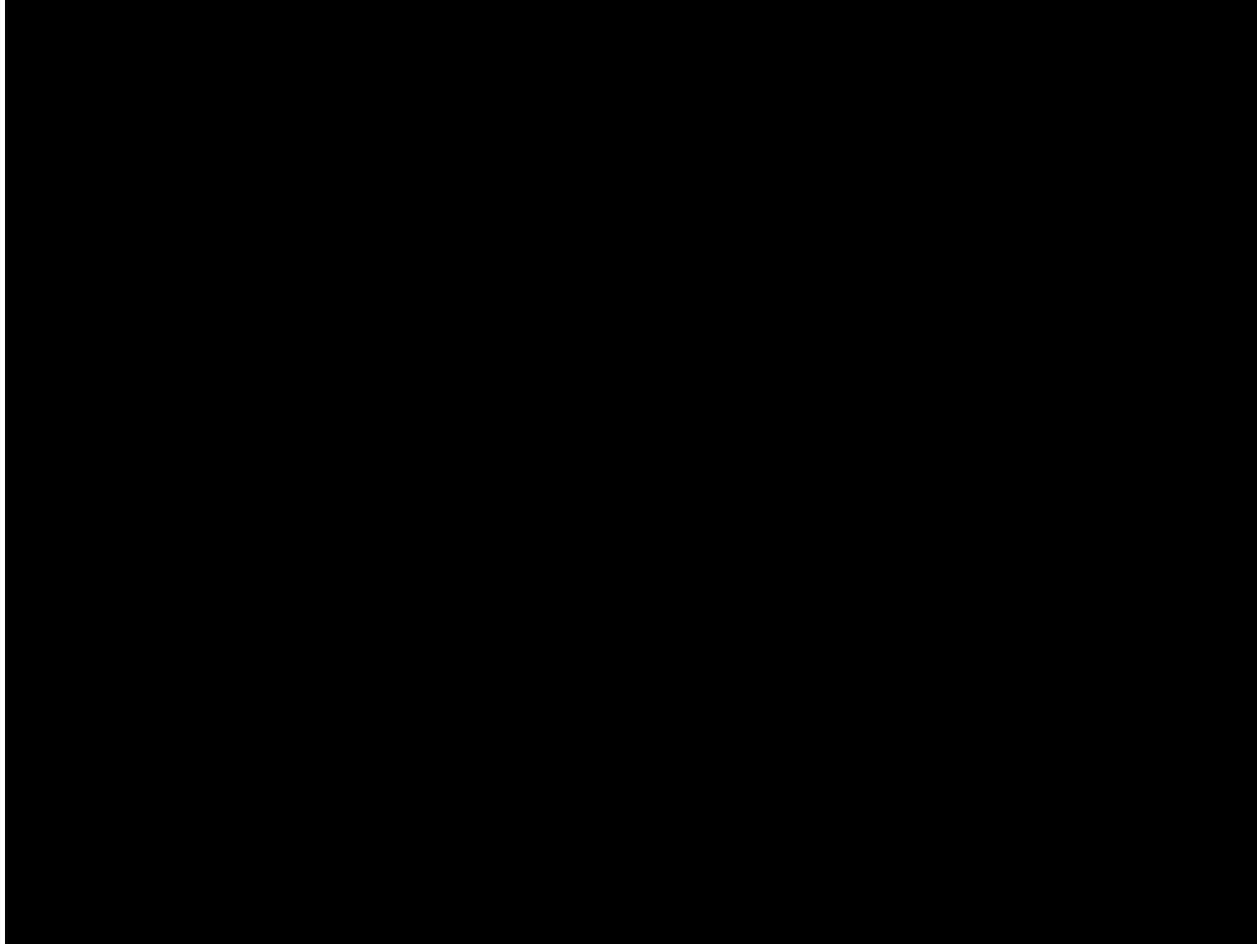
## How do you convey science to local decision makers?

- Leaders need to understand the issues so that they can make good policy decisions.



# Presenting to City Council

- There are good ways ... and not so good ways.
- Emotions may flare and situations may just get out of control.





# Steps to Prevent Chaos and Miscommunication

- Make sure your technology is working
  - Computer
  - Power Point or other presentation program
  - Microphone



# Steps to Prevent Chaos and Miscommunication

- Check out the room for logistical issues
  - Blind spots
  - Hearing or noise issues
  - Lighting issues



# Steps to Prevent Chaos and Miscommunication

- **Make a simple and relevant presentation**
  - Have 5 to 8 slides
  - Control your message and keep it simple, light and tight.
  - Do NOT use jargon or acronyms
  - A good rule of thumb is 10-15 minutes for a presentation.





# Steps to Prevent Chaos and Miscommunication

- How does this issue impact the community they represent?
- Link science to economic, political and social issues as well as public values and concerns.



# Steps to Prevent Chaos and Miscommunication

- Convey the information in a way that is clear and not misleading
  - Poorly-understood information leads to bad public policy.



# Steps to Prevent Chaos and Miscommunication

- Summarize the the main message again at the end of presentation



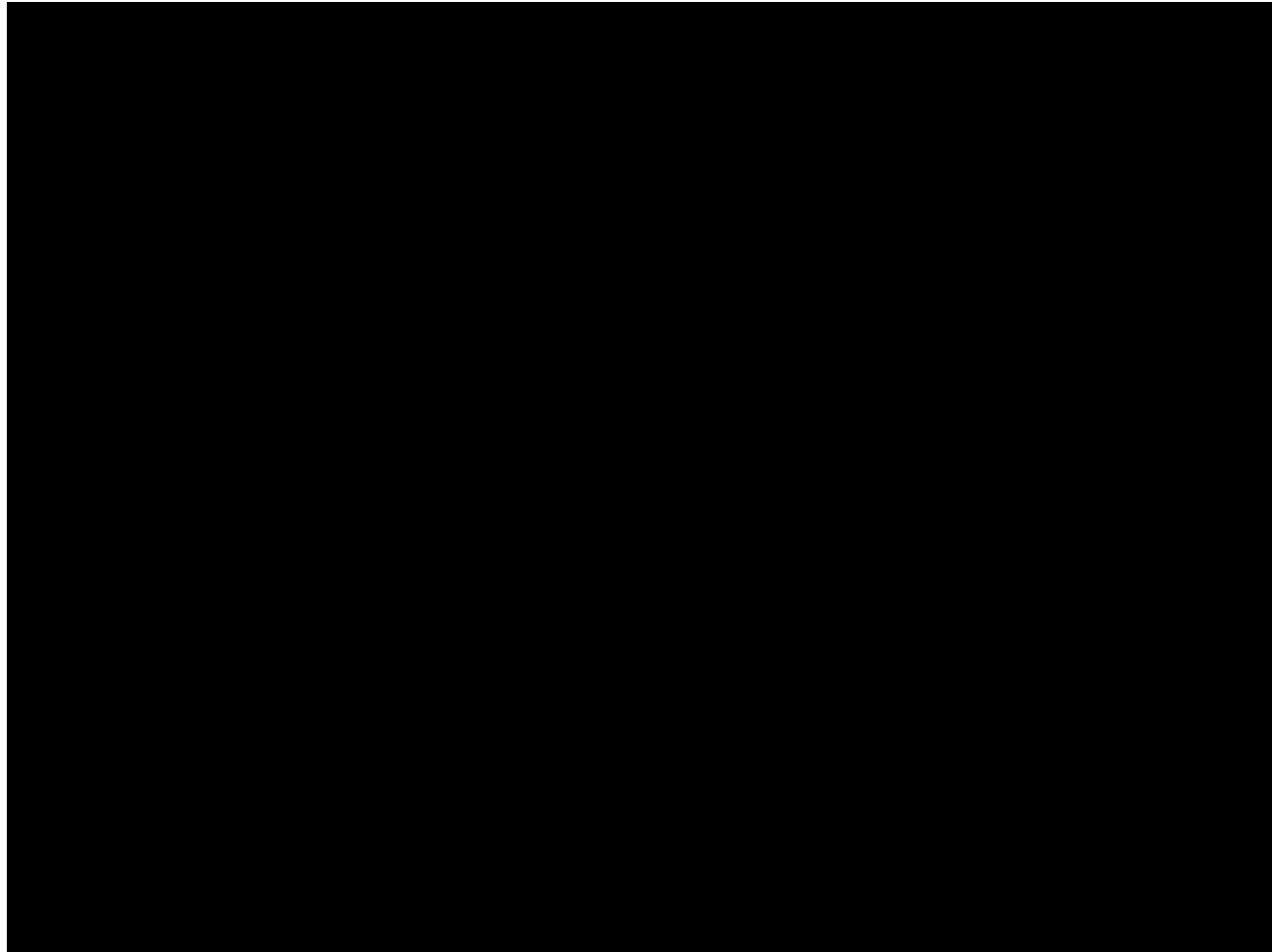
## Some People Come in With a Set Opinion on the Issue

- Be prepared for them.
- Be honest and prepared for questions or additional one-on-one conversations.
- Suggest that it might be appropriate to extend the conversation to a study session



# Good Presentation

- Now, here's a few examples of more effective presentations.





# What Made these Presentations Successful?

- *Way #1*
- *Way #2*
- *Way #3*