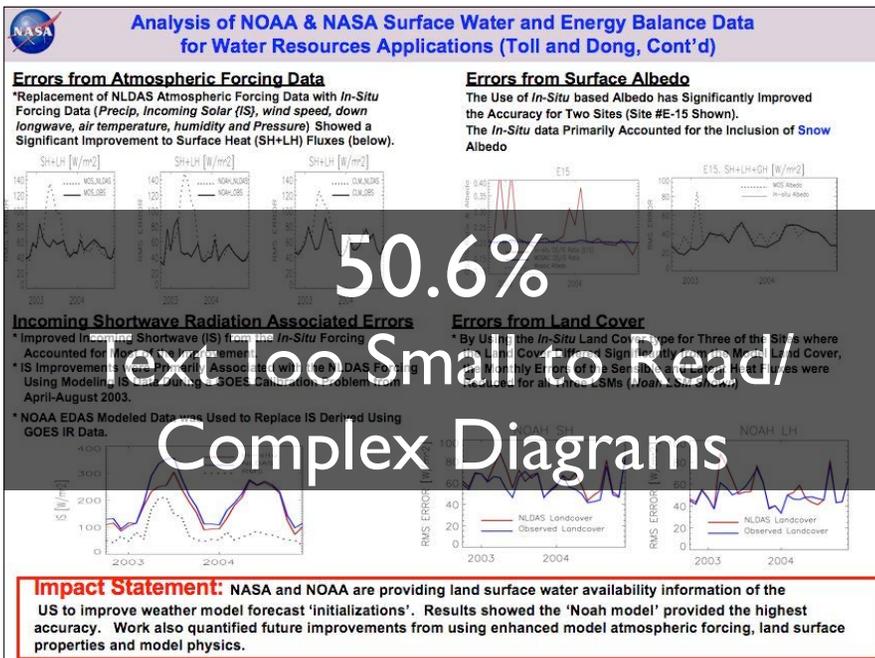
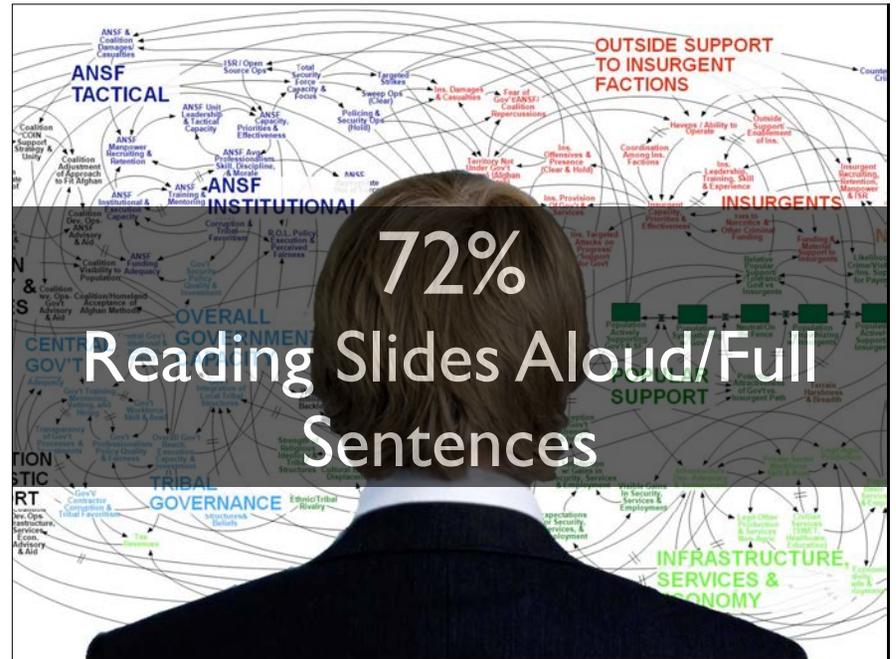


Top Annoyances



Words Most Commonly Associated w/ Powerpoint



Boring



Long

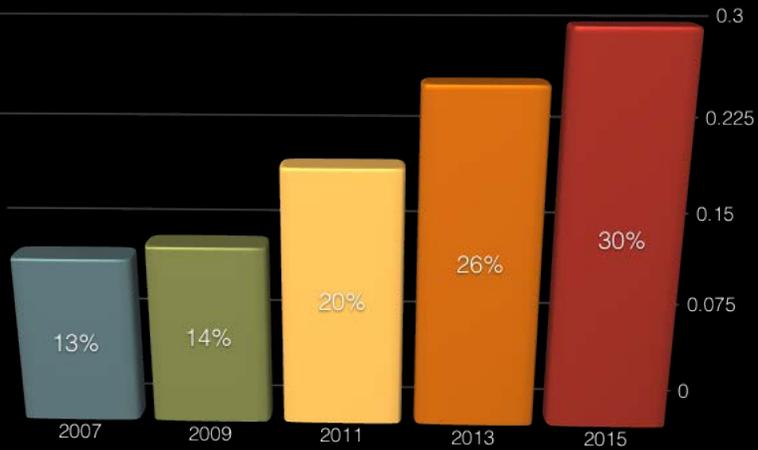


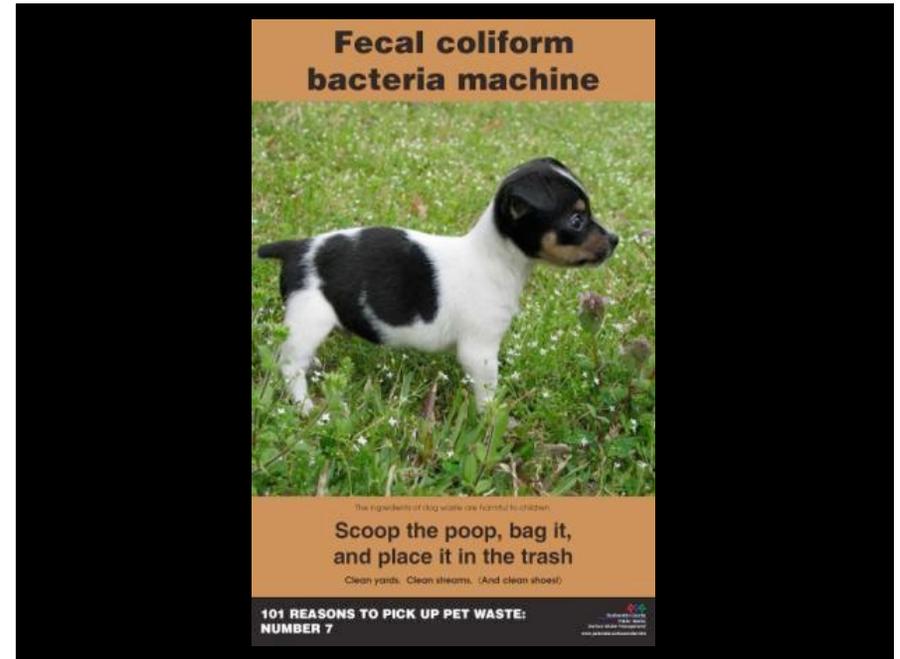
Death



Audiences expect more...

Respondents Who See One Powerpoint/Day





WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.



Square

Triangle

Water Pipe

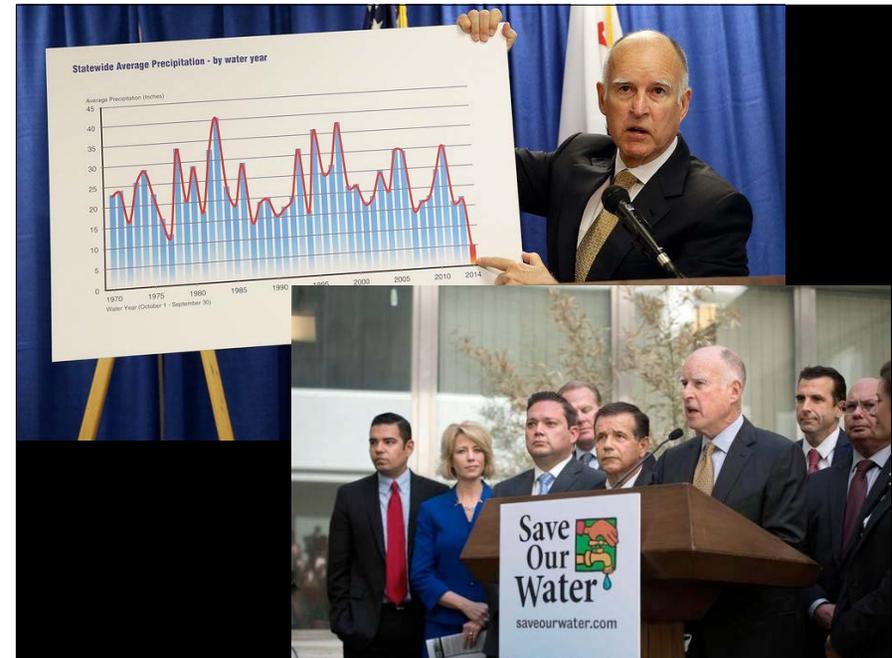
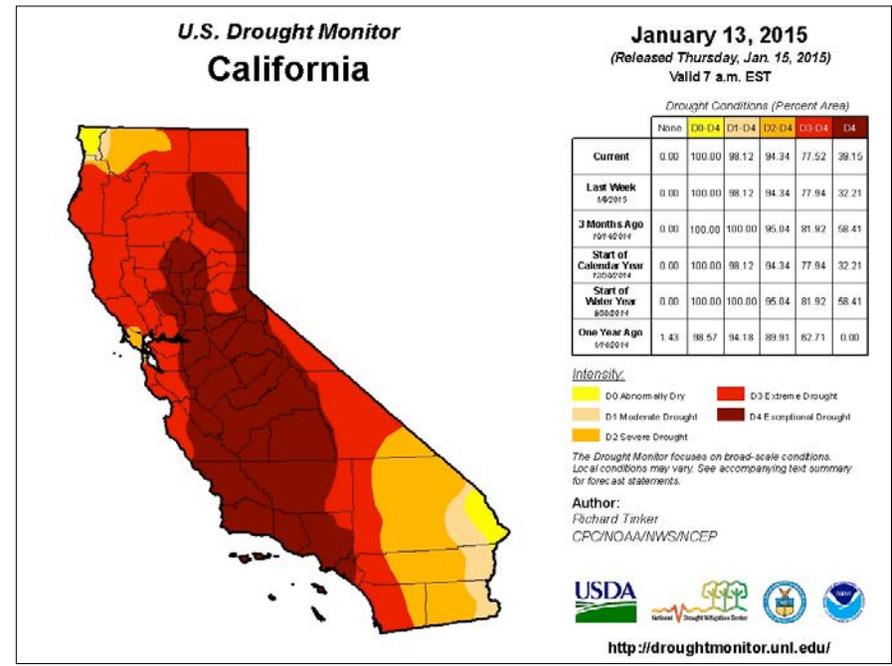


Use visuals that tell the story you
want told



Tornado: Smithfield, NY

Don't Assume Your Message is Already Understood





Improving Flood Infrastructure

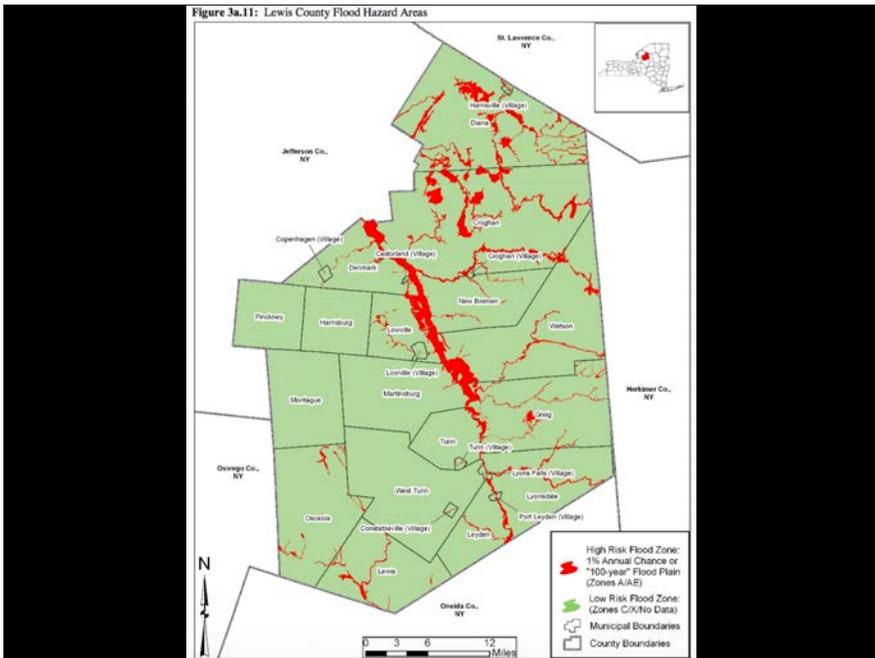
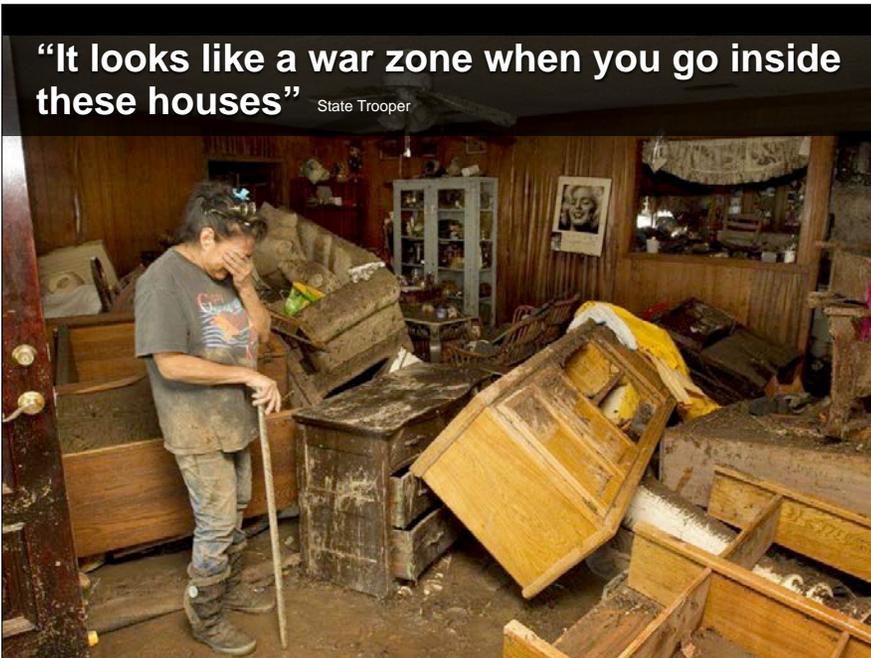
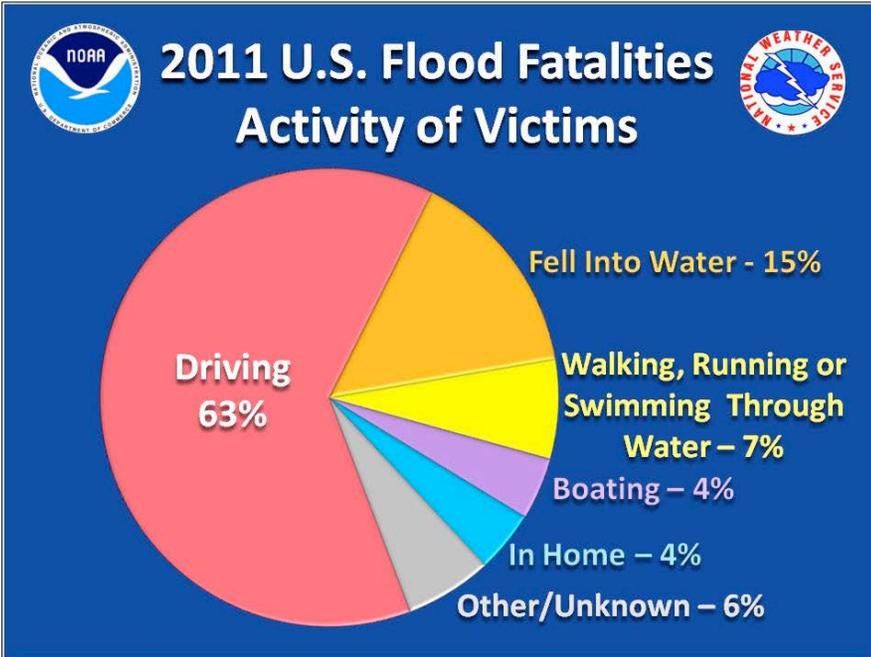
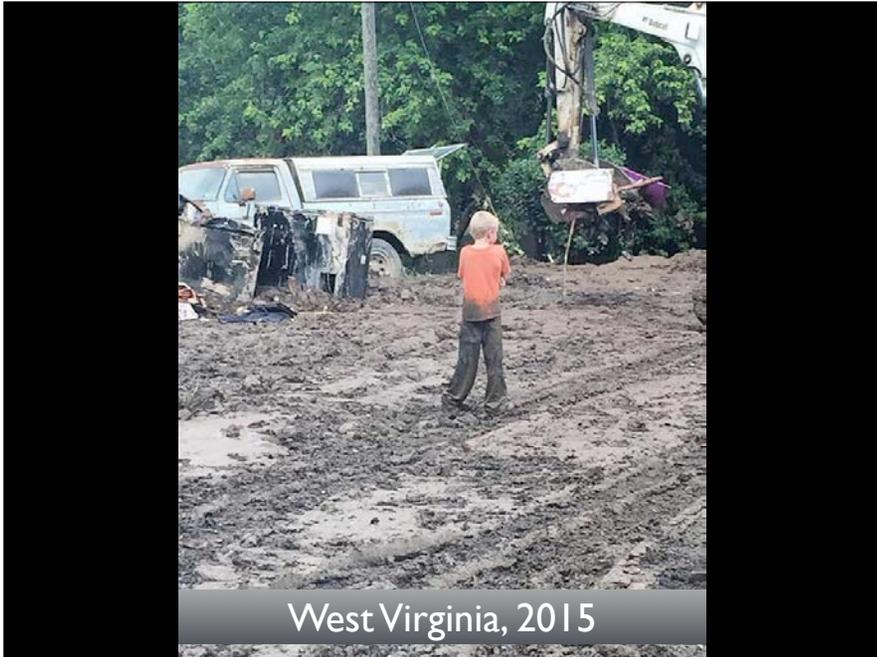


Table 3a.10
Areas and Improved Property Values in Approximate High Flood Risk Areas

Municipality	Total Area (Acres)	Total Improved Property Value	Area in High Flood Risk Area (Acres)	%	Improved Property in High Flood Risk Area	%
Castorland, Village of	183	\$4,536,601	0	0.0%	\$0	0%
Constableville, Village of	723	\$11,969,739	43	6.0%	\$575,691	5%
Copenhagen, Village of	756	\$26,225,170	0	0.0%	\$0	0%
Croghan, Town of	116,142	\$259,596,262	14,142	12.2%	\$133,729,464	52%
Croghan, Village of	274	\$48,524,225	38	14.0%	\$2,595,831	5%
Denmark, Town of	31,760	\$51,035,932	3,475	10.9%	\$3,484,800	7%
Diana, Town of	90,049	\$33,233,076	10,251	11.4%	\$4,979,871	15%
Greig, Town of	59,864	\$52,613,343	3,536	5.9%	\$10,216,652	19%
Harrisburg, Town of	25,455	\$19,470,912	0	0.0%	\$0	0%
Harrisville, Village of	513	\$15,891,401	75	14.6%	\$1,434,413	9%
Lewis, Town of	41,572	\$49,834,257	1,573	3.8%	\$16,972,767	34%
Leyden, Town of	21,234	\$30,798,285	1,035	4.9%	\$2,670,902	9%
Lowville, Town of	23,141	\$36,607,940	4,367	18.9%	\$1,806,394	5%
Lowville, Village of	1,249	\$73,478,434	24	2.0%	\$319,706	0%
Lyons Falls, Village of	657	\$32,514,533	90	13.8%	\$2,630,183	8%
Lyonsdale, Town of	43,974	\$43,943,874	1,986	4.5%	\$15,523,254	35%
Martinsburg, Town of	48,459	\$3,315,970	2,820	5.8%	\$373,172	11%
Montague, Town of	40,975	\$3,801,003	0	0.0%	\$0	0%
New Bremen, Town of	35,738	\$8,089,227	1,962	5.5%	\$755,729	9%
Osceola, Town of	56,678	\$9,948,744	1,195	2.1%	\$201,552	2%
Pinckney, Town of	26,336	\$13,882,466	0	0.0%	\$0	0%
Port Leyden, Village of	453	\$11,456,300	60	13.2%	\$740,014	6%
Turin, Town of	19,445	\$31,441,775	707	3.6%	\$331,375	1%
Turin, Village of	658	\$4,818,500	46	7.0%	\$484,423	10%
Watson, Town of	74,818	\$5,843,340	4,311	5.8%	\$751,723	13%
West Turin, Town of	64,525	\$32,111,809	0	0.0%	\$0	0%
Lewis County Total	825,630	\$914,983,118	51,739	6.3%	\$200,577,916	22%





West Virginia, 2015

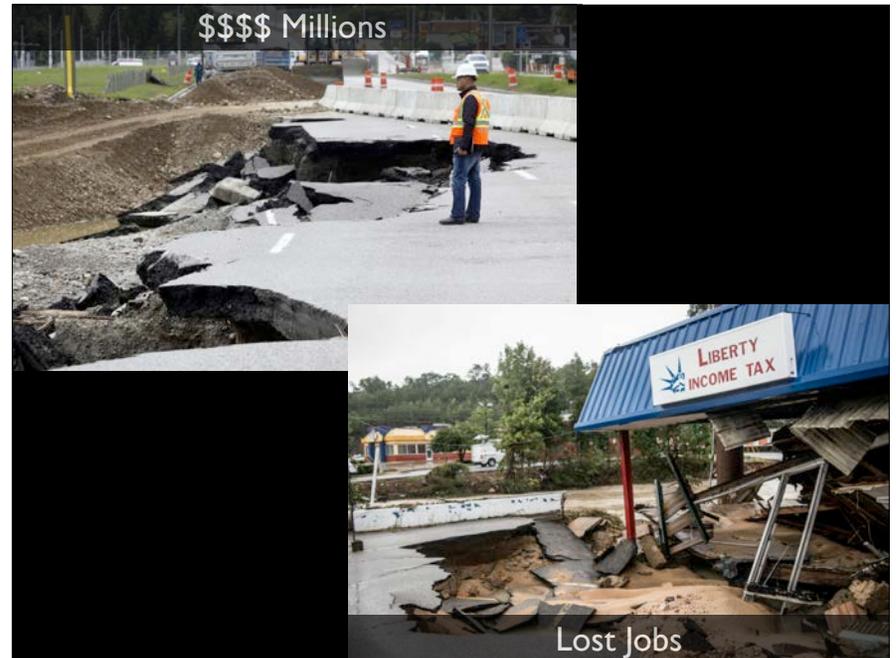


West Virginia



The average flood claim is \$35,000.

FEMA



\$\$\$\$ Millions

Lost Jobs



Be thoughtful

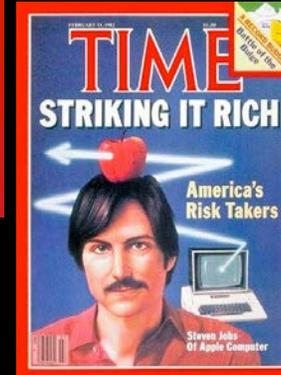


TIME

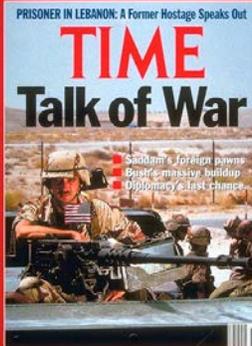
Extreme Weather Events: 1980-2016



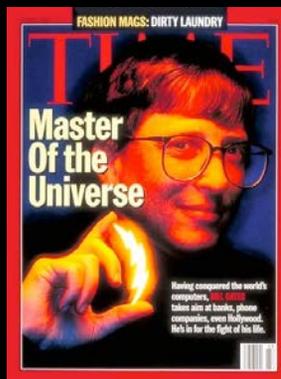
From 1980-1989



27 extreme weather events costing over \$1 billion



From 1990 - 1999



48 extreme events over \$1 billion



From 2000 to 2009



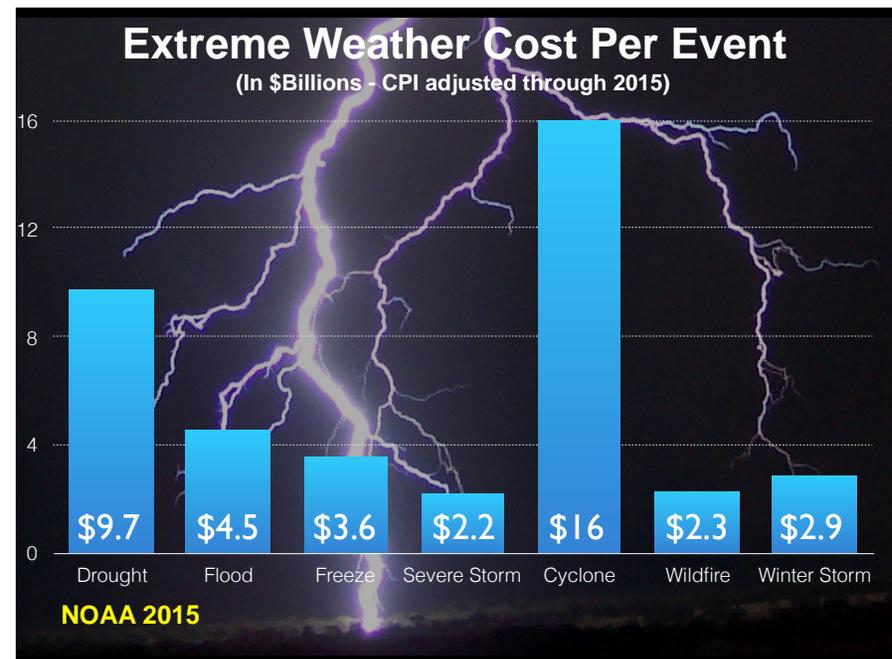
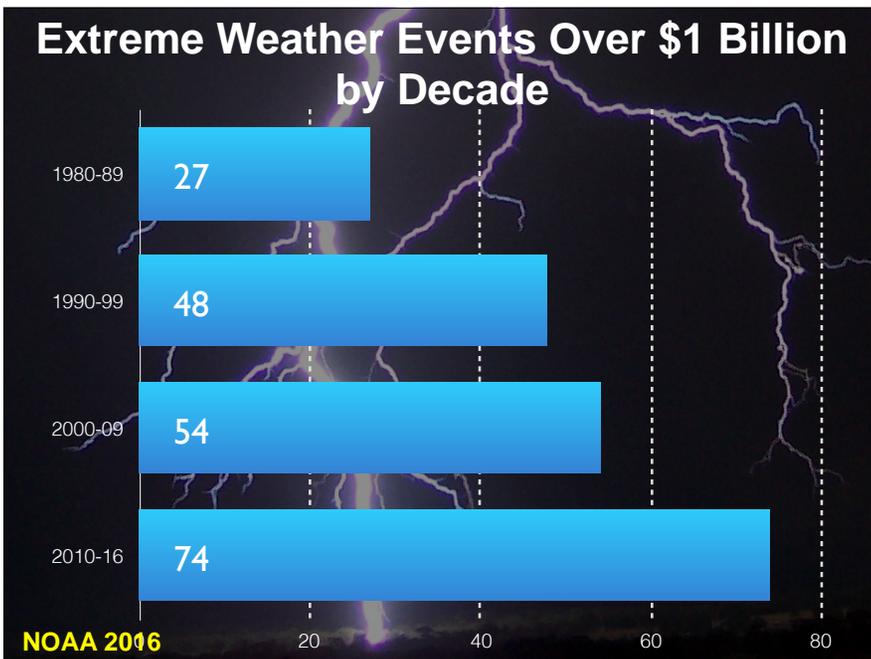
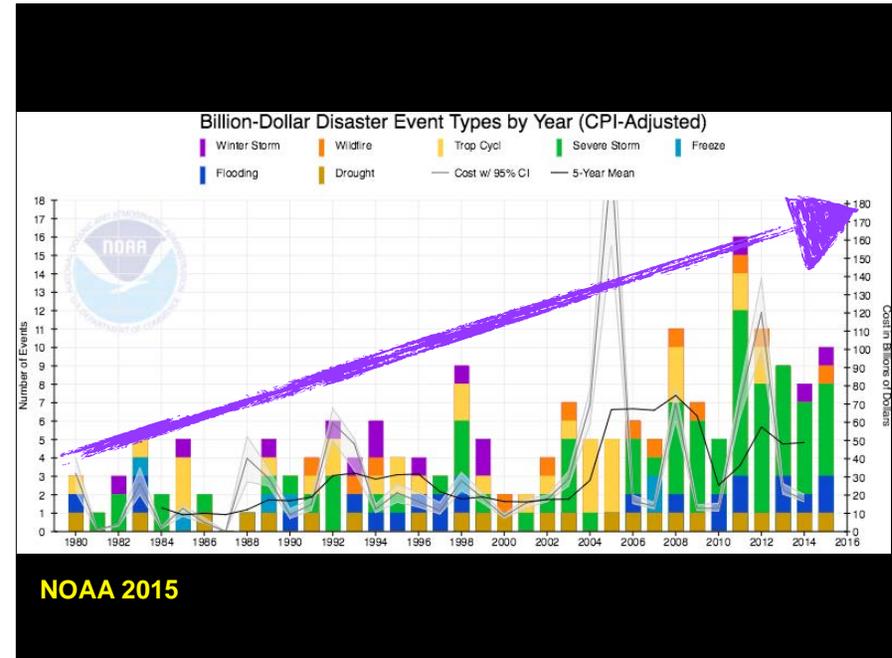
54 extreme events over \$1 billion

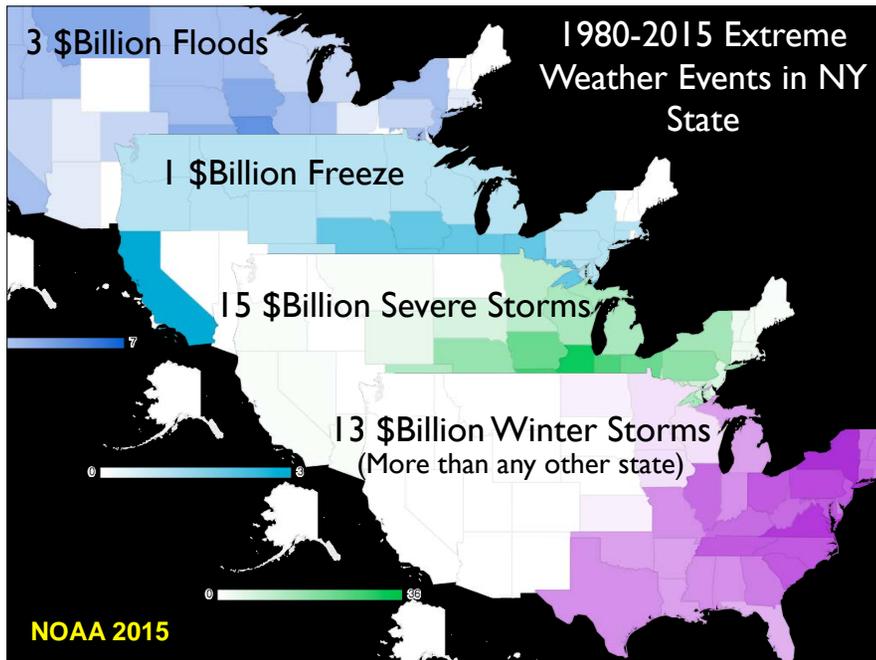


From 2010 to 2016

67 extreme events over \$1 billion

NOAA 2016





Assuming You Know the Subject

What is the first thing you should think about when starting to prepare a presentation?



1. Who's the Audience?

2. What is important to them?

3. Top 3-4 things you want them to remember?

4. What do you want them to do?

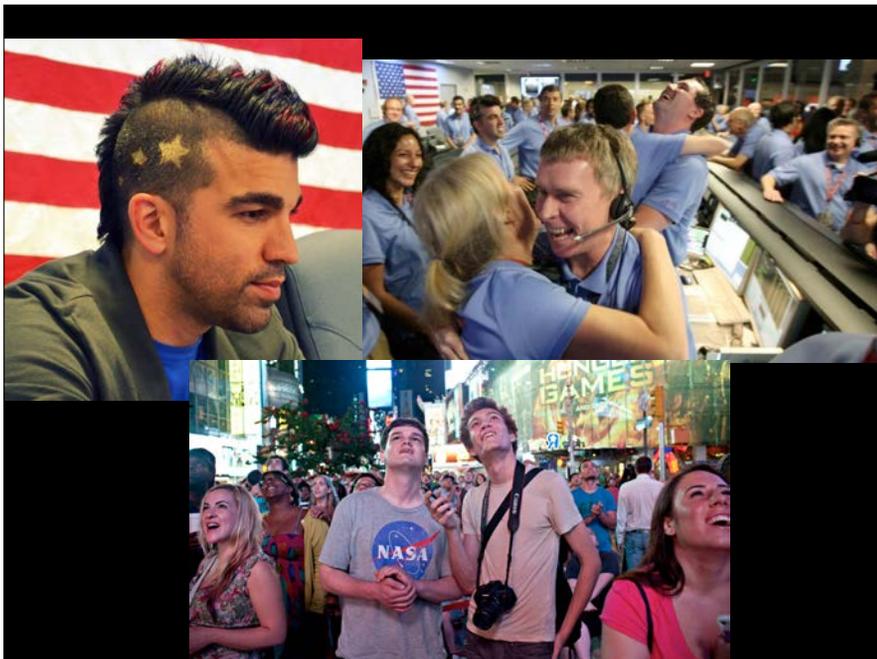


3. Know Your Audience



Change people's minds by figuring out what's important to them

Present your case on their terms

Space X

T+ 00:08:25

STAGE 2	TELEMETRY
SPEED	ALTITUDE
18031 km/h	227 km

UPCOMING SECCO

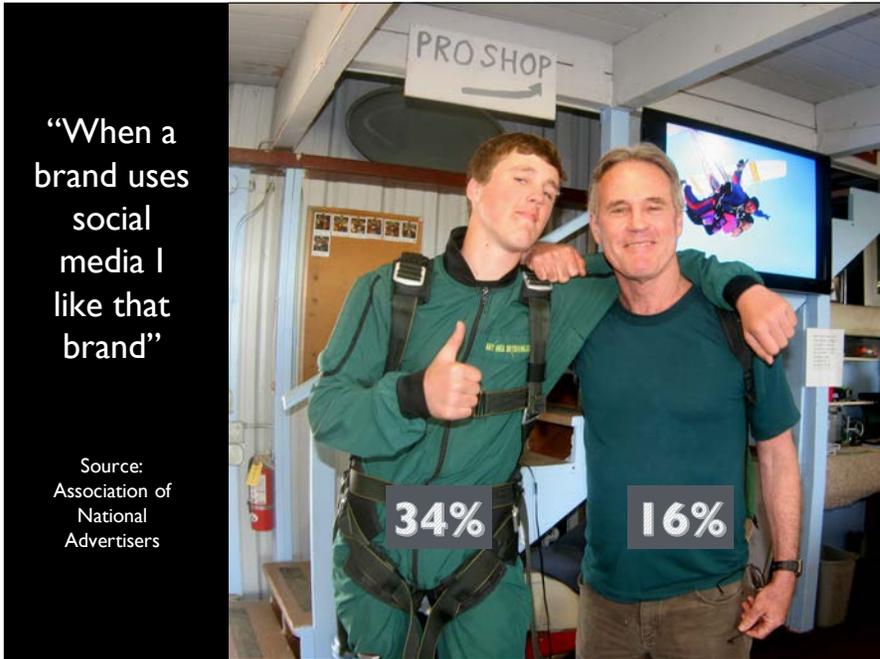
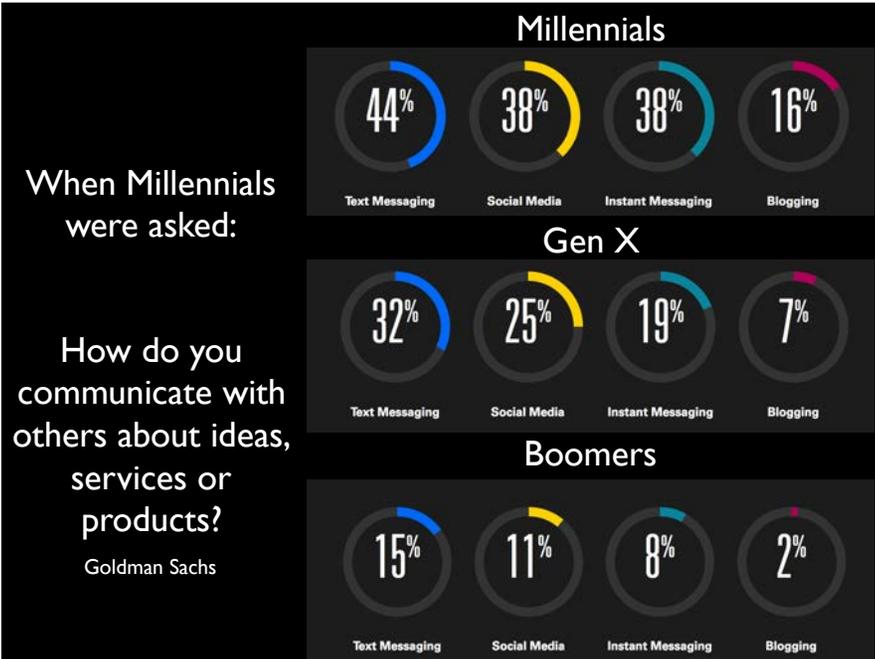
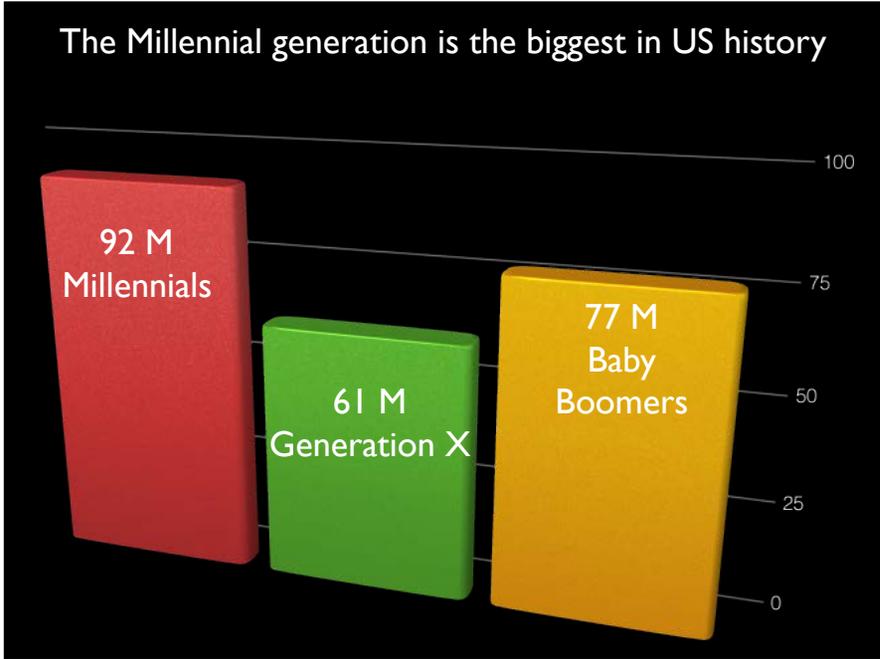
STAGE 1 LANDING
 THE FIRST STAGE OF FALCON 9 IS ATTEMPTING AN EXPERIMENTAL LANDING ON THE AUTONOMOUS SPACEPORT DRONE SHIP

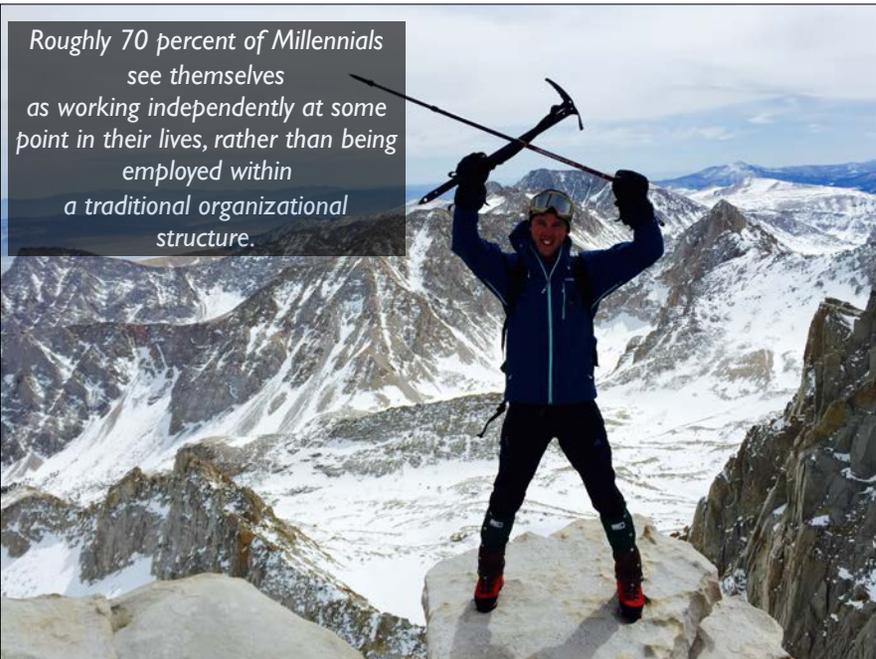
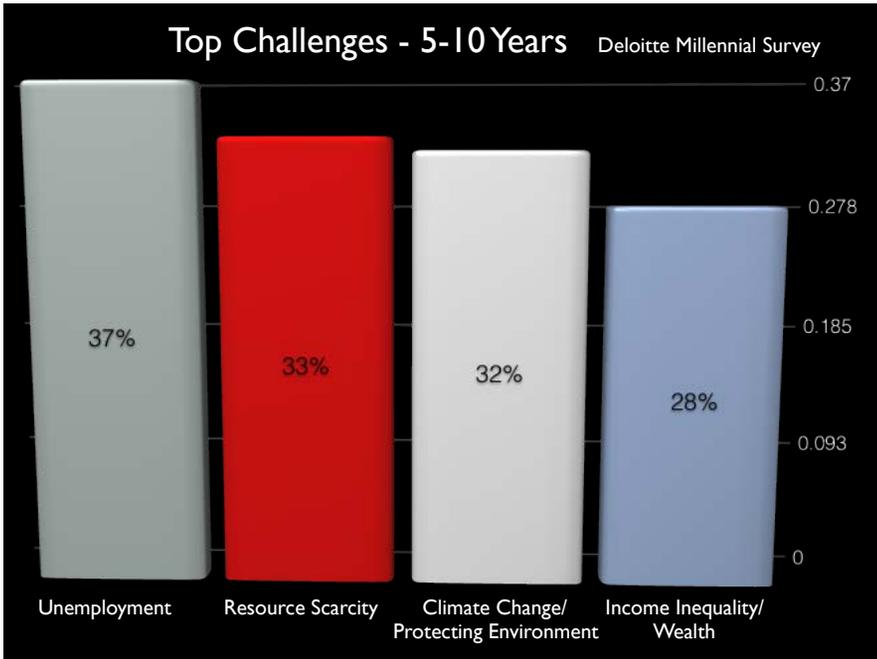
LAUNCH: CRS-B

ENGINE CHILL FALCON INTERNAL POWER STARTUP MAX-Q S2 STARTUP EXPERIMENTAL LANDING DRAGON DEPLOY

DRAGON INTERNAL POWER STRONGBACK LIFTOFF MECO BOOSTBACK BURN SECCO

SPACEX





Use Videos!
2 Minutes!



4. Design to
Engage Your
Audience

Beyond the Box

Beyond the Box



EFCWest
Environmental Finance Center West

Stormwater

Background

- Municipal Separate Storm Sewer Systems (MS4)
 - Increased requirements
- Limited SRF funds available to address needs
- EPA priority



12/04/12

1

Municipal Stormwater Systems (MS4):

Increased requirements

EPA priority

Limited SRF funds



Retention

What Makes Waves?

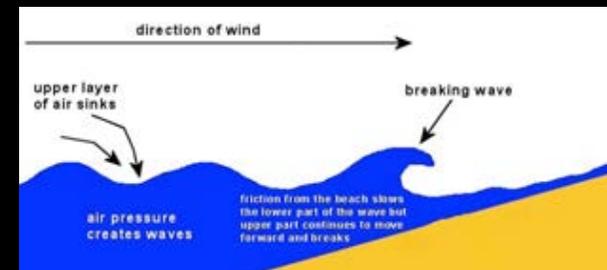


Figure 1
No Narration

What Makes Waves?

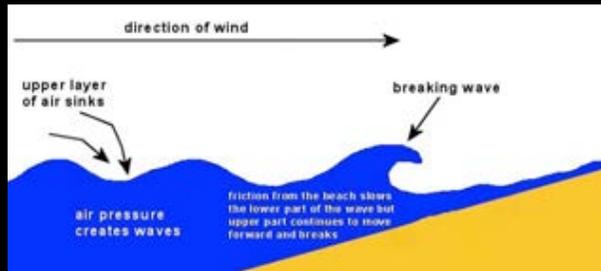


Figure 2
With Narration

What Makes Waves?

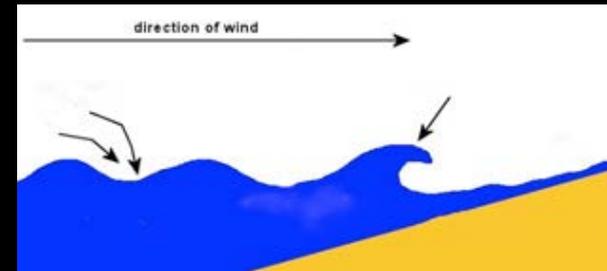


Figure 3
With Narration

Best Retention?

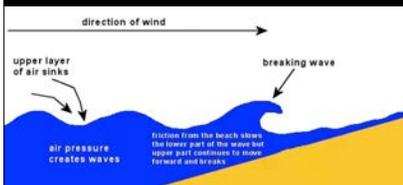


Figure 1
No Narration

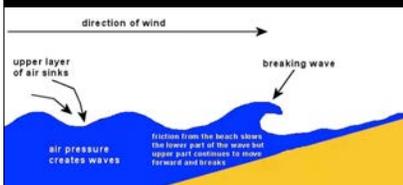


Figure 2
Narration

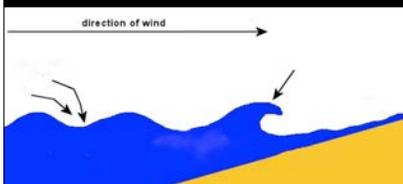
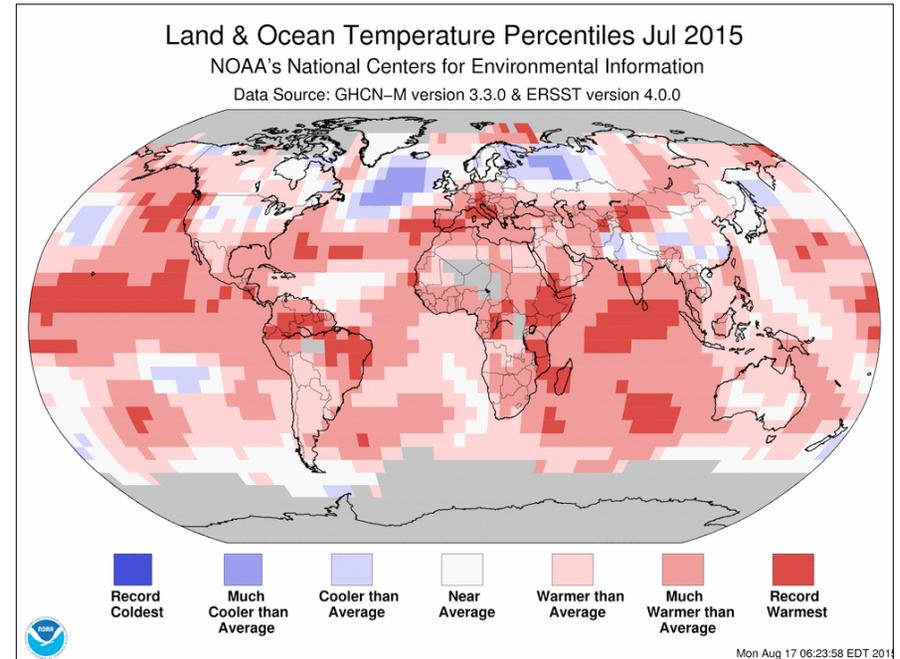


Figure 3
Narration

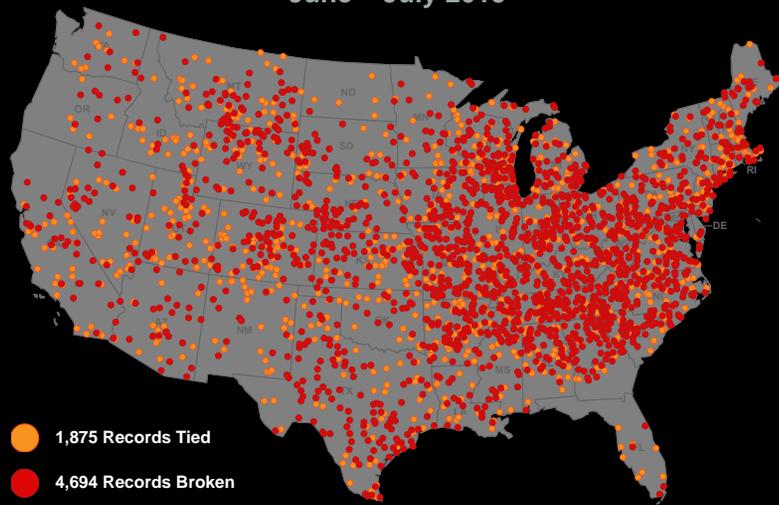


Facts, Charts
and Tables

July was the hottest Month
on record in the U.S.
Ever



Daily Heat Records June – July 2015

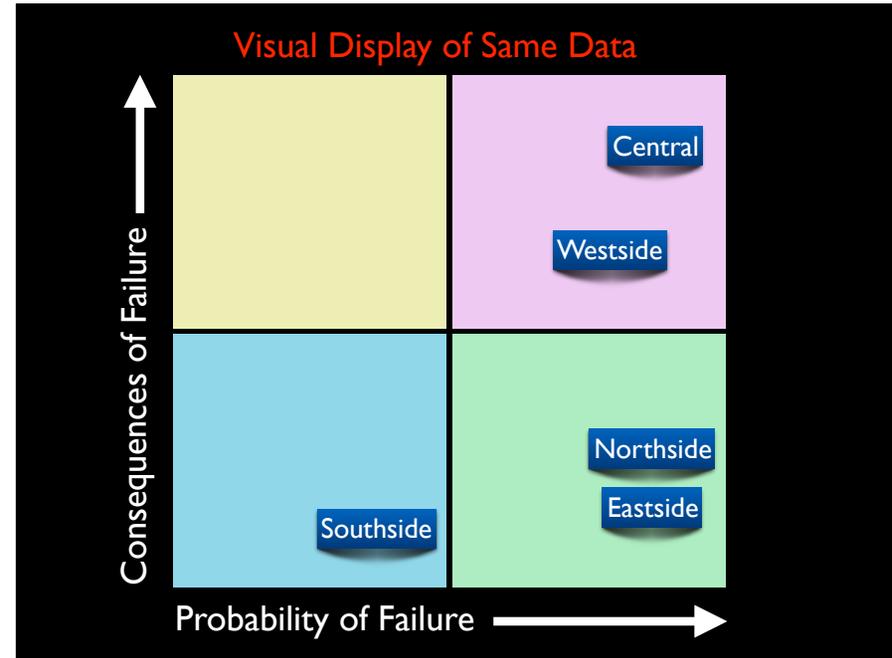


Source: NOAA/NCDC

Many locations set records more than once

Our pipes are old and in danger of
failing

Main	Criteria			Total Score with redundancy
	Probability of Failure Score	Consequence of Failure Score	Total Score	
Westside	13	9	156	117
Eastside	16	1.2	192	19.2
Northside	16	1.75	112	28
Southside	11	0.6	66	6.6
Central	10	14	140	140



Is this compelling enough?

How about?
Facts + story + visual



This pipe - from 1882 - burst this year



It flooded three homes



WCVB

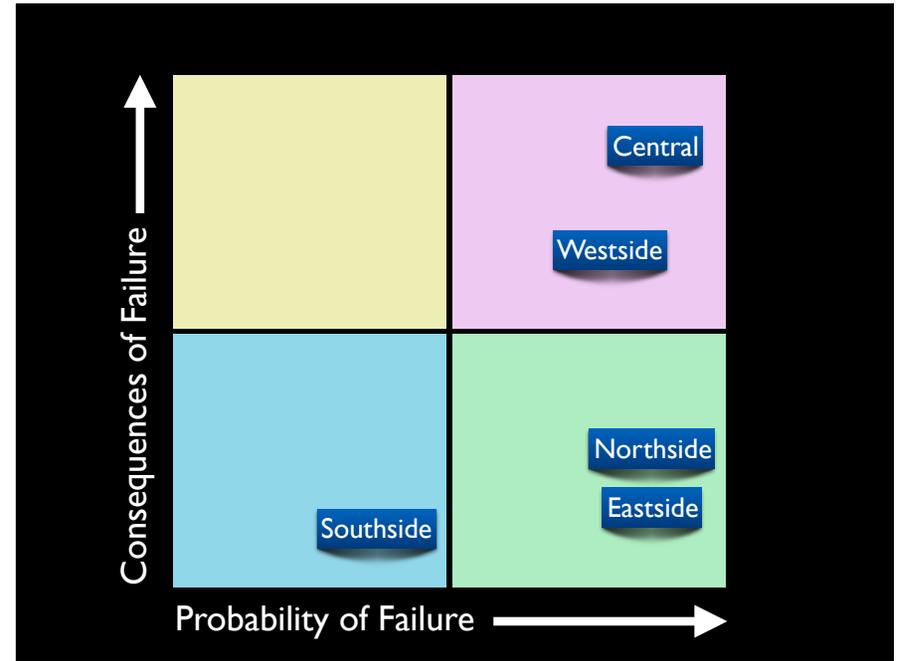
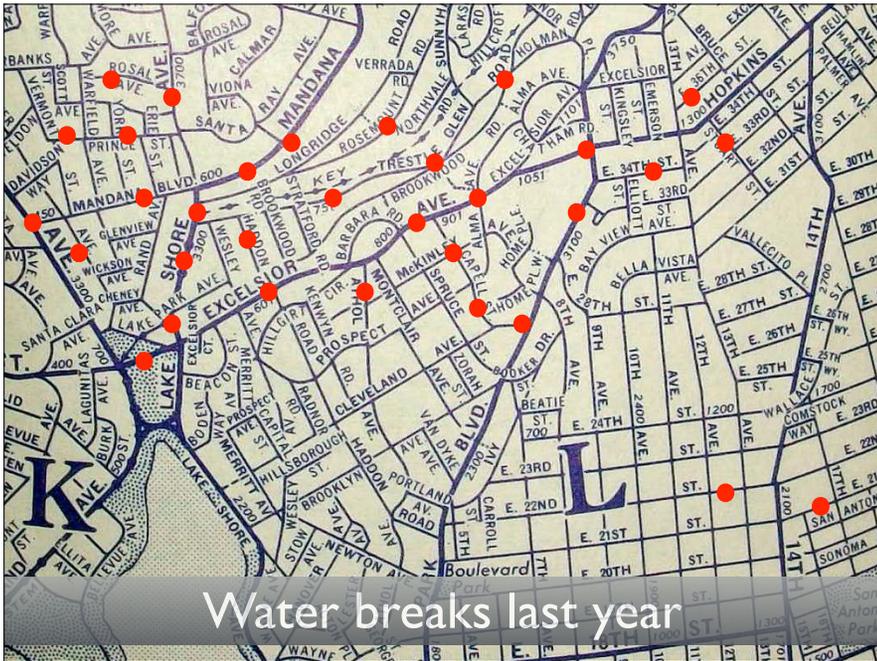
Stay Connected.



“I opened my back door and I got hit by a wave of water that knocked me almost on my butt.”



63 job hours and cost \$26,459 to fix



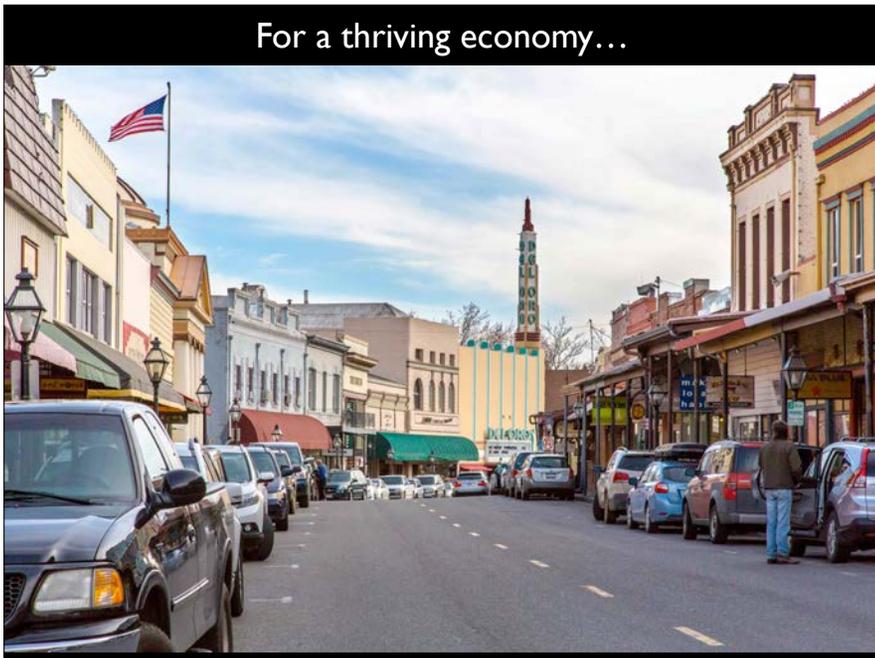


They are bursting from the pressure

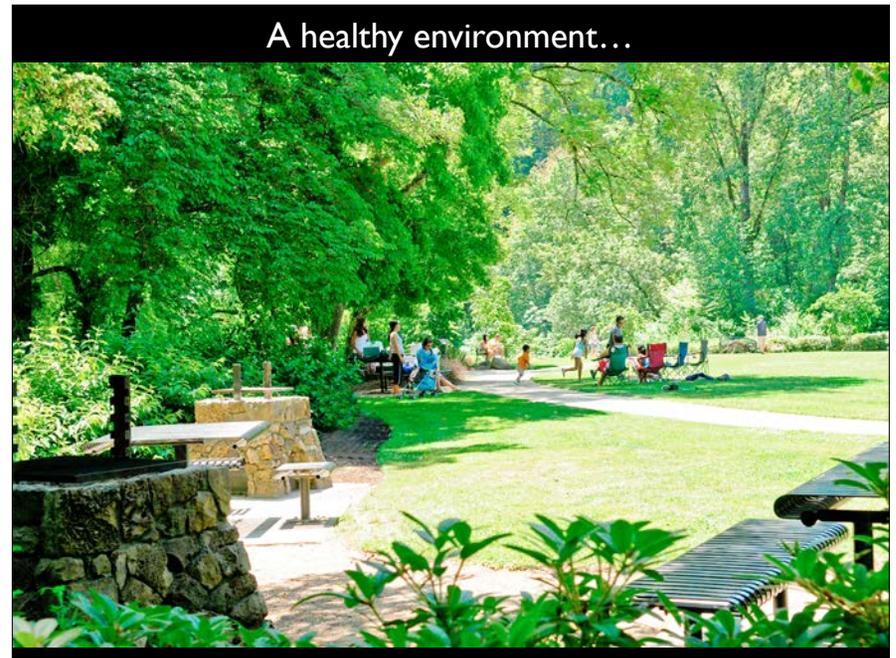


Water is the lifeblood of our community

Let's start rebuilding today



For a thriving economy...



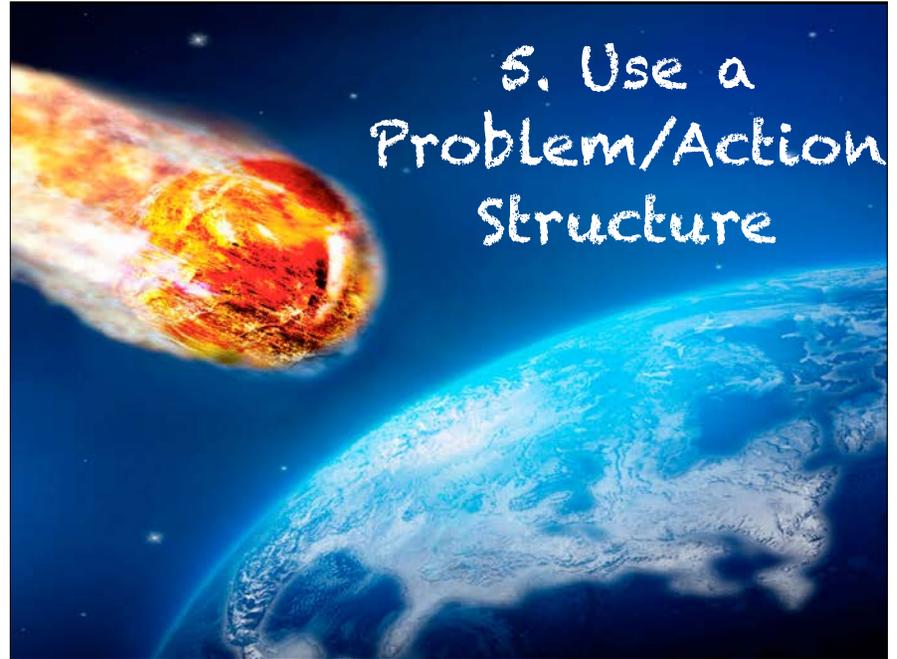
A healthy environment...

And a resilient



tomorrow

5. Use a
Problem/Action
Structure



Problem

Action



Problem

Action



Brunette Hair

Problem

Action



Blonde Hair



THEY WANT
TO SCARE US
—
WE WILL
BE UNAFRAID

ROCKTHEVOTE.COM



THEY WANT
US TO MOVE ON
—
WE WILL
STAND OUR
GROUND

ROCKTHEVOTE.COM



THEY WANT
US TO PANIC
—
WE WILL
ORGANIZE

ROCKTHEVOTE.COM



THEY WANT
TO SILENCE US
—
WE WILL
BE HEARD

ROCKTHEVOTE.COM





Marketing
youth in
Seattle



Group Exercise

Develop a community message campaign (using problem/action structure) for one of the following situations. You want your community to:

Save water for a reason of your choice

Prevent waste/litter or pollutant of your choice

Plan for a disaster of your choice

Target 2 community segments: millennials and baby boomers. How will you reach each segment? What language, story, visuals, videos and/or music will you use?



Sarah Diefendorf

My Email:
sdief1@gmail.com