

RIVER WATCH COMMUNICATION GUIDELINES

After you have reduced your raw data into information, how do you share your story? It is important to be able to focus your message for your intended audience so that you can use the data to plan for appropriate next steps and action.

Think about the best way to communicate with your audience. Not everyone can be reached with one kind of format or presentation, so it's important to determine who most needs (and can use) the information. The length, clarity, and amount of technical detail you include greatly affect how much your audience understands and remembers. Formats may include:

- Oral/Visual Presentations (PowerPoint, slide shows)
- Videos; i-Movies; CDs/DVDs
- Web sites
- Display Booths
- Poster Exhibits
- Newsletters (print & electronic)
- Brochures
- Written Reports (technical & non-technical)
- Fact Sheets
- Press Releases
- Editorials

Depending on your goals and the information your audience needs, some basic tools to tell your story can include:

- Raw Data
- Summarized data
 - Tables
 - Charts
 - Graphs
- Photographs
- Maps (watershed, streams, topographic, land use, GIS)
- Illustrations and Paintings
- Music
- History
- Story-telling
- Interactive demonstrations
- Recommendations

With the above considerations in mind, following are general guidelines for preparation of oral presentations to be given to local resource managers, school officials, and community groups.

- Keep presentations to a maximum of 10 minutes, allow time for questions.
- Students/citizens should lead presentation and play roles associated with production.
- Presentation content should educate audience about conditions in your local watershed.
 - What are you learning from the data about the sites you are monitoring?
 - What are you learning about the condition of your watershed? What are you missing?
 - What are your future plans for River Watch monitoring and watershed awareness?
 - Mention any and all activities (beyond data collection) that have stemmed from or have been added to your school/community activities as a result of River Watch.

Links to help give a Professional Presentation and develop Outreach Plans

<http://www.umass.edu/tei/mwwp/datapresmanual.html> (specific to water monitoring)

<http://www.presentationhelper.co.uk/presentations.htm>

http://wps.ablongman.com/ab_public_speaking_2

<http://www.epa.gov/nps/toolbox/print/getnstepguide.pdf>