Telling Tales
Reaching Audiences with Your Research

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Who are you?

Why are you here?
“So, what do you do?”

• Pair up with someone you don’t know — or who doesn’t know your research
• Explain your work to this person
• Have him/her write (or recite) a 2-4 sentence bio for you
• Switch and repeat
• Discuss these bios between yourselves

Debrief

• What went through your mind during this exercise?
• What went well and what did not?
• What would you change?
Perceptions Influence Meaning

Different ways to shape a story
Different ways a story is perceived
Different audiences for a story

Back to the Dinner Table

• “Well, Grandma…”
• What would you say?
• Prepare a response to Grandma’s question
  – No more than one minute long
• Share with your partner
Who’s Counting Anyway?

In Hindsight...

• How was that different from the initial introduction?
• What did you consider when you crafted the message for Grandma?
• What did the volunteers do well?
• Did you learn something from listening to others speak?
“But does it cure cancer?”

So what?

Make it Matter

• Show, don’t tell
• Know your message
• Understand your audiences’ motivations
• Speak the same language
• Use good images early and often
  – Your smartphone is your friend
• Know your strengths in communicating
Case Study

• Restoring an agricultural stream using a method developed for urban streams
• Explain research in two minutes
• Online voting competition

Water for a Growing World

go.ncsu.edu/nzpql7w
Group Work

• Devise a communications plan for a project
  – Who is your intended audience?
  – What is your message?
  – What media?

• Be prepared to explain the plan and your thought process

Method to your Madness

What were you thinking?
Points to Remember

Know your audiences
Know your messages
Know your strengths

Questions
Reminders

• Sign up for PDH credits at registration desk
• Turn in evaluation form if you’re not returning on Friday
  – Win free 2017 conference registration
• Attend poster reception in 1D

Contact me

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