More Than Half of People feel that half of all presentations are annoying.
Top Annoyances

72% Reading Slides Aloud/Full Sentences

50.6% Text Too Small to Read/Complex Diagrams

Words Most Commonly Associated w/ Powerpoint

Analysis of NOAA & NASA Surface Water and Energy Balance Data for Water Resources Applications (Toll and Dong, Cont’d)

Errors from Atmospheric Forcing Data
- Reanalysis of NOAA Atmospheric Forcing Data with In-Situ Forcing Data (Precip, Incoming Solar, wind speed, down Longwave, air temperature, humidity and pressure). Showed a Significant Improvement in Surface Heat (NH+LM) Fluxes (below).

Errors from Surface Albedo
- The Use of In-Situ based Albedo has Significantly Improved the Accuracy for Two Sites (Site 46-13 shown). The In-Situ data Primary Accounted for the Inclusion of Snow Albedo

50.6% Text Too Small to Read/Complex Diagrams

Impact Statement: NASA and NOAA are providing land surface water availability information of the US to improve weather model forecast “initializations”. Results showed the “Noah model” provided the highest accuracy. Work also quantified future improvements from using enhanced model atmospheric forcing, land surface properties and model physics.
Audiences expect more...
Respondents Who See One PowerPoint/Day

- 2007: 13%
- 2009: 14%
- 2011: 20%
- 2013: 26%
- 2015: 30%

1. Move Your Audience w/ Powerful Visuals

Design Thoughtfully

Pollution from coal-fired power plants is making our kids sick – 1 in 10 already suffer from asthma. Our kids deserve better than a city with smog-filled summers. Tell President Obama to stand up to polluters. Text COAL to 69866 to take action for cleaner air. sierraclub.org/coal
Humans process images 60,000x faster than words.
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

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Total Area (Acres)</th>
<th>Total Improved Property Value</th>
<th>Area in High Flood Risk Area (Acres)</th>
<th>%</th>
<th>Improved Property in High Flood Risk Area</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Castorland, Village of</td>
<td>183</td>
<td>$4,336,601</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Constableville, Village of</td>
<td>723</td>
<td>$11,996,739</td>
<td>43</td>
<td>6.0%</td>
<td>$575,691</td>
<td>5%</td>
</tr>
<tr>
<td>Copenhagen, Village of</td>
<td>758</td>
<td>$20,225,170</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Croghan, Town of</td>
<td>116,142</td>
<td>$259,996,262</td>
<td>14,124</td>
<td>12.2%</td>
<td>$13,370,846</td>
<td>52%</td>
</tr>
<tr>
<td>Croghan, Village of</td>
<td>274</td>
<td>$48,524,225</td>
<td>38</td>
<td>14.0%</td>
<td>$2,958,831</td>
<td>5%</td>
</tr>
<tr>
<td>Denmark, Town of</td>
<td>37,760</td>
<td>$51,035,932</td>
<td>3,795</td>
<td>10.9%</td>
<td>$5,684,800</td>
<td>7%</td>
</tr>
<tr>
<td>Diana, Town of</td>
<td>90,649</td>
<td>$33,239,076</td>
<td>10,251</td>
<td>11.4%</td>
<td>$4,697,971</td>
<td>15%</td>
</tr>
<tr>
<td>Grit, Town of</td>
<td>59,864</td>
<td>$52,613,343</td>
<td>3,536</td>
<td>5.9%</td>
<td>$10,216,652</td>
<td>19%</td>
</tr>
<tr>
<td>Harrisburg, Town of</td>
<td>25,455</td>
<td>$19,476,912</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Harrisville, Village of</td>
<td>513</td>
<td>$15,891,401</td>
<td>75</td>
<td>14.6%</td>
<td>$1,434,413</td>
<td>9%</td>
</tr>
<tr>
<td>Lewis, Town of</td>
<td>41,572</td>
<td>$49,834,257</td>
<td>1,573</td>
<td>3.8%</td>
<td>$16,972,767</td>
<td>34%</td>
</tr>
<tr>
<td>Leyden, Town of</td>
<td>21,234</td>
<td>$30,798,285</td>
<td>1,035</td>
<td>4.9%</td>
<td>$2,670,902</td>
<td>9%</td>
</tr>
<tr>
<td>Lewistown, Town of</td>
<td>23,141</td>
<td>$36,607,940</td>
<td>4,367</td>
<td>18.9%</td>
<td>$1,806,394</td>
<td>5%</td>
</tr>
<tr>
<td>Lewistown, Village of</td>
<td>1,249</td>
<td>$73,478,434</td>
<td>24</td>
<td>2.0%</td>
<td>$319,706</td>
<td>0%</td>
</tr>
<tr>
<td>Lymansdale, Town of</td>
<td>43,974</td>
<td>$43,043,874</td>
<td>1,986</td>
<td>4.5%</td>
<td>$15,521,264</td>
<td>35%</td>
</tr>
<tr>
<td>Martinsburg, Town of</td>
<td>48,459</td>
<td>$3,315,970</td>
<td>2,820</td>
<td>5.8%</td>
<td>$373,172</td>
<td>11%</td>
</tr>
<tr>
<td>Montague, Town of</td>
<td>40,975</td>
<td>$3,801,003</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>New Boston, Town of</td>
<td>35,536</td>
<td>$8,089,227</td>
<td>1,902</td>
<td>5.5%</td>
<td>$1,483,759</td>
<td>9%</td>
</tr>
<tr>
<td>Osceola, Town of</td>
<td>56,678</td>
<td>$9,948,744</td>
<td>1,105</td>
<td>2.1%</td>
<td>$201,552</td>
<td>2%</td>
</tr>
<tr>
<td>Pincinney, Town of</td>
<td>26,236</td>
<td>$13,882,466</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Port Leyden, Village of</td>
<td>453</td>
<td>$1,456,309</td>
<td>60</td>
<td>13.2%</td>
<td>$74,014</td>
<td>6%</td>
</tr>
<tr>
<td>Turin, Town of</td>
<td>19,445</td>
<td>$31,441,775</td>
<td>707</td>
<td>3.6%</td>
<td>$331,375</td>
<td>1%</td>
</tr>
<tr>
<td>Turin, Village of</td>
<td>658</td>
<td>$4,818,500</td>
<td>46</td>
<td>7.0%</td>
<td>$484,423</td>
<td>10%</td>
</tr>
<tr>
<td>Watson, Town of</td>
<td>78,818</td>
<td>$5,843,340</td>
<td>4,311</td>
<td>5.8%</td>
<td>$751,723</td>
<td>13%</td>
</tr>
<tr>
<td>West Turin, Town of</td>
<td>64,525</td>
<td>$32,111,809</td>
<td>0</td>
<td>0.0%</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Lewis County Total</td>
<td>823,630</td>
<td>$934,983,118</td>
<td>31,739</td>
<td>4.3%</td>
<td>$200,377,916</td>
<td>22%</td>
</tr>
</tbody>
</table>
“It looks like a war zone when you go inside these houses” State Trooper
The average flood claim is $35,000.

FEMA
2. Make Your Point in Multiple Ways

Be thoughtful
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

Extreme Weather Events Over $1 Billion by Decade

- 1980-89: 27
- 1990-99: 48
- 2000-09: 54
- 2010-16: 74

NOAA 2016

Extreme Weather Cost Per Event
(In $Billions - CPI adjusted through 2015)

- Drought: $9.7
- Flood: $4.5
- Freeze: $3.6
- Severe Storm: $2.2
- Cyclone: $16
- Wildfire: $2.3
- Winter Storm: $2.9

NOAA 2015
3 $Billion Floods
1 $Billion Freeze
15 $Billion Severe Storms
13 $Billion Winter Storms
(More than any other state)

1980-2015 Extreme Weather Events in NY State

NOAA 2015

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
What about millennials?

The Millennial generation is the biggest in US history

- **92 M Millennials**
- **61 M Generation X**
- **77 M Baby Boomers**

How do you communicate with others about ideas, services or products?

**Millennials**
- Text Messaging: 44%
- Social Media: 38%
- Instant Messaging: 30%
- Blogging: 16%

**Gen X**
- Text Messaging: 32%
- Social Media: 25%
- Instant Messaging: 19%
- Blogging: 7%

**Boomers**
- Text Messaging: 15%
- Social Media: 11%
- Instant Messaging: 8%
- Blogging: 2%

“When a brand uses social media I like that brand”

Source: Association of National Advertisers
Roughly 70 percent of Millennials see themselves as working independently at some point in their lives, rather than being employed within a traditional organizational structure.

55% of millennials watch video several times a day

Use Videos!

2 Minutes!
4. Design to Engage Your Audience
Stormwater

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

What Makes Waves?

Retention

Figure 1
No Narration
What Makes Waves?

Figure 2
With Narration

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

1,675 Records Tied
4,694 Records Broken

Our pipes are old and in danger of failing

Source: NOAA/NCDC
Many locations set records more than once
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Probability of Failure Score</th>
<th>Consequence of Failure Score</th>
<th>Total Score</th>
<th>Total Score with Redundancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westside</td>
<td>13</td>
<td>9</td>
<td>156</td>
<td>117</td>
</tr>
<tr>
<td>Eastside</td>
<td>16</td>
<td>1.2</td>
<td>192</td>
<td>19.2</td>
</tr>
<tr>
<td>Northside</td>
<td>16</td>
<td>1.75</td>
<td>112</td>
<td>28</td>
</tr>
<tr>
<td>Southside</td>
<td>11</td>
<td>0.6</td>
<td>66</td>
<td>6.6</td>
</tr>
<tr>
<td>Central</td>
<td>10</td>
<td>14</td>
<td>140</td>
<td>140</td>
</tr>
</tbody>
</table>

Is this compelling enough?

How about?

Facts + story + visual

Our water system is old
This pipe - from 1882 - burst this year

It flooded three homes

“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
Water breaks last year

75% of our pipes are over 80 years old

The arteries of our water system are clogged
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

[Images showing Problem/Action structures with highlighted text and images: “It’s take-out. Not toss-out.” and “Keep your butts in THE VEHICLE AT ALL TIMES.”]
Brunette Hair

Problem

Blonde Hair

Action

IF YOUR MOTHER WERE TEXAS, WOULD YOU STILL LITTER?

dontmesswithtexas.org

IF YOUR MOTHER WERE TEXAS, WOULD YOU STILL LITTER?

dontmesswithtexas.org

THEM WANT TO SCARE US
WE WILL BE UNAFRAID

THEM WANT US TO MOVE ON
WE WILL STAND OUR GROUND

THEM WANT US TO PANIC
WE WILL ORGANIZE

THEM WANT TO SILENCE US
WE WILL BE HEARD

PREPARING TODAY AVOIDS THE DISRUPTION IN A DISASTER TOMORROW (Visit Ready.gov)
Marketing youth in Seattle
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?