



# Agenda

Presentation - Learn techniques.

Classroom - Develop a story in a group using SOS datasets.

Showcase - Share your work and get feedback from the group.

Debrief - What worked?



Maximum Wave Amplitude

World  
RESCUE

SAUCYLANDS

EARTH EXPLORATIONS



5800

5800

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You don't have to be a professional  
communicator or natural bard to tell a  
good story!

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good story!

There are reliable formats that can  
help everyone tell concise and  
compelling stories.

# Why stories

Humans are social animals.  
We're hardwired for stories.

Stories are the ultimate tool of engagement, the language we use to relate to one another and connect with our world.



# Elements of a story

Engaging stories share a common narrative structure that introduces tension or uncertainty and provides a conclusion.

We can even adapt literary elements of a story to the sphere

- Characters
- Setting

# Frame and focus

Focus = thesis, takeaway, theme.

Frame = how you get there, plot.





# Frame and focus

Focus = thesis, takeaway, theme.

Frame = how you get there, plot.

Examples of frames:

- And, But, Therefore
- Relevance, Response, Results
- Phenomenon (And, But, Why?)



# And, But, Therefore

Science communicators are constantly encouraged to tell stories. Stories are the ultimate tool of engagement, the language we use to relate to one another and connect with our world. In this two-part workshop, we demystify the storytelling process by examining the underlying structure of narratives.

# And, But, Therefore

Science communicators are constantly encouraged to tell stories. [ AND]  
Stories are the ultimate tool of engagement, the language we use to relate to one another and connect with our world. *BUT the process of telling a great story is often left to inspiration and intuition, leaving would-be storytellers at a loss to know when they're on the right track.* [THEREFORE] In this two-part workshop, we demystify the storytelling process by examining the underlying structure of narratives.

# RelevanceResponseResults

Adopted from Sea Grant's "four R's" (recap, relevance, response, results)

- **Relevance:** What was the initial problem, issue, need, or opportunity? \*  
\* Relevance is a narrative tool for introducing an impact story.
- **Response:** What did someone do to address it?
- **Results:** What happened as a result? Who benefited and how?

# Phenomenon: And, But, Why?

The sun rises in the east and sets in the west **AND** so does the moon. **BUT** the 2017 eclipse shadow moved from west to east across the United States.

[**WHY?**] Relative to the earth, the sun travels across the sky faster than the moon.

(we know this is a bad science explanation!)



# Other things to think about

- Engage your audience with prompting questions.
  - Not only engages the audience, but also helps you get to know them. Helping you as a presenter understand how much detail you need to go into.
  - Personal anecdotes.
- Share a memoir not a diary
- Props

# Instructions for groups

- Participants break into four groups.
- Choose from one of our suggested datasets.
- Pick your dataset quickly. Don't look through everything.
- You will have 7 minutes.
- Identify frame and focus.
- Use of technique (or another that they share with the group!).

# Expectations

- Lower them!
- We don't expect a final draft.
- Be brief. We will switch to the next presenter when your time is up.
- Expectations and advice for the showcase:
  - Stories take work.
  - Don't give up, make it better.
  - Step outside your box.



**We did it, too!**



# Suggested Datasets

[sos.noaa.gov/Datasets](https://sos.noaa.gov/Datasets)

- Hurricane Season 2017
- Winds: GEOS-5 Model
- Sea Surface Currents and Temperature (gray land)
- Vegetation: Seasonal Changes - Apr 2012 - Apr 2013
- Biosphere: Marine Chlorophyll Concentration and Land Vegetation (with CO2 labels)
- Fires - 2009
- Aerosols: Black Carbon and Sulfate
- Shipping Routes (with labels) - One Year
- Human Transportation
- Protests and Violence - 1979 - 2014
- Sea Ice Extent- 1978 - 2018

# Guiding questions for feedback

- What was the focus? What was the frame?
  - Were they easy to identify? Can you think of a way to make it easier to identify?
- Which other techniques did they use?
  - Suggestions? Thoughts?
- What worked well?
- How could they improve?