

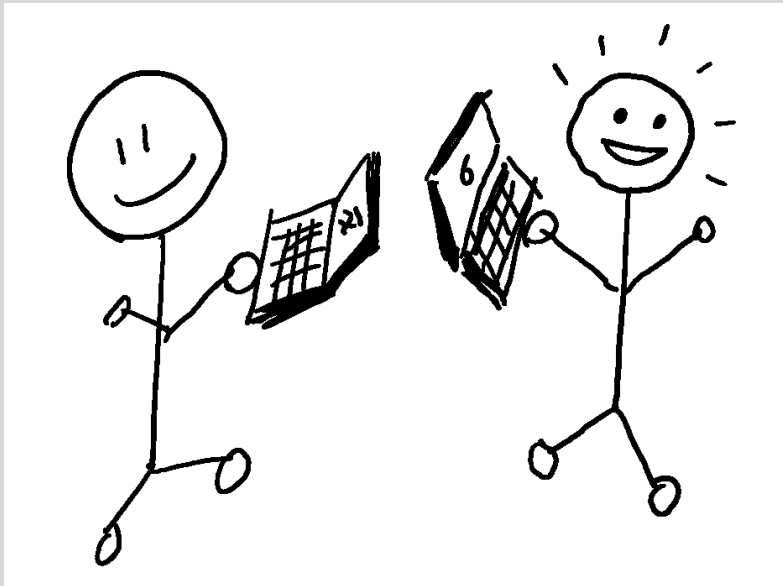
The Art of Storytelling

audience
educational message
information
communication

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Describe your latest research project...



Colleague



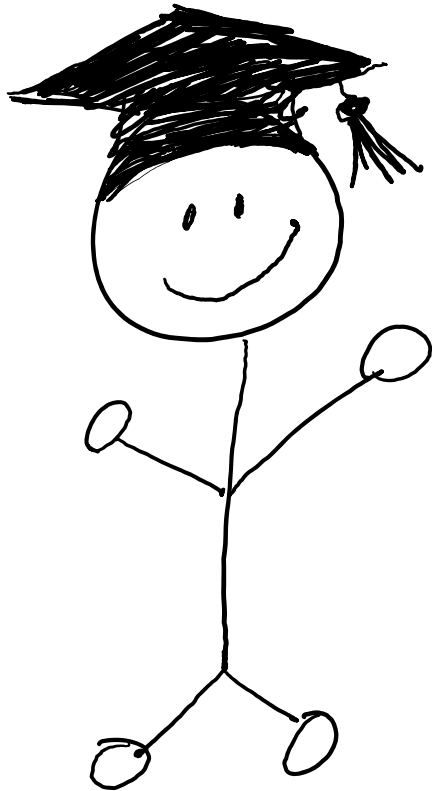
Turkish Airlines

Airplane Acquaintance

Lost in Translation...

Consequences of erudite vernacular utilized irrespective of necessity

Problems with using long words needlessly



Graduate Training

coursework

research

writing

presentations

teaching

consulting

Why translate science for the public?

How can we do this?

- **C**ONNECT
- **C**APTIVATE
- **C**ONVEY

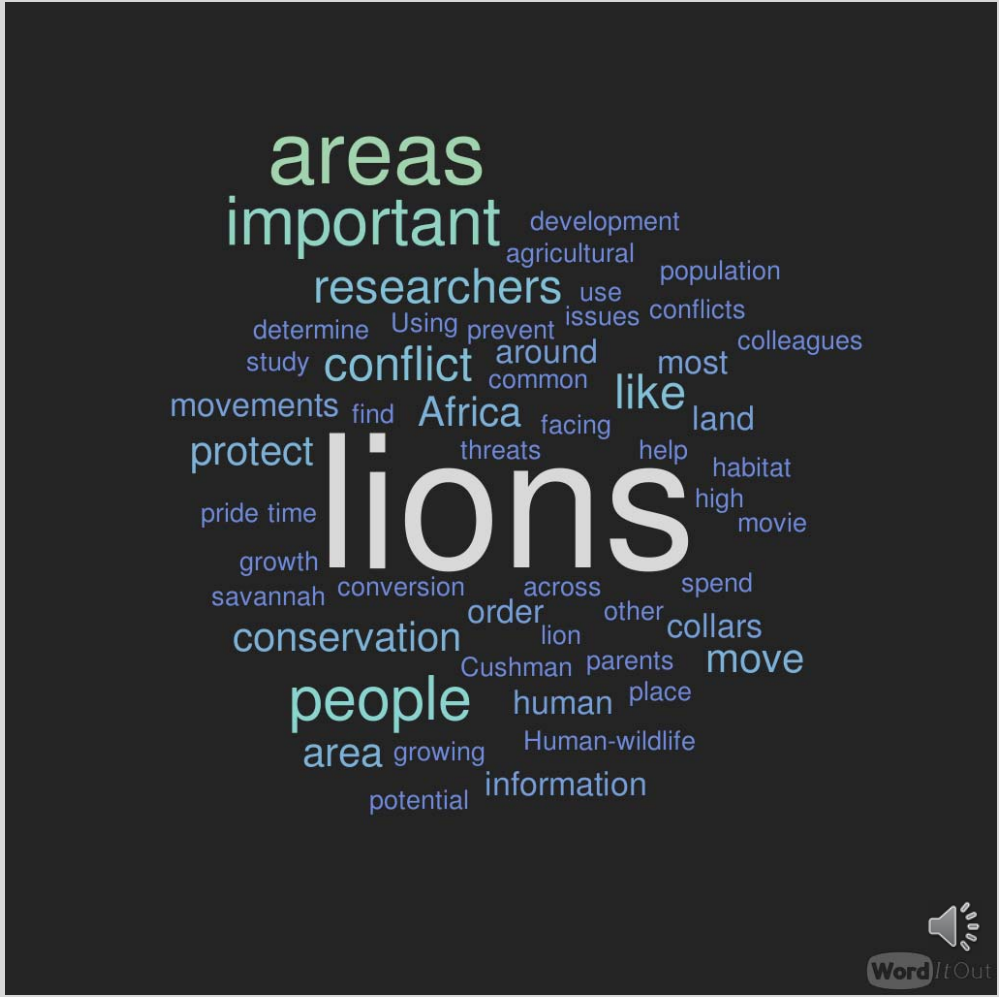
Tell a better story!

“The Story...Matters, Not Just the Ending”

--Paul Lockhart

Storytelling

- Break away from the norm
 - Suspense! Surprise!
- Clear structure and purpose: So what?
- Clarity and focus: What is the take-away message?



Translation

- What does the audience need to know?
- Why should they care?

“You should behave as if the listeners know nothing but are capable of understanding everything.”

Lion Podcasts

Africa's human population is expected to increase threefold by the end of this century and growth is expected to be highest near protected areas....

Accelerating declines of carnivores as a result of human-carnivore conflict and habitat loss are likely.

The movie the lion king has been captivating audiences since 1994. ... Many people dream of visiting Africa and seeing lions in their natural habitat.

However, ***people may be the bigger threat that lions face.***

Storytelling


- Break away from the norm
 - Suspense! Surprise!
- Clear structure and purpose: So what?
- Clarity and focus: What is the take-away message?
- Analogy and metaphor

Lion Podcasts

[G]rowth is expected to be highest near protected areas.

The fastest growing areas in Africa are along the borders of protected areas. ***This would be like the US having major human development occurring around Yellowstone and Yosemite national parks as opposed to around metropolitan areas.***

“It’s All in the Delivery”

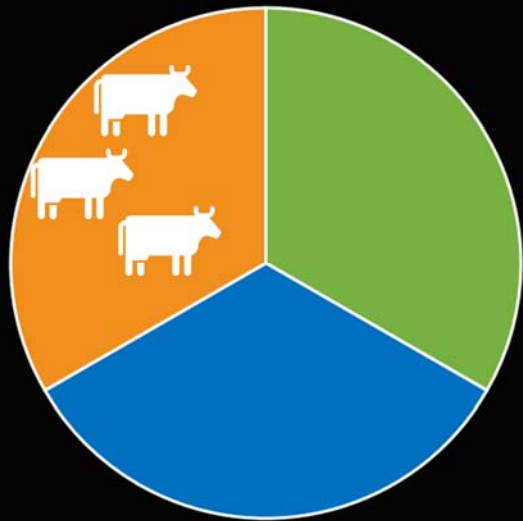
- Animate with voice 
- Nonverbal communication
- Visuals

Microbial Communities

(MICROBIAL)
Engineering the Neighborhood



Hormay rest-rotation



Year 1



Hormay rest-rotation

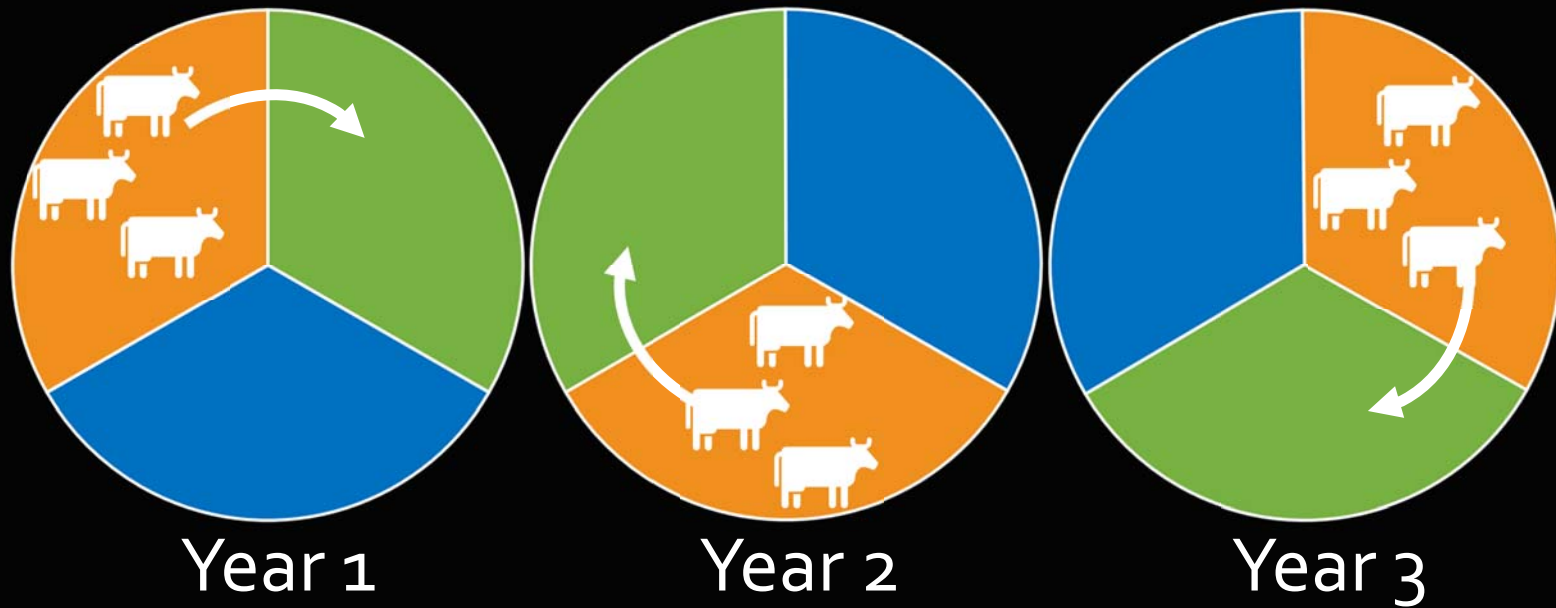


Orange Grazed during growing season

Green Grazed post-growing season

Blue Rested

Hormay rest-rotation



Legend:

- Grazed during growing season
- Grazed post-growing season
- Rested



Take-Aways

- Know your audience
- Tell a better story: Connect, Captivate, Convey
- Translate

“You should behave as if the listeners know nothing but are capable of understanding everything.”
- Practice!



www.montana.edu/stemstorytellers



This work is based in part by support from the National Science Foundation's *Innovations in Graduate Education* (NRT:IGE) program through award number 1735124. The findings of this work are those of the author and do not necessarily reflect the views of the NSF.

