



Science Communications: Apply your Science

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QUESTIONS?



Persuasive Communications

- Be specific with your “ask” and make it timebound
- Know your audience - who is the decision maker/influencer?
- The road to yes
- What mediums are best to reach your audience?
- What does your audience care about?
- What is the barrier standing in the way to “yes”?
- What’s the broad goal/vision?
- Introduce a benefit or a risk to help persuade your



Water pollution



Harmful algae bloom in Lake Erie, Oct. 13, 2011. NASA Earth Observatory

Nutrient pollution: Voluntary steps are failing to shrink algae blooms and dead zones

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