

# Applied Sciences Strategic Communications

## Health and Air Quality Program Review September 2018





# OVERVIEW AND FINDINGS



So far this year....

CHIEF's big goal for Applied Sciences.

What is done.

What is coming...



Discovery findings provide a beacon for next steps....

Some highlights:

1. Communications goals need clarification.
2. Audience fragmentation.
3. Need a consistent aesthetic.
4. Writing is too technical.
5. Website strategy.
6. Communications and outreach process.

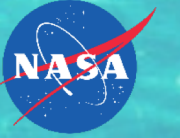


## How do key findings help H&AQ?

- Amplify your story.
- Define how your work provides impact.
- Integrate with Applied strategic communications.

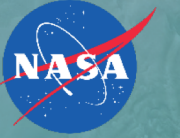


# STORYTELLING



# Storytelling Key Concepts

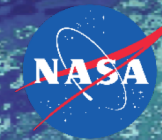
- Storytelling is a tool by which we share information using a narrative.
- The purpose of the story is to increase awareness.
- Storytelling in oral and written form is critical to further engagement.



## Storytelling Key Items

- Integrate stories with Applied Sciences mission.
- Highlight end-user use of the data?
- Include names of satellites used.
- Use hi-res compelling data visuals.





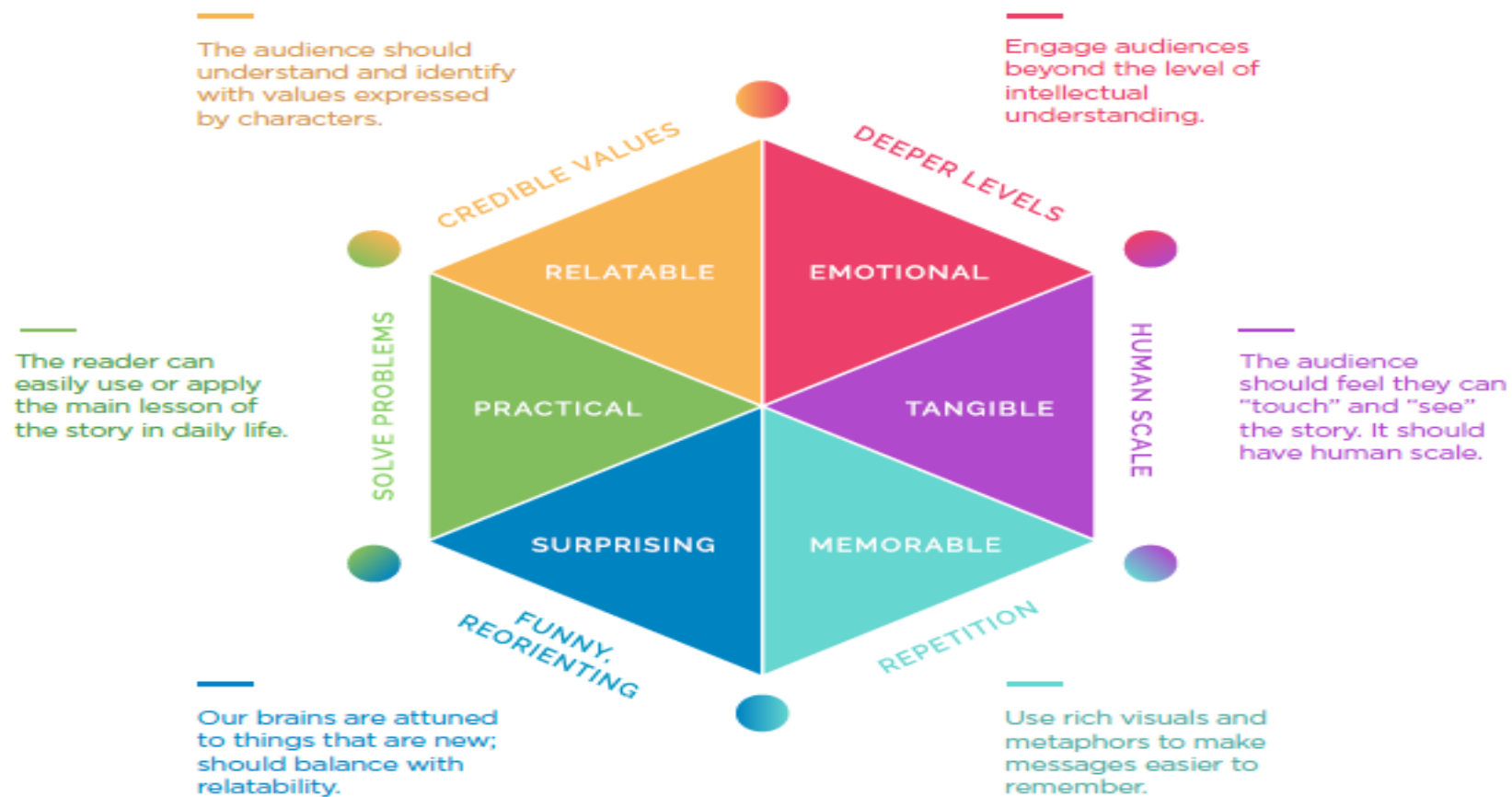
## United States of Applications:

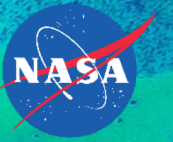
- It's a new campaign.
- It highlights each state and bodies of water.
- It's an innovative approach to sharing stories with partners and stakeholders.

# Telling Science Stories with Impact

Beyond numbers and figures, illuminating your project with characters and human context makes it come alive and more memorable.

## Look for Stories with These Traits





# Storytelling Process

- Review your projects.
- Share your story with Associates and PMs.
- PMs will approve what will come to my team.