

Data Presentation Worksheet

To sketch out your data presentation plan, you will want to record the following information. Start by just jotting down your initial ideas. Share them with others in your program, do a little research, then refine your choices.

Issue(s) What issue(s) are you trying to address?

Data use objectives What do you want people to do about the data you have found? What action are you calling for?

Decision-makers / Users / Audiences Who makes decisions on these issues? Who will you ask to take some action? These are your data users – your audiences.

Information processing style How you think your audiences prefer to receive data (e.g. scientific reports, short blurbs, pretty pictures, live presentations, hi/low tech, etc. Fill this in only if you have an indication. Otherwise, skip this step for now.

Knowledge points Which of the 6 knowledge checkpoints (current conditions, watershed ecology, causes, sources, impacts, solutions) do you think you'll need to stress in order to get your target audiences to act (based on complexity of issue, knowledge of audience, etc.)

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Data Presentation Worksheet, continued

IEP Factor How much will you need to stress *information, education, or persuasion* in your presentations? For which audiences?

What **Presentation types** do you think will be most effective for the issue, audiences, IEP factor, etc? (e.g. report, newspaper story, public presentations (formal/informal), etc.)

What **Toolkit elements** will you want to prepare for the presentation strategies you choose (e.g. graphs of _____ data, posters, maps, photos of _____, background fact sheets, etc.)

What **Venues** will you want to present at (e.g. town meeting, public hearing, earth day fair, local newspaper, etc.)?