

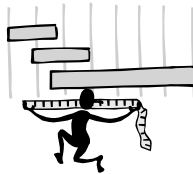
Communicating to Diverse Audiences to Achieve Your Goals

Charlie MacPherson
Tetra Tech, Inc.

What do you want to say?
Who do you want to say it to?
How do you say it?

WHAT DO YOU WANT TO SAY?

- Monitoring results
- Progress achieved
- Trends
- Legislative accomplishments
- Growth in the organization
- Kudos



WHO DO YOU WANT TO SAY IT TO?

- Local decision makers
- Local watershed residents
- State decision makers
- Volunteers
- Students

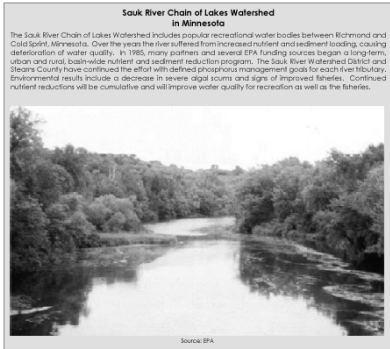
HOW DO YOU SAY IT?

- Give 'em the who, what, why
- Link it back to the resource
- Put it into context
- Tell a story
- Combine information
- Use maps
- Remember your audience

Put the Data in Context

- | | |
|--|--|
| ■ Amt of water used, per day, to irrigate the world's golf courses = | ■ Amt of water it would take, per day, to support 4.7 billion people = |
| 2.5 billion gallons | 2.5 billion gallons |

Tell a story...



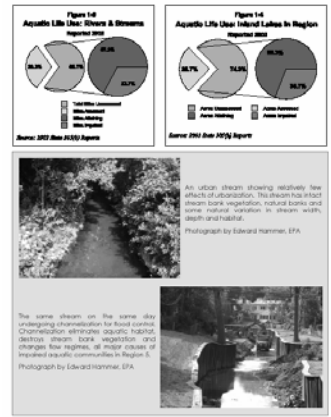
After...



Show Trends



Combine information



Use maps



Remember your audience

Cooperative Lakes Monitoring Program

Dissolved Oxygen and Temperature Results

Oligotrophic/Mesotrophic Lake with a Large Volume Hypolimnion

Lake Ann in Carver County is an oligotrophic/mesotrophic lake with a large hypolimnion. It produces minor amounts of organic material that must be decomposed. Its hypolimnion has a substantial oxygen supply that is gradually depleted by the decomposition of the organic material. Dissolved oxygen levels remain high in the hypolimnion into mid-summer. By August oxygen is gone in the deepest waters, but the upper hypolimnion retains some oxygen even into late summer (September). Also, note that oxygen concentrations at mid-depth (20 to 40 feet) are higher than at the surface. This is due to a layer of deep algae producing oxygen in the colder water, which can hold more dissolved oxygen.

