

Coastal Communication Clips Webinar

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Coastal Communication Clips: Why Sea Grant?

- Focus on research, outreach, education
- Central role of university/community links
- Power of distillation: 3 minute/3 slide limit, non-technical audience

Rules of the Road

Judging Criteria:

- Was the speaker's style respectful yet accessible?
- Were research implications clearly presented?
- Did the presentation leave the audience wanting more?

For more information:

<http://www.laseagrant.org/opportunities/announcements/coastal-communication-clips/>

(view example 3 min talk)

Example of good story-telling in 3 minute thesis competition:

"Suspects, Science and CSI" by Matthew Thompson from the University of Queensland

<https://www.youtube.com/watch?v=pvjPzsLlyG>

[W](#)

Why Does This Speech Work?

- Active title: “Suspects, Science, and CSI”
- Story-telling
 - Crime labs review information AND people analyze fingerprints.
 - BUT sometimes people make mistakes.
 - THEREFORE, we need to help analysts do a better job.

Active titles get the idea across

Competition title:

"Suspects, Science and CSI"

Real thesis title:

"Structure and features in complex visual stimuli assisting identification in forensics"

Tell a Story - using ABT

- []
- And []
- But []
- Therefore [].

Randy Olson on using the ABT template:

<https://www.youtube.com/watch?v=ERB7ITvab>

[A4](#)

ABT my thesis:

- [Saltmarshes are among the most productive ecosystems on earth]
- And [Odum hypothesized that the export of organic matter from marshes subsidizes the food chain in adjacent marine waters]
- But [no one knew how big the water fluxes responsible for the export flux are or possibly could be]
- Therefore [I measured how fast water moved saltmarsh sediments and estuarine surface waters along various pathways].

Why Does This Speech Work?

- Good storytelling about science and its implications:
 - “I wanted to find out.”
 - “I breathed a sigh of relief.”
 - “I want to turn novices into experts more quickly.”
- Common sense transitions:
 - “Put more simply”
 - “But here’s the catch”
 - “So where do we go from here?”

How to deal with the 3 min limit?

Write yourself a script:

- Work out details on paper
- Approximate word length (385 words)
- Perform it, critique it, iterate

Powerpoint basics

Tracey Saxby on how to not suck at powerpoint:

<https://www.youtube.com/watch?v=4bzKbvZCOZk>

(But, do you really need all those slides?)

Next Steps

- Open to LSU grad students working on coastal issues
- Abstracts: Name, title, 250 word description, due 9/24 at 5PM. Send to: klea@lsu.edu
- Competition: 10/10, 11:30-12:30 at SCE Auditorium
- \$500 conference travel grant for three winners

Those who fail to prepare, prepare to fail

- Develop a clear story
- Keep to 3-5 key points (1 minute/slide)
- Connect your main themes
- Stick to the time limit
- Go full circle with your message

