Hit ’em Where it Works: How to Make Your Messages Stick through the Art of Story Telling
Tom Davidson

Foresters are some of the nicest people on the planet, but we often have trouble getting our messages across to people who don’t understand what we do and why it’s important. This session will show you how to get people’s attention and strike a better balance between emotion and facts. What is often most comfortable for foresters is using facts and rationale to make our cases (i.e. data, tables, charts and graphs), but this appeals only to one part of our audiences’ brains, the left side. Many of us need to develop our ability to reach others emotionally as well, on the right side, where messages stick like glue. Have you ever seen the image of a polar bear floating on a small iceberg, apparently stranded and separated from her family? Then you know the power of messaging through emotions. The now iconic image made the case for global warming without a chart or statistic, showing the power of emotion over logic. The session reveals more about why this is an important approach, provides a portable story telling model, offers examples, and involves the audience in applying the technique to their own topics and situations. Audience members will be able to find stories of their own, construct them in a palatable format, and follow them up with the facts and figures they would have started with in the first place. The session also provides insight on how to use metaphors, analogies, and object lessons to make every presentation stick like glue.

Communicating Science: SAF Author Workshop 2015
Keith Moser, CF, Don Bragg, Scott Roberts, and Richard Guldin, CF

Recent changes to SAF’s periodical publications may have left potential contributors scratching their heads as to how to approach presenting their ideas, best practices, and research findings to SAF’s membership. This workshop will provide an overview of the scope of SAF’s publications—The Forestry Source, Journal of Forestry, and Forest Science—as well as the available article types for each publication, their style requirements, and basic procedures for submitting photos, individual articles, or proposals for special issues or sections. Journal of Forestry Editor-in-Chief Don Bragg, Forest Science Editor-in-Chief Keith Moser, and Forest Science Applied Research Editor Scott Roberts will describe the key characteristics of fundamental versus applied science and how authors might take advantage of the suite of article types to present the “deep science” underpinnings of a research issue, practical techniques for addressing that issue, and case studies detailing successful application of those techniques. The editors will share their observations regarding the content topics most accessed and most underrepresented, and be available to discuss specific submission/special issue proposals at the close of this session.

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