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# MARCH FOR SCIENCE CHICAGO

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DEVELOPING A NARRATIVE

# SCIENCE AND POLICY

TALKING POLITICS IN STEM



# MARCH.

## BY THE NUMBERS

- 5 speakers
- 2 T-Rexes
- 150 toilets with poop facts
- 50 expo partners
- 100+ expo participants
  - 100 marshals
  - 60,000+ marchers
- 1 mostly unfilled garbage dumpster

## DIGITAL ENGAGEMENT

- 17,000+ FB Likes
- 18,000+ FB Followers
- 49,473 Interested/Going FB Event
- 4,799 Twitter Followers
- 600,000 weekend-of sessions



# FACTS DON'T CHANGE PEOPLE

Stories do.

Engage facts  
through nonfiction  
storytelling.



# KNOW YOUR TERMS

Politics

Partisan

Nonpartisan

Apolitical

Politicize

# DEVELOP THE NARRATIVE

## The Moment

### The Journey

The Points of Empathy (TIP: 1)

The Narrative Tension (TIP 2)

The Cost (TIP 2)

The Data (TIP 3)

The Pre- Counter (TIP 4)

The Influencers (TIP 4)

### The Call to Action



## NOAA and the budget

In 2016, there were 15 natural disasters totaling more than \$15 billion in losses. The NOAA works to diminish those losses, and more importantly, to protect and save lives. Whether through predicting the vulnerability of dry lands to wildfire, identifying and providing sufficient warning for imminent natural disasters—such as severe storms capable of producing flash floods—or even simply delivering daily weather forecasts, the NOAA provides necessary services that benefit every American. Over the decades, the agency has stayed true to its mission—proposed by President Nixon—that works

“...for better protection of life and property from natural hazards...for a better understanding of the total environment...[and] for exploration and development leading to the intelligent use of our marine resources.”—President [Nixon](#)

On top of that, the NOAA also houses the largest archive of climate data in the world, gathered by more than 10,000 national volunteers from daily weather measurements. As climate continues to change and the resulting weather is more extreme, the NOAA’s efforts are becoming more invaluable to the safety, but even more so to the protection, of populations across the globe. Learn more about NOAA’s history and impact [here](#).

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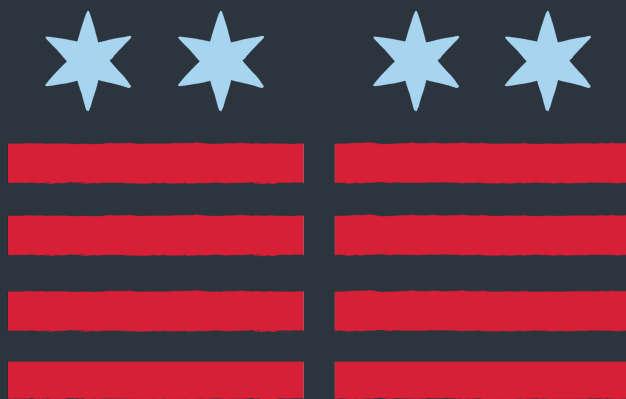
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“Storytelling is the currency of our  
humanity” – Dan Hahn

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# THE UNITED SCIENCES OF AMERICA

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SCIENCE. UNITED. ENGAGED.