



This presentation is released under a
Creative Commons 3.0 license.
For more information:

<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>



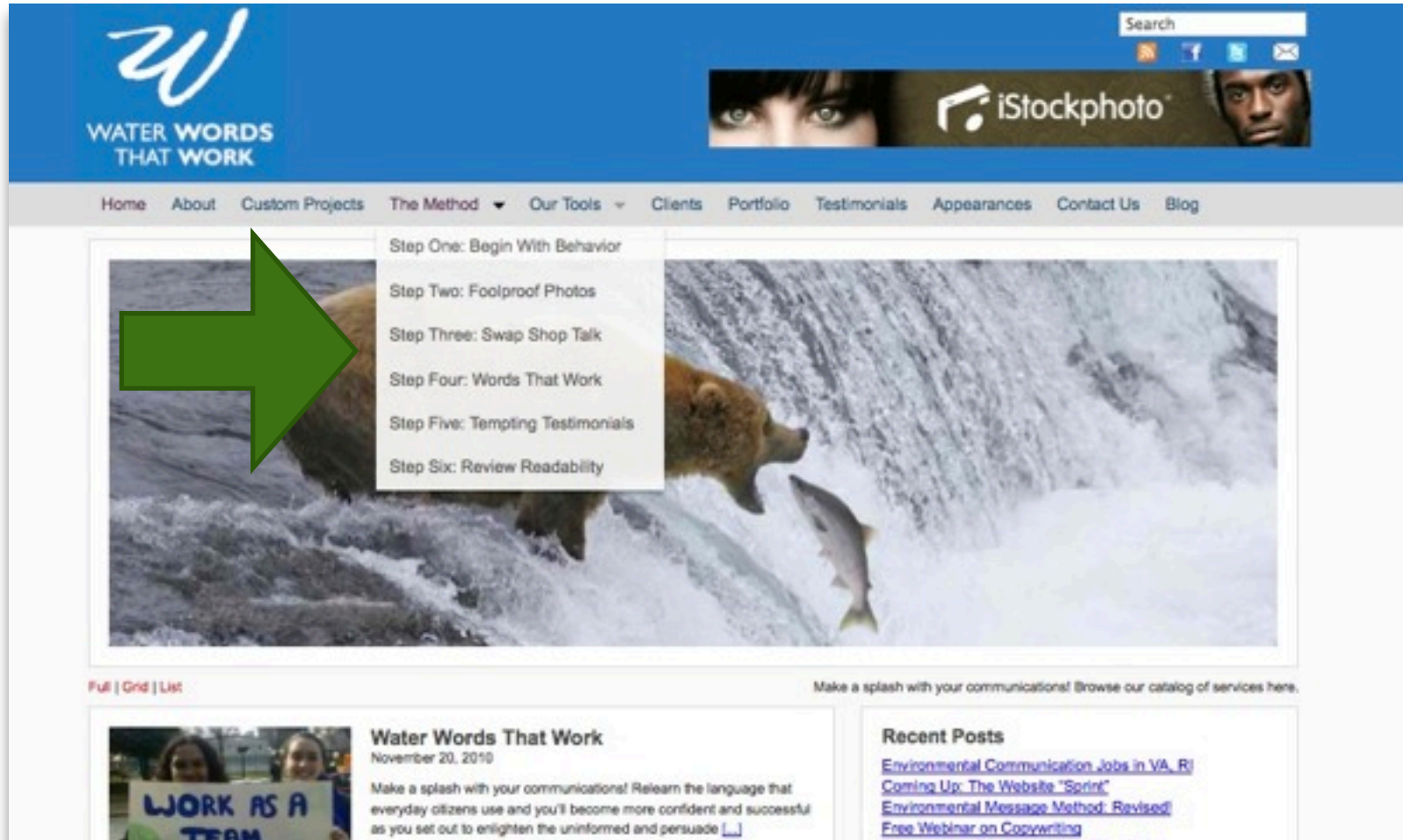
The Water Words That Work Environmental Message Method Steps 1 to 4

Eric Eckl

The Method

The Environmental Message Method is a step-by-step process for **translating** professional conservation materials into words and pictures that motivate everyday citizens to action.

The Method



The screenshot shows the website's navigation menu with 'The Method' selected, revealing a dropdown list of six steps. A large green arrow points to the first step, 'Step One: Begin With Behavior'. The background of the page features a photograph of a bear fishing in a stream.

WATER WORDS THAT WORK

Home About Custom Projects The Method Our Tools Clients Portfolio Testimonials Appearances Contact Us Blog

- Step One: Begin With Behavior
- Step Two: Foolproof Photos
- Step Three: Swap Shop Talk
- Step Four: Words That Work
- Step Five: Tempting Testimonials
- Step Six: Review Readability

Full | Grid | List

Make a splash with your communications! Browse our catalog of services here.

Water Words That Work
November 20, 2010
Make a splash with your communications! Relearn the language that everyday citizens use and you'll become more confident and successful as you set out to enlighten the uninformed and persuade [...]

Recent Posts
[Environmental Communication Jobs in VA, RI](#)
[Coming Up: The Website "Sprint"](#)
[Environmental Message Method: Revised!](#)
[Free Webinar on Copywriting](#)

<http://waterwordsthatwork.com>

Our Goal...



Our Goal...

- To convince them that their actions *do make a difference*, and...



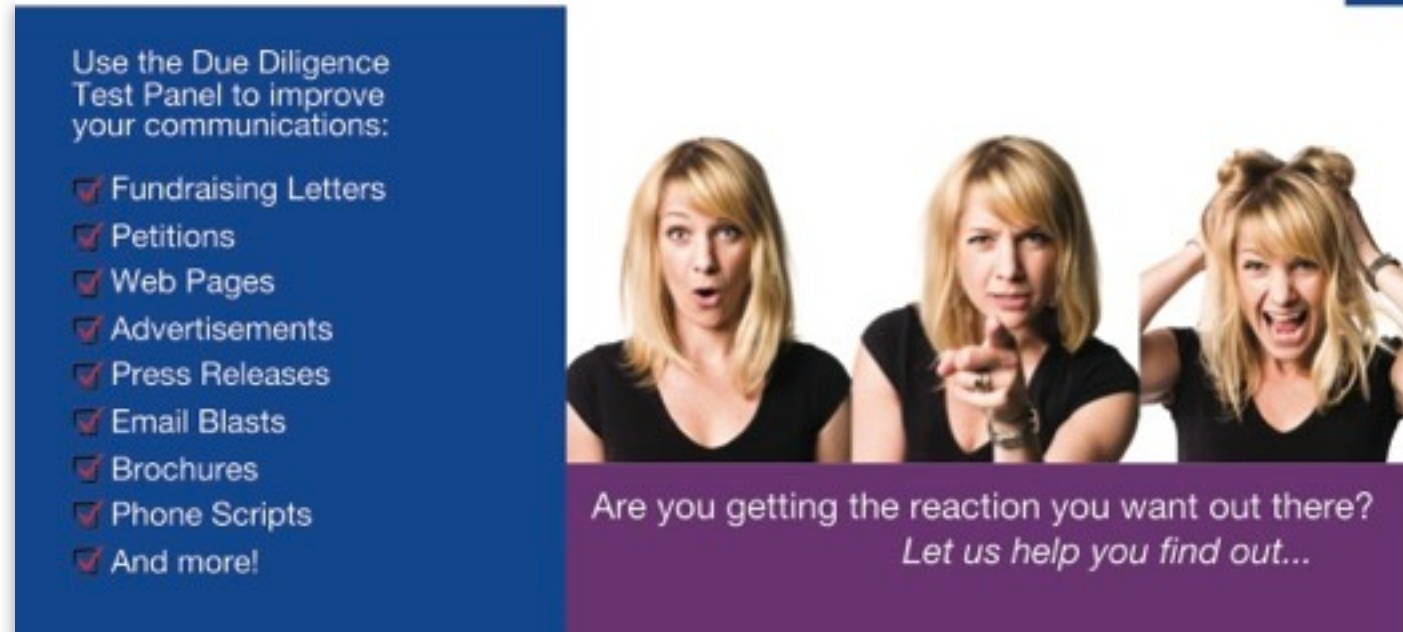
Our Goal...

- To convince them that their actions *do make a difference*, and...
- To convince them that *others will do their part*, because...

Our Goal...

- To convince them that their actions *do make a difference*, and...
- To convince them that *others will do their part*, because...
- ...then they are twice as likely to take action for the environment than otherwise

The Due Diligence Test Panel



Use the Due Diligence Test Panel to improve your communications:

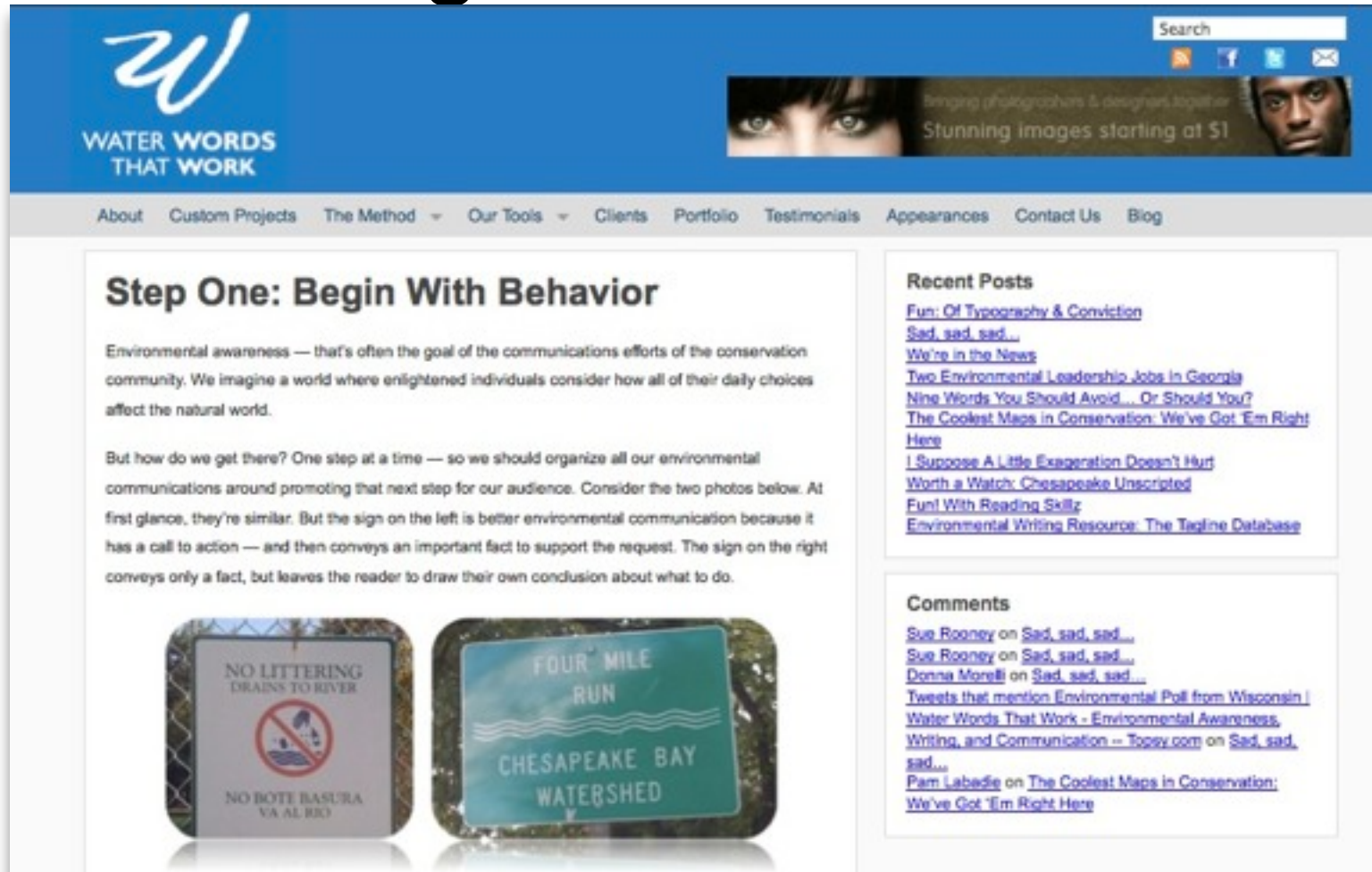
- ✓ Fundraising Letters
- ✓ Petitions
- ✓ Web Pages
- ✓ Advertisements
- ✓ Press Releases
- ✓ Email Blasts
- ✓ Brochures
- ✓ Phone Scripts
- ✓ And more!

Are you getting the reaction you want out there?
Let us help you find out...

The advertisement features three women with blonde hair, each showing a different reaction: one looks surprised, one points directly at the viewer, and one has her hands on her head with a frustrated or excited expression. The background is a mix of blue and purple.

- Clients provide Water Words That Work with a *draft* brochure, web page, email, video, etc....
- 25 Everyday citizens rate the piece and share their reaction

Step One: Begin with Behavior




The screenshot shows the website's header with the logo and navigation menu. The main content area features the article title and two paragraphs of text. Below the text are two photographs of environmental signs. The right sidebar contains a 'Recent Posts' section with several article links and a 'Comments' section with user names and links.

Step One: Begin With Behavior

Environmental awareness — that's often the goal of the communications efforts of the conservation community. We imagine a world where enlightened individuals consider how all of their daily choices affect the natural world.

But how do we get there? One step at a time — so we should organize all our environmental communications around promoting that next step for our audience. Consider the two photos below. At first glance, they're similar. But the sign on the left is better environmental communication because it has a call to action — and then conveys an important fact to support the request. The sign on the right conveys only a fact, but leaves the reader to draw their own conclusion about what to do.



The left sign reads: "NO LITTERING DRAINS TO RIVER" with a red circle and slash over a trash can icon, and "NO BOTTE BASURA VA AL RIO" below. The right sign reads: "FOUR MILE RUN" with wavy lines and "CHESAPEAKE BAY WATERSHED" below.

Recent Posts

- [Fun: Of Typography & Conviction](#)
- [Sad, sad, sad...](#)
- [We're in the News](#)
- [Two Environmental Leadership Jobs in Georgia](#)
- [Nine Words You Should Avoid... Or Should You?](#)
- [The Coolest Maps in Conservation: We've Got 'Em Right Here](#)
- [I Suppose A Little Exaggeration Doesn't Hurt](#)
- [Worth a Watch: Chesapeake Unscripted](#)
- [Fun! With Reading Skills](#)
- [Environmental Writing Resource: The Tagline Database](#)

Comments

- [Sue Rooney](#) on [Sad, sad, sad...](#)
- [Sue Rooney](#) on [Sad, sad, sad...](#)
- [Donna Morelli](#) on [Sad, sad, sad...](#)
- [Tweets that mention Environmental Poll from Wisconsin | Water Words That Work - Environmental Awareness, Writing, and Communication -- Topsy.com](#) on [Sad, sad, sad...](#)
- [Pam Labadie](#) on [The Coolest Maps in Conservation: We've Got 'Em Right Here](#)

Let's Avoid This Mistake



Let's Learn From This



Tip of the Hat: Dr. Doug McKenzie-Mohr

The Sign Doesn't Say



Tip of the Hat: Dr. Doug McKenzie-Mohr

The Sign Doesn't Say



Tip of the Hat: Dr. Doug McKenzie-Mohr

The Sign Doesn't Say



Tip of the Hat: Dr. Doug McKenzie-Mohr

Let's Learn From This



Tip of the Hat: Dr. Doug McKenzie-Mohr

Begin With Behavior



Begin With Behavior

- First you tell them what to do
(Step 1)



Begin With Behavior

- First you tell them what to do (Step 1)
- *Then* you tell them why (Steps 2-6)

Begin With Behavior

- First you tell them what to do (Step 1)
- *Then* you tell them why (Steps 2-6)
- *Finally*, you tell them how (Steps 2 - 6)

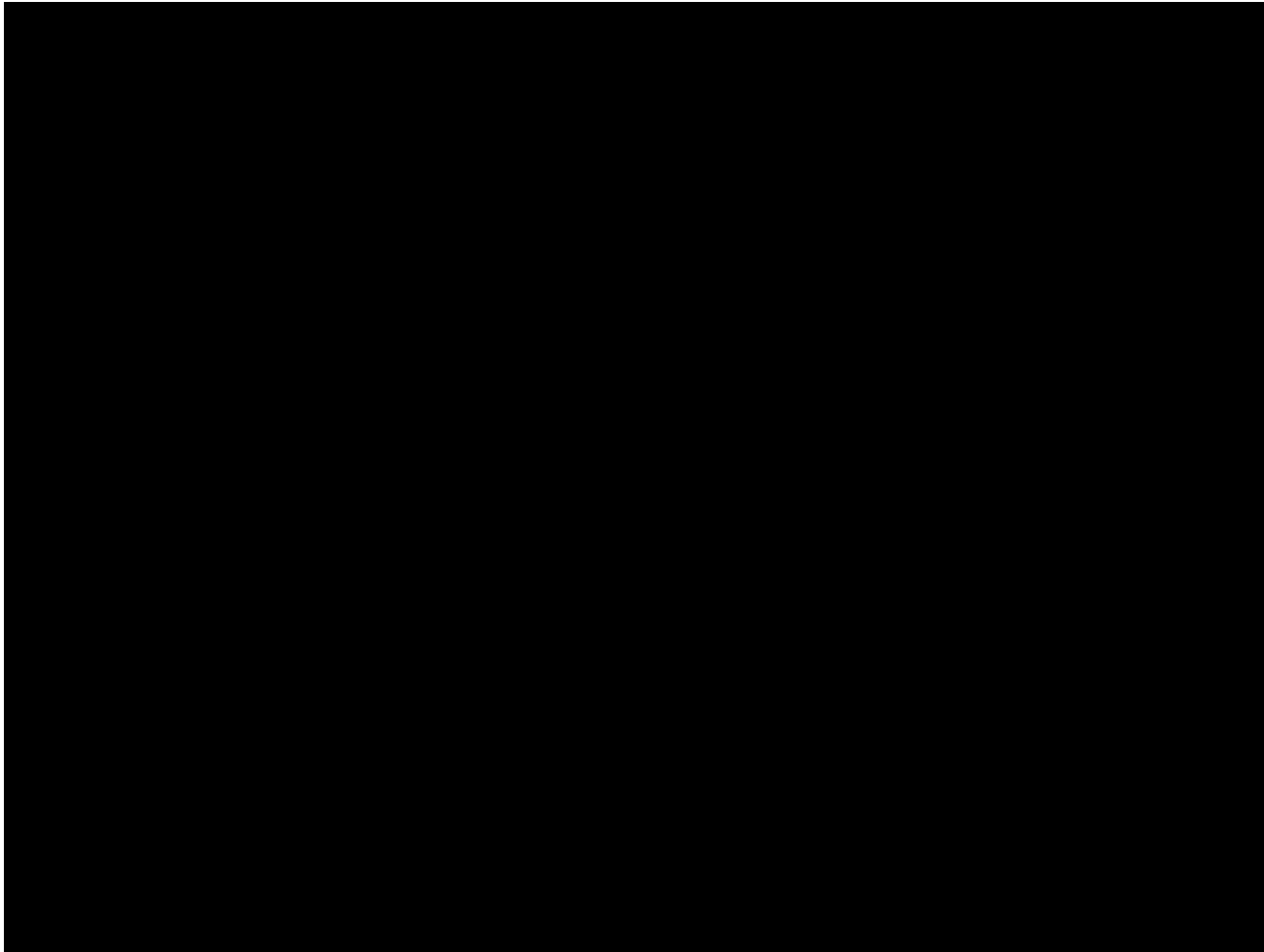
Step One: Begin with Behavior

5. Please rate the following statements about the desired outcome. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The piece makes it clear what I can do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident others would do their part	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident my action would make a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Test Panel rates materials this way...

Step One: Begin with Behavior



Step One: Begin with Behavior

5. Please rate the following statements about the desired outcome. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The piece makes it clear what I can do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident others would do their part	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident my action would make a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Test Panel rates materials this way...



Step One, The Panel Says:



Step One, The Panel Says:

- There was so much garbage shown and the damage was so big that it gave me pause. Would what I could do really help stop all that horrible waste?

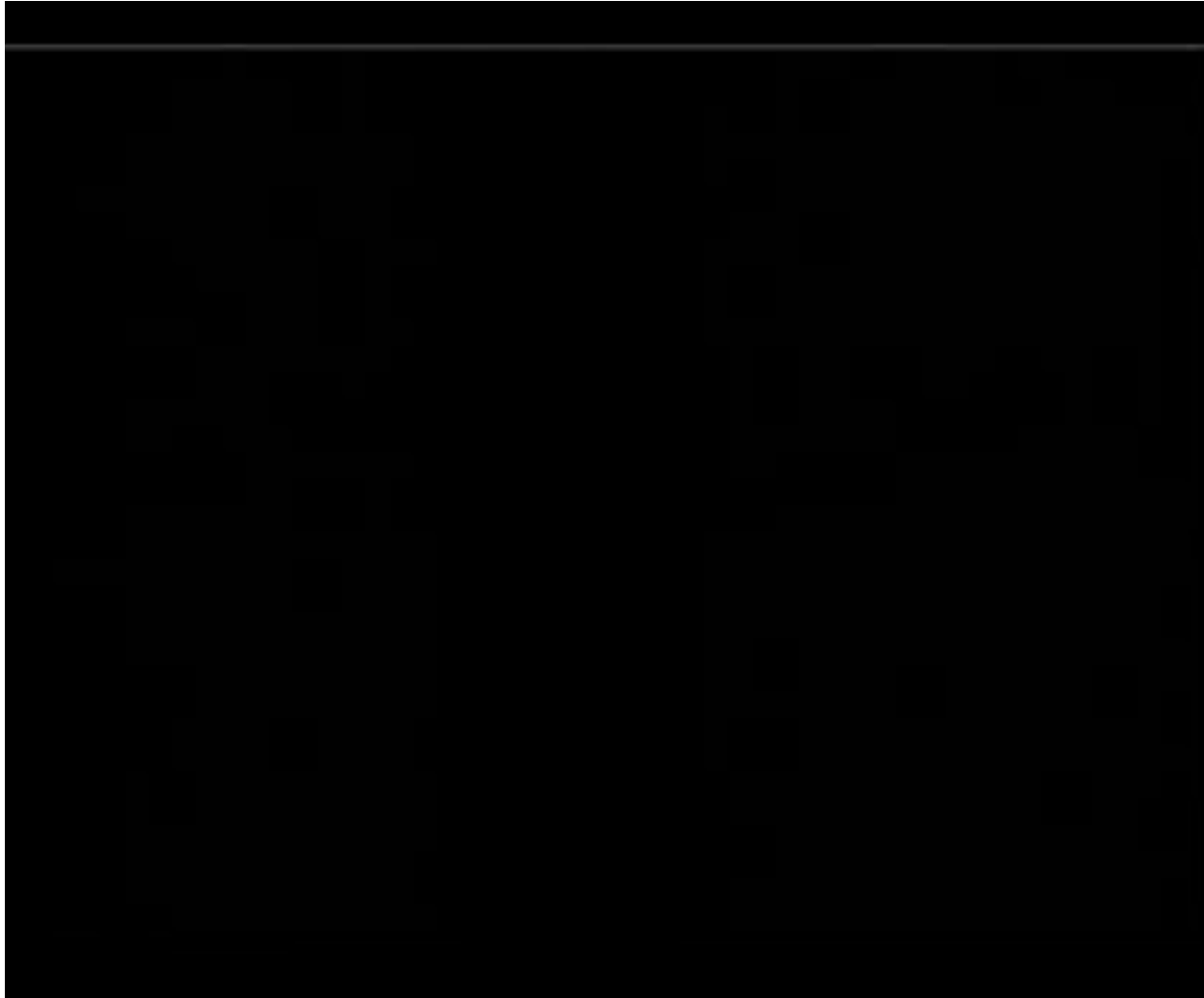
Step One, The Panel Says:

- There was so much garbage shown and the damage was so big that it gave me pause. Would what I could do really help stop all that horrible waste?
- I think I'm to avoid runoff of some sort but am not clear on what I can do that actually closes a beach or makes a fish sneeze.

Step One, The Panel Says:

- There was so much garbage shown and the damage was so big that it gave me pause. Would what I could do really help stop all that horrible waste?
- I think I'm to avoid runoff of some sort but am not clear on what I can do that actually closes a beach or makes a fish sneeze.
- The actions of one person alone do not really add up to much...

Step One: Begin with Behavior



Step One: Begin with Behavior

5. Please rate the following statements about the desired outcome. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The piece makes it clear what I can do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident others would do their part	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident my action would make a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Test Panel rates materials this way...

Step One, The Panel Says:



Step One, The Panel Says:

- If i contribute by planting a tree or just doing small things i can make a difference in my community and decrease the affect on water pollution.

Step One, The Panel Says:

- If i contribute by planting a tree or just doing small things i can make a difference in my community and decrease the affect on water pollution.
- If one person's actions are multiplied by the actions of many people, then together thay can make a huge difference in the total polluton problem.

Step One, The Panel Says:

- If i contribute by planting a tree or just doing small things i can make a difference in my community and decrease the affect on water pollution.
- If one person's actions are multiplied by the actions of many people, then together thay can make a huge difference in the total polluton problem.
- Knowing that small actions can make a big difference is very motivational.



The Panel *Never* Says...



The Panel *Never* Says...

- Who cares about water pollution, anyway?

The Panel *Never* Says...

- Who cares about water pollution, anyway?
- Thanks for bringing this problem to my attention. I'll take it from here to figure out what to do about it.

The Panel *Never* Says...

- Who cares about water pollution, anyway?
- Thanks for bringing this problem to my attention. I'll take it from here to figure out what to do about it.
- Despair is very motivating

The Panel *Never* Says...

- Who cares about water pollution, anyway?
- Thanks for bringing this problem to my attention. I'll take it from here to figure out what to do about it.
- Despair is very motivating
- 50 tips? Hooray! I've got so much free time I need to fill. Maybe you have a few more?

Begin With Behavior



Begin With Behavior

- First you tell them what to do
(Step 1)

Begin With Behavior

- First you tell them what to do (Step 1)
- *Then* you tell them why (Steps 2-6)

Begin With Behavior

- First you tell them what to do (Step 1)
- *Then* you tell them why (Steps 2-6)
- *Finally*, you tell them how (Steps 2 - 6)



Step One: Begin with Behavior

Political Behavior: Voting, writing officials, coming out to public hearings, etc.

Personal Behavior: Adopting some new behavior or habit.

Charitable Behavior: Making a financial contribution in support of your work, or by participating in a walk-a-thon or other event.

Education vs. Action



Goal: \$500.00

Achieved: \$0.00

Education vs. Action

July 21, 2008, 5:35 pm

Protest at Radio Station Over Autism Comments

By SEWELL CHAN



Todd Shapiro, right, took part in a protest outside WOR's office in Lower Manhattan over Michael Savage's comments about autism. Councilmen David I. Weprin, left, and Eric N. Gioia, center, also demonstrated. (Photo: Patrick Andrade for The New York Times)

Education vs. Action

Is my child Autistic? ...



Watch for Red flags of Autism in your child

The following red flags may indicate a child is at risk for atypical development, and is in need of an immediate evaluation.

- ▶ No big smiles or other warm, joyful expressions by 6 months
- ▶ No back-and-forth sharing of sounds, smiles, or other facial expressions by 9 months
- ▶ No babbling by 12 months
- ▶ Avoids eye contact
- ▶ Trouble forming relationships
- ▶ Difficulty using language
- ▶ Doesn't respond to emotional signals

Education vs. Action



**Not everyone who gets hit
by a drunk driver dies.**



Jacqueline Saburido was 20 years old when the car she was riding in was hit by a drunk driver. Today, at 23, she is still working to put her life back together.
[Learn more at www.TexasDWI.org](http://www.TexasDWI.org)

DON'T DRINK & DRIVE 

Texas Department of Public Safety • Texas Alcoholic Beverage Commission • Texas Standing Tall • Partnership for a Drug-Free Texas • Texas Commission on Alcohol and Drug Abuse
© Texas Department of Transportation

Education vs. Action

DONATE NOW

MADD's lifesaving work is possible because of caring people like you.

CLICK HERE

Education vs. Action



Three Behaviors: Acid Rain



Personal:

Sign a pledge to
reduce energy use at
home
Put in a CFL bulb
Insulate the attic


Political:

Sign a petition
opposing a new coal
plant
Write your
Congressman
supporting a new
clean air law

Charitable:

Donate to support the
advocacy work of an
environmental group
Donate to support
stream restoration

Three Behaviors: Overfishing

	Personal:	Buy only “green list” seafood
	Political:	Sign petition for tighter fishing limits Go to hearing to speak up for tighter fishing limits
	Charitable:	Donate to a ocean conservation group “Buy a reef ball” to provide breeding habitat

Exercise #1

Your
Issue
Here

Personal:

?

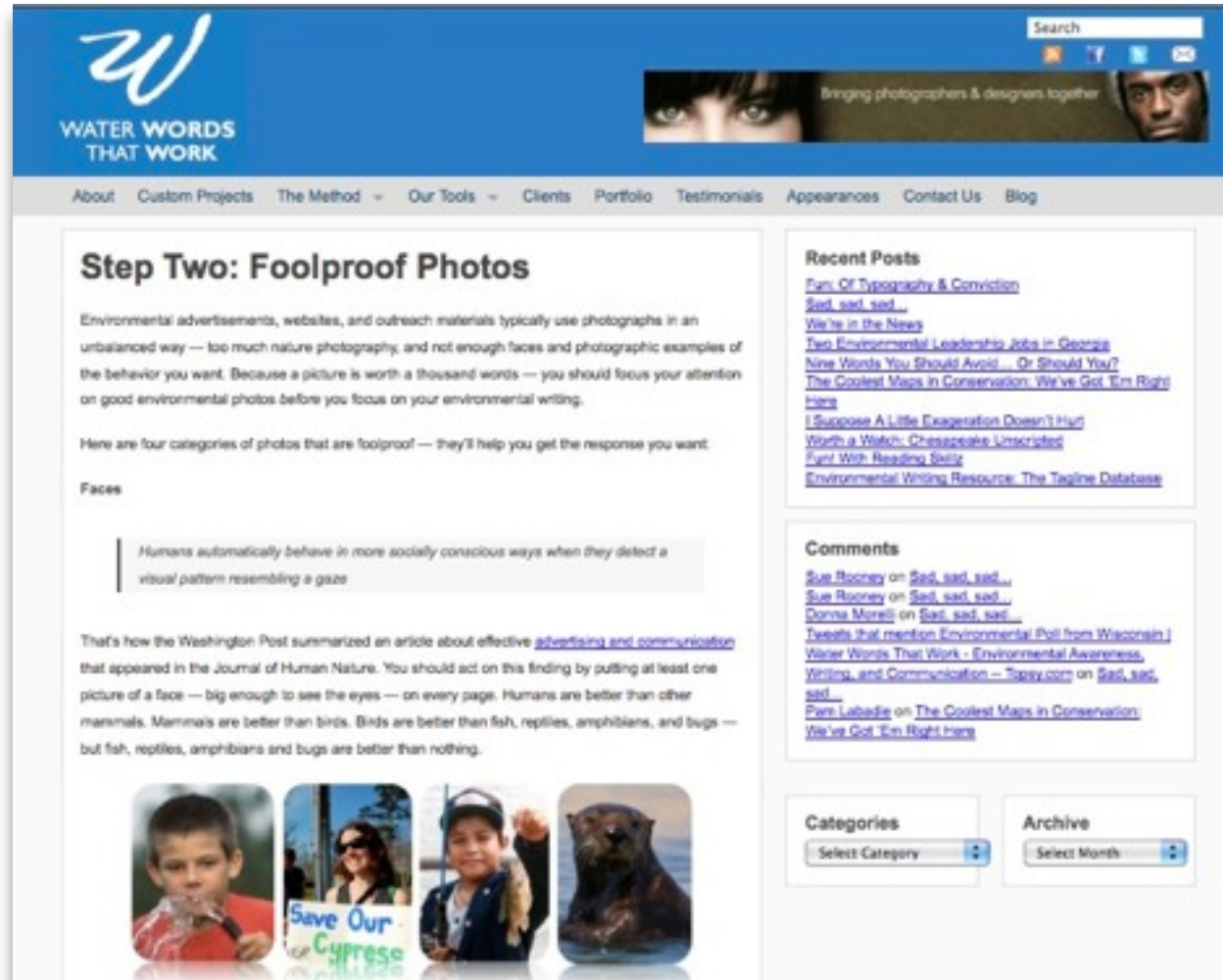
Political:

?

Charitable:

?

Step Two: Find Foolproof Photos



The screenshot shows the website's header with the logo, a search bar, and navigation links. The main content area features the article title 'Step Two: Foolproof Photos' and a quote from the Washington Post about effective advertising and communication. Below the text are four images: a young boy, a woman holding a sign that says 'Save Our Cypress', a girl, and a dog.

Step Two: Foolproof Photos

Environmental advertisements, websites, and outreach materials typically use photographs in an unbalanced way — too much nature photography, and not enough faces and photographic examples of the behavior you want. Because a picture is worth a thousand words — you should focus your attention on good environmental photos before you focus on your environmental writing.

Here are four categories of photos that are foolproof — they'll help you get the response you want.

Faces

Humans automatically behave in more socially conscious ways when they detect a visual pattern resembling a gaze

That's how the Washington Post summarized an article about effective [advertising and communication](#) that appeared in the Journal of Human Nature. You should act on this finding by putting at least one picture of a face — big enough to see the eyes — on every page. Humans are better than other mammals. Mammals are better than birds. Birds are better than fish, reptiles, amphibians, and bugs — but fish, reptiles, amphibians and bugs are better than nothing.

Recent Posts

- [Fun Of Typography & Conviction](#)
- [We're in the News](#)
- [Two Environmental Leadership Jobs in Georgia](#)
- [Nine Words You Should Avoid... Or Should You?](#)
- [The Coolest Maps in Conservation: We've Got 'Em Right Here](#)
- [I Suppose A Little Exaggeration Doesn't Hurt](#)
- [Worth a Watch: Chesapeake Unscripted](#)
- [Fun! With Reading Spins](#)
- [Environmental Writing Resource: The Tagline Database](#)

Comments

- [Sue Rooney](#) on [Sad, sad, sad...](#)
- [Sue Rooney](#) on [Sad, sad, sad...](#)
- [Donna Morell](#) on [Sad, sad, sad...](#)
- [Topics that mention Environmental Poll from Wisconsin | Water Words That Work - Environmental Awareness, Writing, and Communication - Topsy.com](#) on [Sad, sad, sad...](#)
- [Pam Labadie](#) on [The Coolest Maps in Conservation: We've Got 'Em Right Here](#)

Categories
Select Category

Archive
Select Month

Step Two: Find Foolproof Photos

7. Please rate the following statements about the images. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The images get my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The images demonstrate what I can do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The images show how my actions make a difference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



When they don't like the pictures, they say:



When they don't like the pictures, they say:

- Showing a couple of pictures of fish and a bald eagle doesn't really tell me much about how my efforts would make a difference.



When they don't like the pictures, they say:

- Showing a couple of pictures of fish and a bald eagle doesn't really tell me much about how my efforts would make a difference.
- The title page simply has a picture of a guy fishing; very generic...

When they don't like the pictures, they say:

- Showing a couple of pictures of fish and a bald eagle doesn't really tell me much about how my efforts would make a difference.
- The title page simply has a picture of a guy fishing; very generic...
- Two men shaking hands and what looks like a woman hiding behind a tree. Not impressed. **Let's see some action!**

When they like the pictures, they say:



When they like the pictures, they say:

- The images show how people of all ages and skills can help save the river, from children to skilled workers and experts who pitch in and get their hands dirty!



When they like the pictures, they say:

- The images show how people of all ages and skills can help save the river, from children to skilled workers and experts who pitch in and get their hands dirty!
- I really like the picture on the first page of two people cleaning.. it shows the causes of pollution and also what I can do as a citizen. **It wouldn't hurt to put another picture.**

When they like the pictures, they say:

- The images show how people of all ages and skills can help save the river, from children to skilled workers and experts who pitch in and get their hands dirty!
- I really like the picture on the first page of two people cleaning.. it shows the causes of pollution and also what I can do as a citizen. **It wouldn't hurt to put another picture.**
- I think the photos are relevant and appealing but **should be larger, cut down the text** a bit to make room.

The panel *never* says...



The panel *never* says...

- I want to see a more detailed map, with multiple data layers!

The panel *never* says...

- I want to see a more detailed map, with multiple data layers!
- Don't show me what to do, I like to figure it out myself

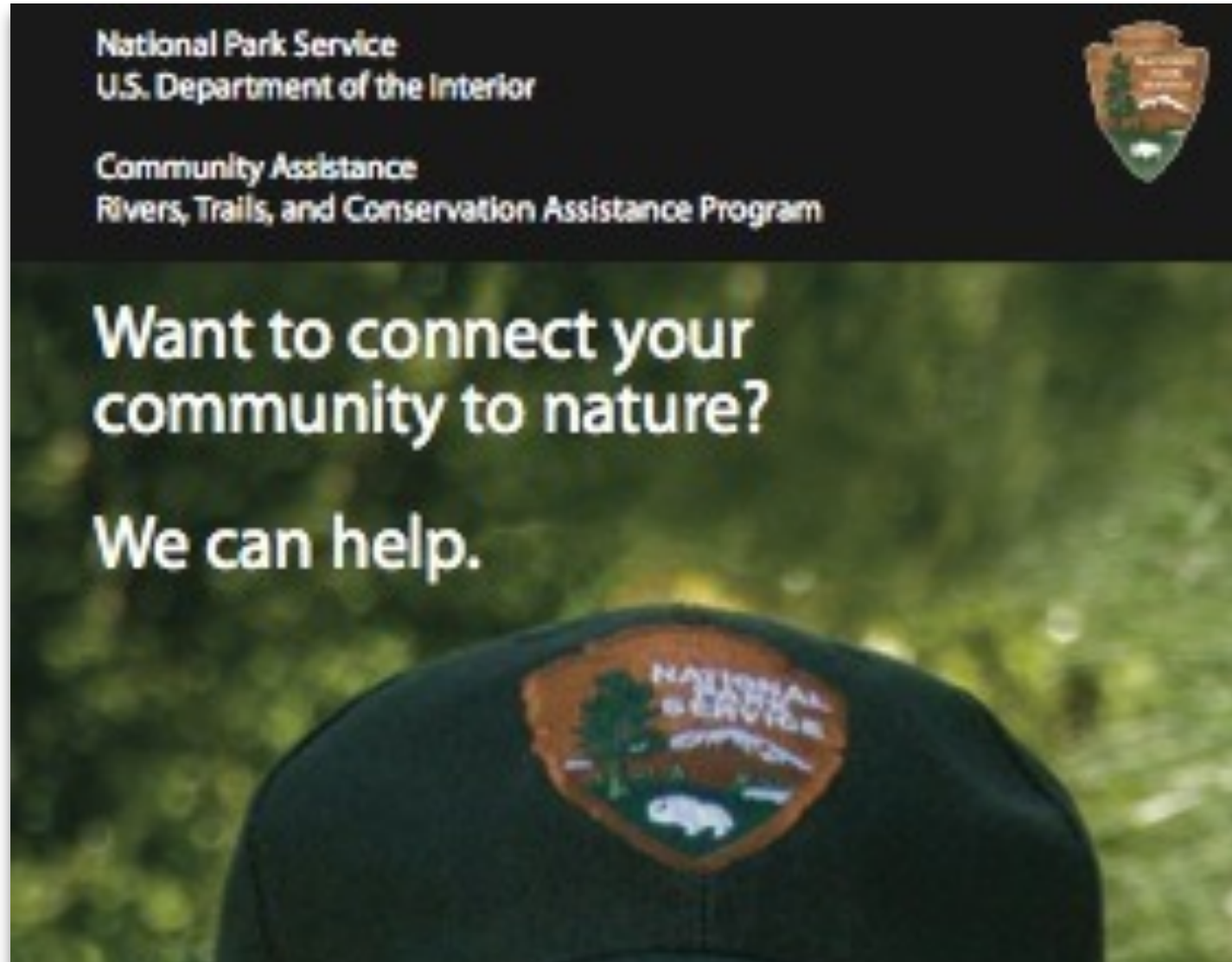
The panel *never* says...

- I want to see a more detailed map, with multiple data layers!
- Don't show me what to do, I like to figure it out myself
- I really relate to those athletic white men playing with their expensive toys in the wilderness by themselves.


Pictures We Forget to Include: Faces



Step Two: Find Foolproof Photos




National Park Service
U.S. Department of the Interior



Community Assistance
Rivers, Trails, and Conservation Assistance Program

Want to connect your
community to nature?
We can help.







If you want to protect your local river, save an unspoiled landscape, or build trails to help everyone enjoy nature, the National Park Service can help.





The Rivers, Trails, and Conservation Assistance Program specialists can help you to:

- Connect with partners
- Assess ideas and options
- Create workable plans
- Locate funding
- Achieve your vision!



© 2012 Water Works, Inc. All rights reserved. Photo by [unreadable]

Pictures we include: butts and feet



Pictures We Forget to Include: Examples



Pictures We Forget to Include: Examples



“Monkey
See,
Monkey
Do”

Monkey See, Monkey Do



Monkey See, Monkey Do



Foolproof Photos



All the soap, scum, and oily grit runs along the curb. Then into a storm drain and directly into our lakes, rivers, and streams. And that causes pollution which is unhealthy for everyone. So how do you avoid this whole mess? Easy! Wash your car on the grass or gravel instead of the street. Or better yet, take it to a car wash where the water gets treated or recycled.

Foolproof Photos



All the soap, scum, and oily grit runs along the curb. Then into a storm drain and directly into our lakes, rivers, and streams. And that causes pollution which is unhealthy for everyone. So how do you avoid this whole mess? Easy! Wash your car on the grass or gravel instead of the street. Or better yet, take it to a car wash where the water gets treated or recycled.

Foolproof Photos



Foolproof Photos: Exercise

Draw a picture that increases the odds that your audience will do the behavior you identified in step one.

Big Faces!

No Feet!

Photo Sources



Step #2: Foolproof Photos: Where to Get Them, If You Don't Have Them

Water Words That Work's Message Blaster

The Message Blaster is a campaign "swiss army knife" for email, direct mail, and signup forms. Your free account comes with a built-in photo library of 75,000 images.



What's Good: Free! Bundled with a versatile communications tool

What's Bad: Limited selection.

Find It: <http://waterwordsthatwork.com/message-blaster>

Flickr Creative Commons Photos

Flickr is a popular online photo sharing community. Some of these photographers upload their photos under a "Creative Commons" license -- explicitly inviting you to use them on your webpages, in your publications, etc.

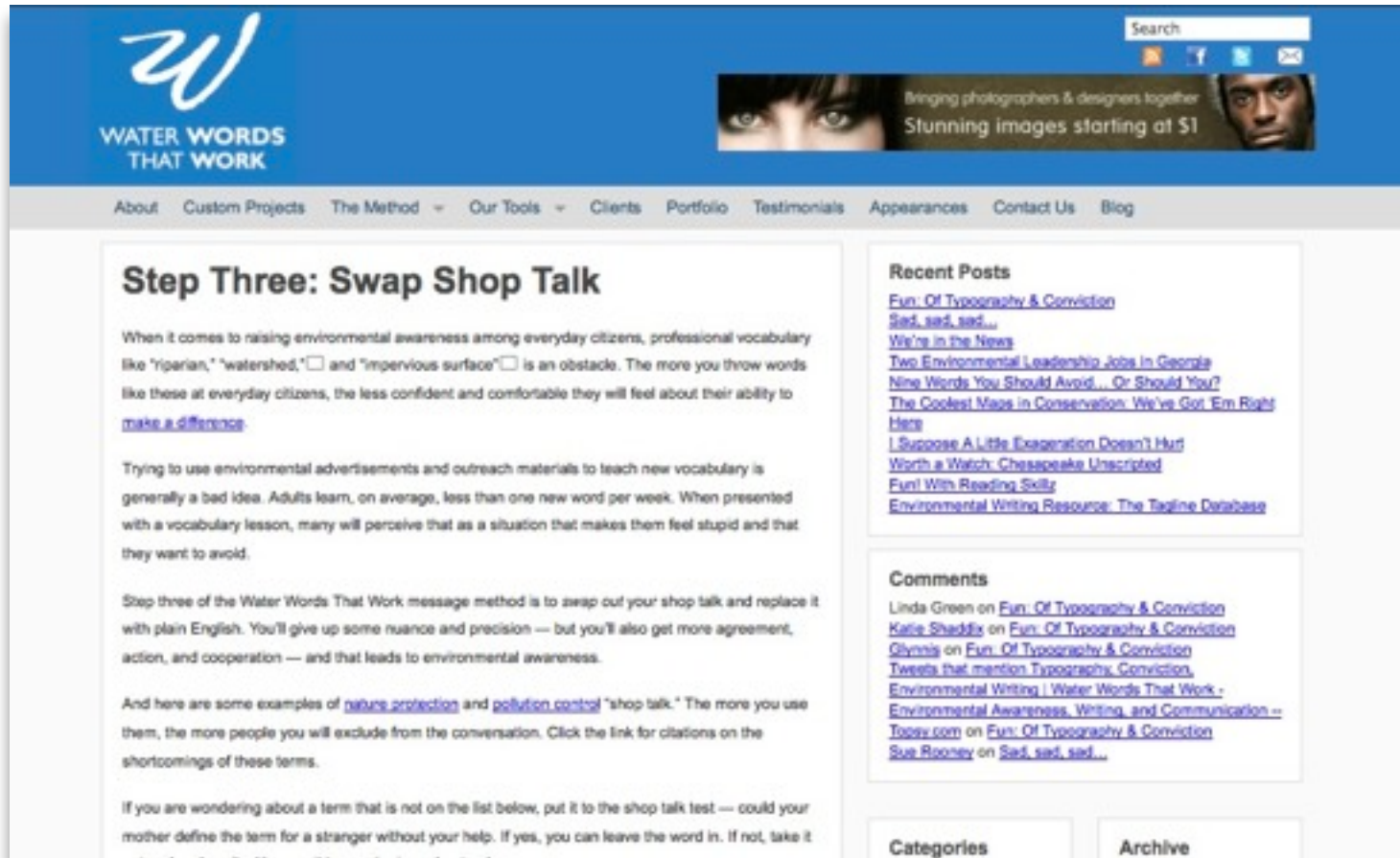


What's Good: Free! And some excellent photos.

What's Bad: Creative Commons licensing is complicated.

Find It: <http://www.flickr.com/creativecommons>

Step Three: Swap the Shoptalk



The screenshot shows the website's header with the logo and navigation menu. The main content area features the article 'Step Three: Swap Shop Talk'. The article text discusses the challenge of using professional vocabulary in environmental communication and offers a strategy to use plain English. It includes examples of 'shop talk' terms like 'nature protection' and 'pollution control'. A sidebar on the right contains 'Recent Posts' and 'Comments' sections.

Step Three: Swap Shop Talk

When it comes to raising environmental awareness among everyday citizens, professional vocabulary like "riparian," "watershed," "□" and "impervious surface"□ is an obstacle. The more you throw words like these at everyday citizens, the less confident and comfortable they will feel about their ability to [make a difference](#).

Trying to use environmental advertisements and outreach materials to teach new vocabulary is generally a bad idea. Adults learn, on average, less than one new word per week. When presented with a vocabulary lesson, many will perceive that as a situation that makes them feel stupid and that they want to avoid.

Step three of the Water Words That Work message method is to swap out your shop talk and replace it with plain English. You'll give up some nuance and precision — but you'll also get more agreement, action, and cooperation — and that leads to environmental awareness.

And here are some examples of [nature protection](#) and [pollution control](#) "shop talk." The more you use them, the more people you will exclude from the conversation. Click the link for citations on the shortcomings of these terms.

If you are wondering about a term that is not on the list below, put it to the shop talk test — could your mother define the term for a stranger without your help. If yes, you can leave the word in. If not, take it

Recent Posts

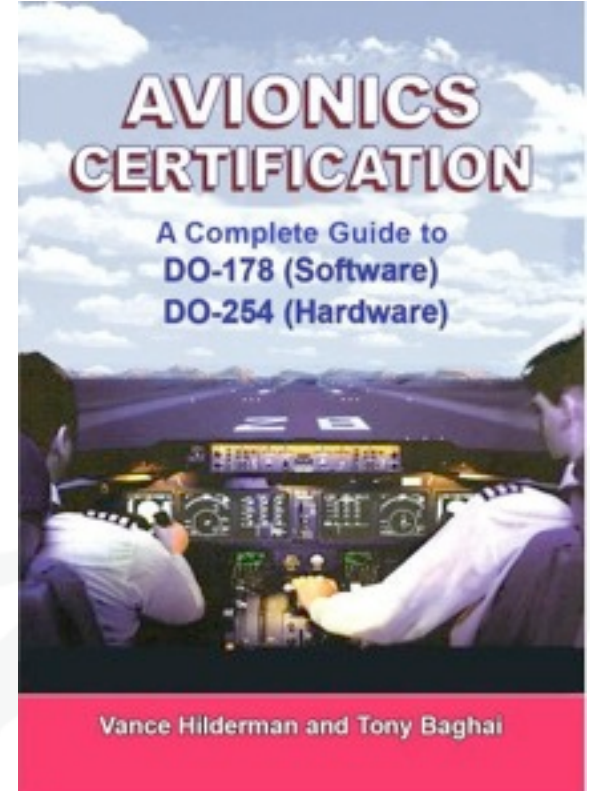
- [Fun: Of Typogrraphy & Conviction](#)
- [Sad, sad, sad...](#)
- [We're in the News](#)
- [Two Environmental Leadership Jobs in Georgia](#)
- [Nine Words You Should Avoid... Or Should You?](#)
- [The Coolest Maps in Conservation: We've Got 'Em Right Here](#)
- [I Suppose A Little Exasperation Doesn't Hurt](#)
- [Worth a Watch: Chesapeake Unscripted](#)
- [Fun! With Reading Skills](#)
- [Environmental Writing Resource: The Timeline Database](#)

Comments

- Linda Green on [Fun: Of Typogrraphy & Conviction](#)
- Katie Sheddle on [Fun: Of Typogrraphy & Conviction](#)
- Glynnis on [Fun: Of Typogrraphy & Conviction](#)
- [Tweets that mention Typogrraphy, Conviction, Environmental Writing | Water Words That Work - Environmental Awareness, Writing, and Communication --](#)
- [Today.com](#) on [Fun: Of Typogrraphy & Conviction](#)
- [Sue Rooney](#) on [Sad, sad, sad...](#)

Categories Archive

Let's Avoid This Mistake



Step Three: Swap the Shoptalk

9. Please rate the following statements about the message. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The piece has a clear message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could explain this piece to others without showing it to them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The piece was prepared with the general public in mind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Too much shoptalk? The panel says:



Too much shoptalk? The panel says:

- Who is it for? ... someone a lot smarter than i...

Too much shoptalk? The panel says:

- Who is it for? ... someone a lot smarter than i...
- ...it is not written in an interesting or easy to understand manner for the general public.

Too much shoptalk? The panel says:

- Who is it for? ... someone a lot smarter than i...
- ...it is not written in an interesting or easy to understand manner for the general public.
- It gives the facts in a dry and clear way but it is not exciting.

Not much shoptalk? The panel says:



Not much shoptalk? The panel says:

- This piece is intended for everyone. It is a simple piece ... showing how the average person can make a difference.

Not much shoptalk? The panel says:

- This piece is intended for everyone. It is a simple piece ... showing how the average person can make a difference.
- This piece was clearly intended for a general audience. **It was easy to read and informative.**

Not much shoptalk?

The panel says:

- This piece is intended for everyone. It is a simple piece ... showing how the average person can make a difference.
- This piece was clearly intended for a general audience. **It was easy to read and informative.**
- It's for people who will write letters, sign petitions, get out and get involved.

The panel never says:



The panel never says:

- More facts please, I'm not convinced you know what you're talking about.

The panel never says:

- More facts please, I'm not convinced you know what you're talking about.
- Hooray! A glossary. All my favorite books have them.

The panel never says:

- More facts please, I'm not convinced you know what you're talking about.
- Hooray! A glossary. All my favorite books have them.
- Thanks for keeping the excitement level low, I can't handle too much.

Step Three: Swap the Shoptalk



**Danielle Donkersloot (NJ DEP)
says:**

Would you grandmother use this
word?

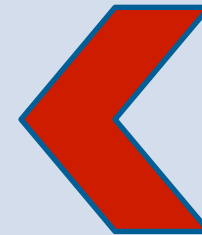
If not, it's shoptalk. Swap it out!

A: Watershed management

B: Land and water conservation

A: Watershed management

B: Land and water conservation



A: Polluted Runoff

B: Stormwater

A: Polluted Runoff



B: Stormwater

A: Clean water

B: Water Quality

A: Clean water



B: Water Quality

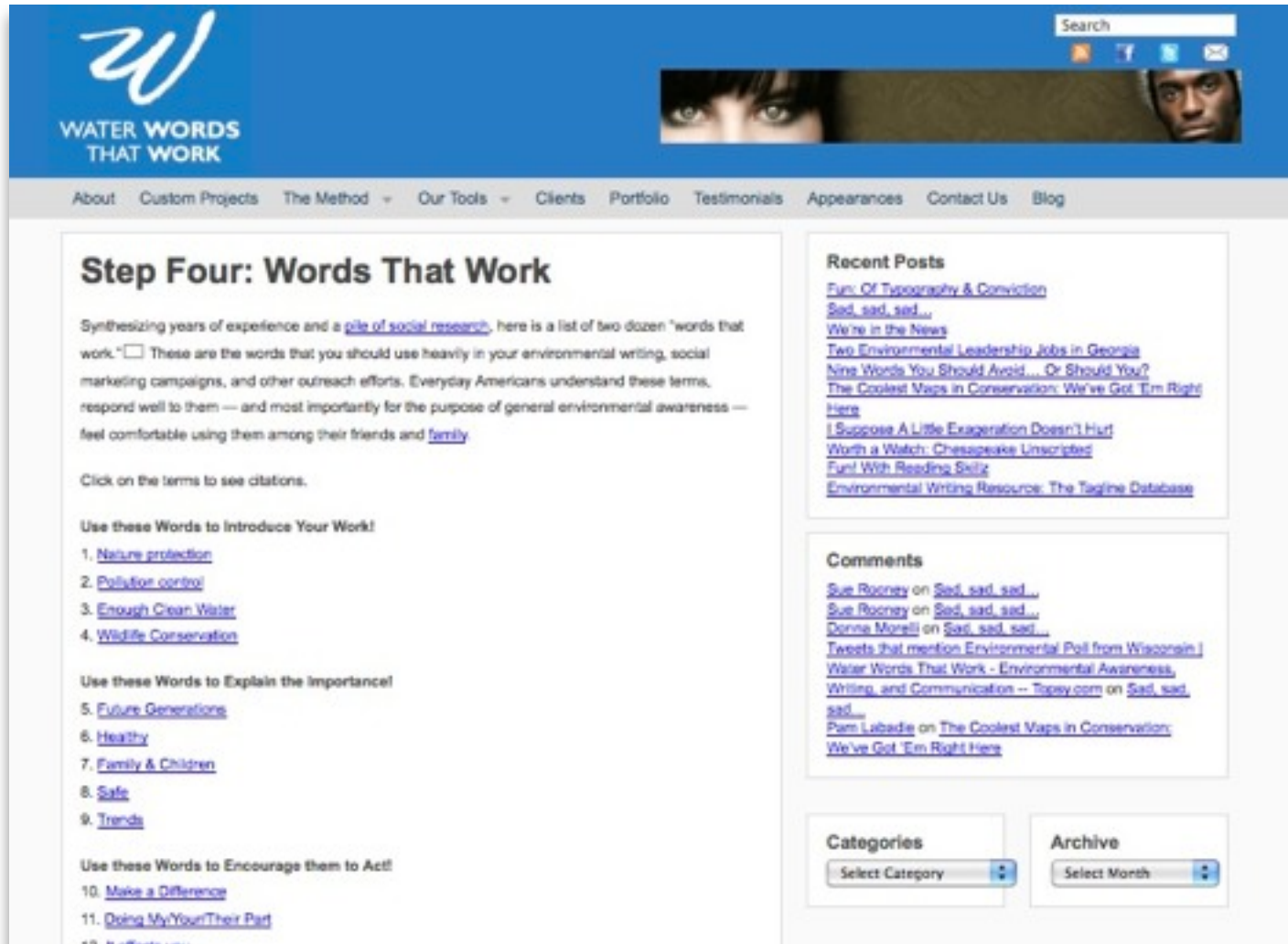
Swap the Shoptalk: Exercise

Circle the **first five**
words in your passage
that flunk the
grandmother test.

Come up with
substitutes.



Step Four: Words That Work



The screenshot shows a webpage with a blue header containing the 'Water Words That Work' logo and a search bar. Below the header is a navigation menu with links: About, Custom Projects, The Method, Our Tools, Clients, Portfolio, Testimonials, Appearances, Contact Us, and Blog. The main content area is titled 'Step Four: Words That Work' and contains the following text:

Synthesizing years of experience and a [pile of social research](#), here is a list of two dozen "words that work." ☐ These are the words that you should use heavily in your environmental writing, social marketing campaigns, and other outreach efforts. Everyday Americans understand these terms, respond well to them — and most importantly for the purpose of general environmental awareness — feel comfortable using them among their friends and [family](#).

Click on the terms to see citations.

Use these Words to Introduce Your Work!

1. [Nature protection](#)
2. [Pollution control](#)
3. [Enough Clean Water](#)
4. [Wildlife Conservation](#)

Use these Words to Explain the Importance!

5. [Future Generations](#)
6. [Healthy](#)
7. [Family & Children](#)
8. [Safe](#)
9. [Trends](#)

Use these Words to Encourage them to Act!

10. [Make a Difference](#)
11. [Doing My/Your/Their Part](#)
12. [No/Don'ts](#)

On the right side of the page, there are sections for 'Recent Posts' and 'Comments'. The 'Recent Posts' section lists several articles with links, including 'Fun: Of Typography & Conviction', 'We're in the News', and 'Two Environmental Leadership Jobs in Georgia'. The 'Comments' section shows a list of user comments on the article 'The Coolest Maps in Conservation: We've Got 'Em Right Here'.

Step Four: Words That Work

11. Please rate the following statements about the issue generally. *

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
The issue is important to society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is urgent to address this issue now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Issues like this affect me or my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rules of Thumb

- About **1%** of the words should be from the list
- Use them *here*:
 - Titles
 - Headlines
 - Photo captions
 - Quotes attributed to people





Words That Work



Words That Work

- Anything that affects water and quality of the land affects me, my family and everyone else.



Words That Work

- Anything that affects water and quality of the land affects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.

Words That Work

- Anything that affects water and quality of the land affects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land affects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land affects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Words That Work

- Anything that affects water and quality of the land effects me, my family and everyone else.
- Making sure there is an adequate water supply for our present and future needs affects nearly everyone.
- If we want to make the world better for future generations we need to address these issues and work together to fix them.

Exercise #4: Insert Words That Work

- Imagine you are writing an email or letter to urge people to support the personal, political, or charitable behavior you identified in Step One.
- You are going to send it to these 10 citizens!
- Write the opening paragraph -- up to 50 words -- to encourage them to do the action you came up with in the first exercise
- Use as many **words that work** as you can. The group that uses the most words is the winner!

Before You Go...

- Please put your characters in a neat stack
- Please put your Shop Talk piece on top of the stack
- Please put your crayons back in the box
- You will work with these materials again in our next session.
- **When you return, please sit with your same group at the same table**

Questions

