Telling Your Data’s Story: Our Top Tips

Debra Silimeo  |  Hager Sharp  |  www.hagersharp.com
○ Develop a strong message and headline, and use them consistently.
○ Anticipate the questions your audience will have. Explain what the results really mean by putting them into context.
○ Acknowledge negative stories and provide a plan of action.

Angela Glymph  |  National Center for Education Statistics  |  nces.ed.gov
○ Decide what you want to measure, and let that story drive your reporting process from the beginning.
○ Make sure you’re reaching out to all relevant stakeholders.
○ Create simple ways of sharing information that will live on after your initial release.

John Vance  |  Levine & Associates  |  www.levinedc.com
○ Use a “guided tour” approach to turn data into a story. Present a problem and a solution.
○ Break out of assumptions and conventions rather than just trying to improve on what’s been done in the past.
○ Go beyond simple aesthetics. Consider content, format, and media.

Dorie Turner Nolt  |  Georgia Department of Education  |  www.doe.k12.ga.us
○ Provide reporters with simple, straightforward facts they can easily use.
○ It’s all about relationships. Be conscientious of reporters’ needs.
○ Make it interesting. It is up to you to tell your state’s story.