

# Earth and Space Talking Points

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# Motivation

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Geosciences  
Congressional  
Visits  
Day



- Visits will be short
- You may be in a large group
- You may “greet” the Member
- Need to quickly get your point across
- Provide additional background
  - Examples
  - Leave behinds
  - Post-meeting follow-up

# Characteristics

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- Concise – 1 to 2 sentences
- Clear – non-technical language, NA
- Positive – no whining, no partisanship
- Complimentary – it won't hurt
- Quotable – listen for your talking points
- Effective – do you get your point across?

# Example

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- Geoscience education pays off! It ensures the needed geoscience workforce for the future, geoscience-literate teachers to educate the next generation, and a geoscience-literate public to deal with daily life on our evolving planet.
- Geoscience leave behind

# Example

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- The President's FY09 budget request for USGS is a 4% decrease from last year, jeopardizing the Mineral Resources program, the Water Resources Research Institutes, and the National Water-quality Assessment program. What USGS needs is a modest budget increase to \$1.3 billion.
- Geoscience leave behind

# Practice

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Meticulous planning will enable everything a man does to appear spontaneous.

-- Mark Caine