

Handbook for Preparing Your Media Presentation

(Power Point or Video)



Free Methodist World Missions Table of Contents

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Chapter 1: Introduction to Media

“The Christian religion is a religion of communication with a communicator God who has utilized a wide variety of media.” (Viggo Sogaard, *Media in Church and Mission*)

As Christians we have been given a mission to communicate the good news of salvation through Jesus Christ to the world around us. In your role as a Free Methodist missionary, you face a variety of communication challenges. The preparation of a media presentation may not seem a high priority in the midst of the endless tasks facing you. However, to be faithful to those who support Free Methodist missions around the world, you endeavor to create presentations that will communicate your life and ministry on the field to those in North America. The pressures of communicating your ministry to a web-surfing, music-video-watching, cell-phone-talking North American audience can be overwhelming. This guide to current media technologies presents a step-by-step method to help you develop a PowerPoint or video presentation to build a bridge between your ministry and North American supporters.

The following sections of this handbook will guide you through the steps of creating a media presentation. Please keep in mind the key for using the media wisely and successfully *begins in careful planning* and *ends in careful planning*. A media presentation cannot be thrown together at the last minute. By creating a plan for action, you will be able to develop a media presentation that will enable you to communicate your ministry more clearly and to invite others to join you.

Chapter 2: Planning

Begin to work on your media presentation as far in advance as possible. A project of this nature can seem overwhelming, but following a few steps can simplify the process.

Planning Step 1: Define your goal

First, determine what the purpose for your media presentation is. The purpose is how you want the audience to respond. The purpose may be motivation to give, pray or respond obediently to God's call for missionary service, short term or career. You want to be able to state your purpose in one sentence.

Examples:

- This presentation will encourage Christians to consider a call to missions.
- My presentation will develop an interest in supporting Free Methodist compassion ministries.

- With this presentation, I will encourage Free Methodists to partner with me through prayer and financial support.

Through each step of creating your presentation, keep your purpose in mind. Make sure that all aspects are supporting this purpose. The key question is: “What do I want my audience to walk away thinking?” Since most people will only absorb one main point, *make sure you know what your point is!*

Planning Step 2: Select your audience

Once you know the purpose, consider your audience. Think of the kinds of situations where you may be showing your presentation: adult Sunday school class, children’s church, youth group, men's group or women's group. Consider your purpose statement from the viewpoint of your audience. What do they already know about this topic? What are parallels between their lives and the lives of those to whom you minister or will minister? Also consider what information is appropriate in which situations. For example: what may be enough information for children may not raise interest in adults.

Example:

Purpose: This presentation will encourage Christians to consider a call to missions.

Audience: College students

Sample Questions:

- What do college students already know about missions?
- Why would they be interested?
- What will be challenging to them about missions?

You can imagine the difference between interesting a college student in missions and creating interest in a women’s group. Your presentation should reflect the difference.

Example:

College students might be interested by the challenge and excitement of travel and exotic places. College students are looking for direction for their future and are open to ideas. Showing how God has called you to another part of the world to use your life in a meaningful way may interest them.

Women with children will not be as likely to be looking for a new challenge. They would probably be more drawn to stories of impact on individual lives. A story of a woman with children being impacted by your ministry would have more of an effect.

Planning Step 3: Select your theme or story

Now is the time to call out your creativity to select the theme or story to portray your information. Be cautious in using a strictly informative approach

about the country – its land, people, products, climate. People now have access to so much information on the worldwide web, etc., that you may be repeating what they have already researched. It is usually more effective to select a theme or a particular story that will highlight your ministry and give your audience a bite size chunk of information to take home.

Examples:

- national pastor's testimony
- theme of God's faithfulness in circumstances
- story of a child
- one day in the life of a missionary
- medical work at your mission
- theme of courage in the face of adversity
- educational work on the mission field
- life through the eyes of an MK
- your vision for ministry on the field
- your call to missionary service

Once you have identified your purpose, audience and selected your story or theme, create a one to two page description of your story and the elements involved. By writing out these elements in advance, you will streamline the creation and finishing processes.

Example:

Purpose: This presentation will create interest in supporting Free Methodist compassion ministries.
Audience: Adult small groups
Story: Digging a well in small village

In the description, briefly outline the story, as well as answer the following questions:

- Why will the audience be interested in this well?
- What does my audience probably already know about compassion ministries and particularly about the impact of a well in a village?
- Why will this story create interest?
- How does the well story reflect compassion ministries?
- What action do I want the audience to take after my presentation?
- How does the story compel the audience to give toward compassion ministries?

Planning Step 4: Create a framework

Once you have chosen your purpose and story, decide how you are going to communicate them to your specific audience.

First select the type of media. Will this be a video or a PowerPoint presentation? In order to make this selection, review your purpose and

audience. Is one type of media more accessible to your audience? Will your purpose be met more effectively through one means or another?

Second, consider your available resources. Do you have access to the appropriate equipment? Do you have the financial resources necessary?

Third, be creative. Before rejecting a certain type of media, consider if it might be an opportunity you haven't considered before.

Example:

I will create a PowerPoint presentation because I will be speaking to general church audiences and will be able to quickly make changes in the presentation to address different groups. The resources I have are a digital camera, a laptop computer and a projector.

Planning Step 5: Create a plan of action

Using the framework you have created, identify the equipment, resources and people you will need. From this list, create a schedule for acquiring necessary resources, pick a date or dates for taking pictures or shooting video, and create a list of people to interview or events to record. As you review your resources, jot down ideas. Eventually these ideas will be formed into an outline and, finally, sculptured into a script.

Example:

Purpose: Create interest among Christian men to form short-term construction ministry teams

Audience: Men's groups

Story: One construction team's trip to our mission to build a kitchen

Medium: Video

Resources: Video camera, PC editing system, laptop computer and projector

Main Point: Plan to create a team to come in the next year.

One page description: Outline the basic story. Explain how it will impact the audience and highlight the main point.

Timeline:

April

- Work through planning steps.
- Contact team for story, get permission to tape them and ask them to take video and pictures while they get ready.
- Contact brother-in-law with editing equipment; schedule editing for August.
- Purchase videotapes/DVDs.

May

- Write basic script, including list of questions for interviews.
 - Create storyboard for opening and closing.
- June
- Shoot footage of team during the week they are here.
 - Make sure to get interviews with team members.
 - Ask team to send any video or pictures they have.
- July
- Catalog videotapes. (Write down what is on each tape.)
 - Revise script from tapes and interviews.
- August
- Return to the U.S.
 - Edit video with brother-in-law.
- September
- Begin speaking.

Chapter 3: Creation

Once you have completed the planning steps, you are ready to begin creating! The first step toward creating a presentation is writing a script.

Creation Step 1: Writing a script

The script is the foundation of your media presentation. Media script writing is simply a process where by you take a set of visuals that tell a story and combine these visuals with words that supplement the story. The finished product, however, is much more effective than words or pictures alone.

Tips for script writing

1. Think visually

One common difficulty faced when writing scripts is to rely too heavily on words. Remember as you write, the script is a foundation on which the presentation is built. You are not writing a magazine article or an essay.

Let "the pictures do the talking" as much as possible. Don't insult your audience by simply describing the visual. Instead, augment the visual information with words. Do not show a brown cow and say: "This is a brown cow." It is boring to watch presentations where nearly every visual is introduced with the words, "This is..." In other words, do not tell the obvious. Do not attempt to give lists and try to show visuals individually as you mention the particular subject. If you have a list, give the list and then simply let the visuals follow through.

- How can I show, not tell?

2. Write for the ear

Writing for a listening audience, as opposed to a reading audience, presents a challenge. There is no virtue in long, complicated sentences and intense language. Instead write short, crisp sentences that are easy to understand and follow. The best way to test your script is to read it out loud. If you stumble over certain sentences and words, rewrite them more clearly.

- Can I write this in a simpler way?

3. Style

Just as books or magazine articles are written in a variety of ways, you can use many styles for your script. Examples of different styles are humorous, informal, instructive, persuasive, heart-tugging, etc. During the course of a presentation, you may want to use different styles to add variety.

Example:

In a script following the life of a local pastor, you might use humor while showing how he travels from church to church. In an interview, you might ask questions he answers directly to you in an informal arrangement. For the ending you might persuade the audience to support this work by showing his great desire to serve God in the midst of many obstacles.

If humor comes naturally for you, don't hesitate to use it in your script. That makes it personal to you. Make sure the humor is easily understood and in good taste.

4. Revise, revise, revise! Revisions make good scripts even better.

Check List for Script

- Is the purpose easily defined?
- Did you give all the information necessary?
- Is the material well organized?
- Are your transitions smooth between ideas?
- Is anything confusing – from a single word to a whole section?
- Do you have grammatical errors?
- Does your script vary in style and pace?
- Is the script long enough to fulfill its purpose? Too long?
- Does your script end with a conclusion or summary?
- Read the script out loud to another person.

Creation Step 2: Create storyboards

Once you have written a script, a storyboard needs to be created. A storyboard follows the scripts with descriptions of visuals to cover each section of the spoken word or music. Before you begin taking pictures or shooting video, you will want to map out what images will be needed for each section of the script. A storyboard can be drawn out on paper with a visual

representation of each picture or can be a list of images written out beside the script. You may also want to create a list of each image that needs to be gathered. You can organize the shot list by location, event or topic.

Creation Step 3: Gathering visual and audio elements

Once all the planning and writing has been completed, the fun stuff begins! Unfortunately, this is where most people want to begin. However, the previous steps that have been outlined will greatly improve the quality and effectiveness of your presentation. If you have skipped over them, please go back and read the previous sections before beginning.

Gathering visuals

What types of images are the most effective? When creating a visual presentation, you want to use images that will cause people to really look at them. Please don't assume that people will pay attention to your images because of the subject matter, even if it is visually uninteresting. There are a few simple rules for creating striking images. These rules are applicable for taking effective photos and video footage for use in all types of presentations.

First of all, make sure the image is worth recording. Consider whether the image is something that will be meaningful in a year or even in a few days. Next, consider whether the subject matter will be of interest to someone who is unfamiliar with the context. The most striking pictures are ones that don't require extensive description or explanation.

After determining the subject matter is valuable, next consider how you can record it in an interesting way. Remember the audience will only see the image you record. You need to select an image that tells the story. This selection process is called the composition of the image.

There are a few rules of composition that will help you to gather striking images.

Cropping in the camera

Our eyes see selectively, but the camera *lens* does not. The camera sees everything in its field of view. When looking at your subject, the background is not evident to your eyes unless you train yourself to look at it. "Cropping in the camera" refers to noticing the edges of the picture before snapping it and making the needed adjustments. To eliminate unnecessary or distracting background, take time to look up, down, left, right, and behind your subject as you look through the camera's viewfinder.

Framing

This refers to where the subject is placed inside of the frame of the lens. Several rules of thumb regarding framing:

- Off- center

For an image with one subject, it will usually look better to frame the subject to the right or left of direct center. While in some occasions dead center may be interesting, typically the image will be more visually interesting if framing is balanced off center.

- Headroom

This means leaving room around the person's head so the person looks comfortable and is not stuck to the edge of the frame or appears to be floating randomly in the frame.

- Noseroom or leadroom

This refers to leaving room in front of a person's profile.

Before recording an image, look all the way around the frame to see if the subject appears to be cut off in a strange way or if there is anything in the background that looks out of place or appears to be attached to the subject. Remember video and photo images are two-dimensional, which causes spatial dimensions to be squished. To your eye there will be depth between the foreground and the background, but this will not necessarily translate in the image. This may cause objects in the background to look as if they are sticking out of the subject in the foreground.

Before you record the image, ask yourself:

- Could I get closer or zoom in to eliminate some unnecessary background?
- Would getting closer or zooming in let my subject fill the frame more?
- Are there telephone wires going through this person's head? or other clutter?
- Am I about to cut off the top of this person's head?
- Is my main subject in focus?
- If I took a few steps to the left or right would this be a better picture?

What types of images are the most interesting?

Images that show action are always good. Instead of showing an image of a computer to talk about training, show a trainer pointing to the screen while talking to a student. Instead of showing a doctor standing in the middle of the examining room, show her actually examining a patient. For every image, think how you can show some action instead of a still shot. Non-action shots that are appropriate show beauty whether it is light reflecting off a lake or a face peering out of the shadows. Remember that recording a video or still image is about capturing light.

Tips for Photographs

- The best pictures are those that tell one story. They need no caption, or a brief one-sentence caption. The faces of the people or the action fill the photo. Background distractions are minimized.
- Candid photos usually look more natural. People are more natural if they are doing something rather than just posing. Try to have the camera on their eye level – squat down to take pictures of children.
- Hold the camera steady. It's tempting to just "grab" a quick shot. Sometimes this is necessary, but a blurred photo can't be used to help tell the story. Relax, take a breath, then squeeze the shot.
- Show faces. What we do is all about people and their relationships to each other and God.
- Making group photos interesting is always a challenge for photographers. If you are taking a group photo, it will be more interesting if it is not just "two rows of people looking at the camera."
 - Try having their heads on different levels in the picture.
 - Try having them do something.
 - Try giving them a focus within the picture (ex: having them all look at the baby on dad's lap instead of at the camera).
- Pictures of buildings, etc., are more interesting if there are people in the picture.
- Bright sunlight is often not the photographer's friend. To the side, it causes harsh shadows on your subject's face. If it is in front of your subjects, they are likely to squint. If it is behind your subject, it can give a "halo effect" or fool your camera's exposure reading.
- Flash photography
 - *Be aware of reflective surfaces:*
 - ✓ Don't stand your subject in front of a window (or shiny paneling), then stand directly facing the window for your shot. If you don't have a choice to place your subject somewhere else, at least change your own position so you are not facing the window straight on.
 - ✓ If your subject wears glasses, there will be a starburst from the flash on their glasses. You *may* want to have him not wear them.

- *Be aware of the shadows the flash will cause:* If your subject is standing near a wall, there will be a harsh shadow on the wall. (In general, it is not a good picture if someone is placed right in front of a wall – whether or not flash is used.) Have them step toward you a few paces and – this is an exception to taking pictures at eye level – try to be slightly above your subject, then their shadow will not show on the wall behind them as much.
- *Be aware of the effect of flash on the full depth of your photo:* If you take a picture of a room full of people (some near the camera, some farther away), those nearest the camera may be too bright (washed out), those farthest away will be too dark.
- *Be aware of "red eye":* The cause of red eye is that your subject's pupils are very large because of low light conditions. The light of the flash is reflected off the back of the subject's eyeball. Use a flash that reduces red-eye or look for a way to shoot the picture without a flash.

Tips for Video

- Overshoot the amount of video to ensure plenty of good, usable shots.
- Shoot as much as possible on a tripod. Steadiness will be your number one friend in editing. Moving the camera back and forth (or panning) should be done slowly, so that the viewers do not encounter any "roller coaster rides" while watching.
- Hold each composition for at least ten seconds to insure that it will cover an entire phrase in the script.
- For dramatic attention-getters, use low angles or high angles of events. People do not expect to see a bus from the tire level.
- Watch the focus of your shots. To manually focus, zoom in and focus on subject (before starting), then everything will remain in focus as you zoom in and out. Auto focus will refocus as your shot moves. Watch to see that it does not ruin moving shots. Manual focus may have a special button that must be pressed.
- Plan how much you are going to shoot and have enough battery power, especially if you are powering a light on top of the camera, too. Before beginning an interview, be sure you have enough light and that it is behind you (the cameraman).

- Interviews can be done two ways. The first way is a straight ahead shot which shows both the interviewer and interviewee. This will suffice in hurried or less important segments. If the interviewer does not need to be in the video, use an over-the-interviewer's shoulder shot and zoom in for a close up of interviewee. If the interviewer needs to be edited into the picture after the interview is completed, just shoot a close up of interviewer from other angle and have him/her ask the questions again.
- Always allow 7-10 seconds of blank tape before and after each segment so editing will be easier.
- Television is a close-up medium. Make sure to get close shots of people and objects as well as longer shots that show the context.
- Also, shoot lots of "B" roll or descriptive shots. For instance, if person is talking of birds chirping, be sure to go out after the talk and get shots of birds somewhere for editing in later.

Gathering Sound

While typically media presentations are thought of in terms of visuals, the sound that accompanies the images is just as important or more important. Imagine you are watching TV the old fashioned way (without cable or satellite). If there is poor visual reception, you will still probably watch something in which you are interested. However, if the sound is too loud or soft, full of static or not understandable you will probably turn the channel. The same is true for your presentation. Even if you have great visuals, the sound that accompanies them is crucial.

There are three main ways to use sound with a presentation. Each of them adds much value and impact to the presentation.

1. Narration

The most common use of sound is narration. These are the portions of the script which are read. Narration can be a good way to add interest and additional information to the visuals being shown. Make sure to follow the writing tips under script writing to write narration that will work well. Once your narration is written, you may record it with either your own voice or others.

Tips for recording narration

- Relax: Speak in a normal tone of voice. Don't try to be a radio personality. You have been trained to be a missionary, not a DJ; so speak normally. People will hear you live when you get up to speak, so unless you intend to speak in that low, deep voice all day, don't use it to record.

- Read clearly in a conversational tone. Make sure that you don't read too fast or too slowly. Pace the words, giving impact to the main words. Often it is helpful to mark certain words on your script to emphasize as you read. Make sure you don't sound like you are just reading in a monotone voice.
- Mistakes: If you make a mistake in your narration while recording or you just don't like the way it sounds, stop. Reread the bad spot and go from there. You do not have to read it all over again.

2. Music

A song can make or break a presentation, so pick one wisely if you plan to use one. The song should complement your presentation and convey either the theme of the presentation or a supporting message. Obtain copyright permission when using a song. If your purpose is to inspire, music is great for inspiration. You may want to start and end with a specific song, but ask yourself, "Does the song say what I want it to say? Can I visualize the song with the images I have?"

3. Sound Effects and Natural Sounds

Natural sound is the sound at a location, such as congregational singing or kids at a Christmas play. The quality should be good without a lot of background noise or tape hiss. Natural sound, along with sound effects, can be added in between music and narration to add a live quality. This will give your viewers a better sense of being there.

Tips for good recording

- Use a headset to monitor audio recording.
- Make sure to use a good microphone. For natural sound, such as surrounding traffic or quiet forests, the microphone on the camcorder will work nicely. But when people talk specifically about the scene, a second microphone is a must. This can be a small lavalier mic that is clipped to the subject or a stick microphone that is held.

Chapter 4: Completion

Once all of the necessary images and sounds have been gathered, you are ready to put the presentation together. As with every part of this process, there are steps to follow. Depending on the type of presentation you have chosen, there will be different means for completion; however, every presentation will benefit from following certain steps.

Finishing Step 1: Revise the script

The first part of finishing is to revise your script again. Read through it carefully, considering what images and sounds you were actually able to record. Make any revisions necessary based on what material you now have

to work with. Frequently you will have material that didn't work out, as well as additional pieces you didn't anticipate. Once the script is revised, you are ready to begin putting together the presentation.

Finishing Step 2: Select material

The most important consideration for any presentation is supporting your main theme or story. Don't allow yourself to be distracted by material that may be very good, but doesn't support the story. Remember to be ruthless in your decisions about what stays and what goes. If you have followed through the creation process well, you will have more good material than you can use. Focus intently on the story.

Finishing Step 3: Choose pacing

Pacing is extremely important to put emphasis on the moods you want to portray. This is what gives your presentation personality. Music, narration and images are the raw ingredients, yet the type of music, rate of delivery and the blend of visuals create the total message. Use caution not to end up with a presentation that is too fast for your audience. If you are going to pick up the pace, be sure the images are uncluttered and the message can be captured at a quick glance. Keep in mind the message is the sum total of the audio and visual sequences. One image is only a part of the sequence.

Finishing Step 4: Evaluate the rough draft

Once you have created a rough draft of the presentation, step back and evaluate its effectiveness. Ask others to also evaluate it. Many times they will point out parts that are unclear or unnecessary.

Questions to ask for evaluation:

- Does the main point come across?
- Is anything distracting from the main point?
- Does every aspect support the main point?
- What action does the conclusion call the audience to take?

Finishing Step 5: Revise the presentation

Once you have evaluated the presentation, revise it. Consider better ways to use your visuals; examine different possibilities for sound and music and make sure your script is very solid.

Steps 4 and 5 may be repeated several times until the final piece is smooth, concise and effective. Creating a presentation is like putting together a jigsaw puzzle. The narration, interview clips, visuals, music and graphics are all pieces of the puzzle. The finished piece should be a beautiful picture with each piece in its appropriate place.

Techniques for different types of presentations

- **Video:**

Once you have finished shooting all the video and recording any sound, you are ready to begin editing.

Basic Editing Tips (when editing on a computer)

1. Begin by editing the audio content of your script; then add music and natural sound to help build the pace. Keep any corresponding video footage, but don't worry, at this point, about covering the whole video with visuals.
2. Watch the video to see if the story makes sense to you. When you are comfortable with the flow, write down a list of all the additional shots you need to cover interviews and narration in the video. Select images that will help support the written word. You don't need to follow the words specifically, but you don't want your image and narration to conflict.
3. Begin filling in shots where needed. Instead of using unrelated shots, try creating sequences that show the same event or subject from several angles, when possible. It is important the shots be from different angles as it is awkward to show a long shot of a subject followed by a closer shot from the same angle. (Use a quick, related shot between the close and long shot.)
4. When changing from one shot to another, first make sure the shots look good next to each other without adding a dissolve or other transition. Dissolves and other transitions should be used mainly to indicate a change in location or time in your story. Dissolves can also be used to slow down the pace and create emotion.
5. Show several perspectives of each scene. For example: When showing people worshipping, start with a shot outside the church. Then show a long shot of people singing, then a group of people singing, followed by individuals singing or the worship leader.
6. When you are finished editing, go through the video several times. Each time look for different elements, including: consistent audio levels, narration and music mix, repeated shots, shots that don't make sense and awkward glitches.
7. Test your video on a sample audience for suggestions.

Some advanced tips:

1. Editing to music is a style that is prevalent in most current productions. Think of the music as part of the story. Bring a new shot up on the beat, but be careful not to be too predictable with the timing. Be sure the content of each shot is not lost because you have cut at a certain beat.
2. Video animation is also prominent in current productions. If you have access to software that can do such effects, consider doing several transitions with it. It is often very effective at the beginning and end of your production. Think twice before you spend the time to animate a

sequence – you want to be sure that it will add to the overall content of your video.

3. Animating text is similar to animating video. Be sure the text you put on screen really adds to the content. Two common mistakes in text animation are: first, trying to put too much information on the screen, thus distracting from the video, and second, not leaving the text up long enough to be read. A good rule of thumb is to read the text twice before letting it leave the screen.

➤ **Power Point**

Fonts

- Text font of at least 36 is preferred, but you may go as low as 20.
- Put no more than 20 words per slide.
- Avoid those beautiful fonts. They are hard to read on the screen. Stick to the basics.
- Using all capitals makes the text hard to read.
- Italicizing the text conveys the sense of someone speaking.
- Bold text provides emphasis.
- Underlining text usually distracts.

Other hints

- Know your audience. What do they already know? What do you want them to learn from you?
- Write your presentation on index cards first. Then order and reorder the cards to give your presentation the proper flow it needs. If your thought won't fit on a file card, then it's too big for the computer screen also. Write as an outline, using thoughts rather than complete sentences.

Make sure your presentation includes:

- Title slide
 - Opening slide
 - Main ideas
 - Summary
 - Closer/Challenge
- Aim for punch. Don't write everything on the screen. Just illustrate the main ideas.
 - Use graphs, clip art and photographs. Most people remember better what they see than what they hear. Studies show that at least 50% of what an audience learns from a presentation comes from visuals.
 - Don't overload the show. If the gist of a slide can't be grasped in seven seconds or less, it is a waste of time. Try splitting it into two slides that deal with the same subject matter.
 - Don't overdo the fancy transitions and glitzy effects. This just draws attention away from what you are trying to say.
 - Keep it simple. Don't say everything you know; show only your key points.

- Use lists and bullets to accentuate your points.
- Keep information and graphics toward the middle of the page so that they do not get cut off in projection.
- Practice good writing skills. Use active voice; check for errors in grammar and spelling. Everyone makes mistakes, but it can be embarrassing to have them appear on a large in front of a large audience.
- Be careful about color. Be sure your words have high color contrast with the background. You may have much to say, but if it fades into the background, no one will be able to read it. (It is easiest to read light text on a dark background.)
- Use consistent color themes. Choose a color scheme and stick with it. Power Point has a Color Scheme tool found under the Format button you may find helpful.
- Keep graphics consistent. Avoid making your presentation look like a hodgepodge of all the clipart and photos you own.
- Close with a blank (black) slide.

Key shortcuts to use during a presentation:

- To advance to a slide located later in the presentation, skipping all slides in between: enter the number of the slide you wish to view, hit enter.
To switch to a black screen while you talk about a slide, press the “b” key. (This is particularly useful to keep the audience from “zoning out” when a slide is up too long.)

Chapter 5: Delivery

Once the presentation has been completed, the work is not over yet. The final stage is the delivery. This is where all of the previous work will either pay off or flounder.

- Consider the logistics necessary.
Call the church or other presentation venue to find out what resources/equipment they have available and what you need to bring.
- Presentation
 1. Arrive at the church early, so you and the pastor will both feel at ease.
 2. Set up before people arrive, checking out all equipment. Avoid those surprises during programs that betray poor preparation.
 3. Have a back-up plan in case equipment does not work at the last minute.
 4. Do a sound check with the local technicians.
 5. During your media presentation, arrange for the lights to be turned off and on so the church is never left in darkness.

- **Making the most of a media presentation**
Remember you represent, first of all, the Lord Jesus Christ, then the Free Methodist Church, Free Methodist World Missions, your colleagues and national co-workers on the field, and finally yourself. Keep a balance between personal warmth and professionalism. Evaluate your programs continually. Learn from constructive criticism. Remember people's comments as well as asking for suggestions.
The most important aspect of a presentation is your passion for the subject. Make sure in your delivery you convey your zeal. Continually strive for excellence in your presentation and spiritual vitality in ministry. Through it all, realize that your best efforts are all for naught unless you are empowered by the Holy Spirit.

- **Give FMWM two copies of any personal videos used on deputation.**
One copy will be kept for historical purposes, and FMWM will assist you by loaning out the other copy to churches that request it.

This handbook was prepared by Andy Yardy and Julie Martinez from New Link Media.

Material in this handbook has drawn upon the following resources:

Better Power Point Presentations by Butch Oglesby
<http://www.newwway.org> 4/25/01

Images, Images, Images – The Book of Programmed Multi-Image Production.
Kodak Publication No. S12 by Michael F. Kenny and Raymond F. Schmitt.

Internet Tips by Chris Turner
<http://www.newwway.org/internet.htm>

Photo Tips for Missionaries by Peggy Connett
<http://www.fastlane.netJ~peggyjc/phototip.htm> 8/30/00

Take Better Pictures! by Butch Oglesby
<http://www.newwway.org> 4/25/01

Television Production Handbook by Herbert Zettl

The Training Station of Indiana, Inc.

Your Video Presentation by Peter Lantz, Lantz Event Videos