

Communicating with **NANCY STERN** COMMUNICATION PLUS

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"The greatest illusion about communication is that it has taken place."

—George Bernard Shaw

"The music of life is in danger of being lost in the music of the voice."

—Mahatma Gandhi

Stern & Hammond Partner for Media Training

Jody Hammond and I have teamed up to provide media training services to our clients. She is a seasoned professional bilingual journalist who has specialized in immigration and border issues. A documentary producer as well as a producer for NBC news and the Today Show, Jody is the recipient of dozens of journalism awards, including five Golden Mikes and six Emmys. We have named our business On The Spot Media Training and Coaching. Visit us on the web and take our quiz to see how well you would do if 60 Minutes came

knocking on your door.
www.onthespotmediatraining.com.



On the Spot Media Training at the University of San Diego

classes for the staff and administration of USD

(University of San Diego). One of the students had this to say, *"I definitely learned important things that will make me more effective in getting out a positive message for USD."*

Another participant was interviewed for the evening news

shortly after the class met. She had this to say, *"When the reporter began the interview exactly the way you said he would, I thought, I can do this. After seeing the piece I feel much better (continued. p. 3)*

I will continue to offer leadership, communications skills, presentation skills and all of my other programs (see p. 4).

We recently completed a series of media training

Just Say No to PowerPoint®: Say YES to Communication

Have you ever been slideswiped? You walk into a meeting and once everyone has arrived, the lights are dimmed and the slideshow begins. The presenter clicks the mouse again and again,

showing you slide after slide until you can take no more. Exasperated, you shut your eyes and doze off. You have just been slideswiped!

Corporate America,

government agencies, and professional associations gain and suffer from the ubiquitous Microsoft PowerPoint®. Go to Google and insert the words "using PowerPoint" and you'll get

helpful hints on using PowerPoint to awesome PowerPoint backgrounds to using PowerPoint in Church. PowerPoint has become so popular it is now a synonym for a presentation. Instead of asking for a copy of the salient points in a training program or company presentation, workers are now saying, "Please send me the PowerPoint from Wednesday's meeting."

But what is the cost of sacrificing good old-fashioned human interaction to keep your audience from tuning out? I believe many business

presenters and trainers have become addicted to this technology. It's like drugs are to junkies. The more it's used, the harder it is to stop using it. It becomes a crutch. When they've been slideswiped, audiences tune out, turn off and feel as though their time has been wasted. It seems speakers, presenters and trainers have forgotten how important it is to really communicate with a group rather than just read from slides or dazzle them with special effects.

That's why I challenge companies, government agencies and professional asso-

ciations across America to conduct meetings, make presentations, and deliver information without the use of PowerPoint for one entire week. I encourage people to communicate and connect with each other rather than to simply read boring words-only slides— I'm not alone in my belief that the more connected we get, the more disconnected we are becoming. With disconnection comes lost productivity and with lost productivity comes lost revenue and we all know what that means.

Just Say NO to PowerPoint®.

People Find PowerPoint® Annoying When...

- **The speaker reads the slides**
- **The text is so small the audience can't even read it**
- **Full sentences are used instead of bullet points**
- **Slides are hard to see because of busy backgrounds/color choice**
- **Too many moving/flying text or graphics are used**
- **There are too many unnecessary sound effects**
- **There are overly complex diagrams or charts**

10 Tips for Using PowerPoint® IF You Must

1. Keep slides simple and clutter-free.
2. Use visual images, photos, graphs, bar charts.
3. NO words-only slides
4. Limit the number of slides you use (5 for a 15 minute presentation).
5. Don't read to the audience.
6. Use animation sparingly.
7. Use action oriented headlines.
8. Don't turn off the lights.
9. Use color rather than black & white.
10. Be creative.



Keep slides simple and clutter-free.

The more connected we get, the more disconnected we are becoming.

Media Interview DOs

- Be proactive: return calls promptly so you can influence the story even if you cannot discuss the issue. It is better to reply than not call back at all.
- Know your goal for the interview and educate the reporter: provide simple fact sheets, Q&A, brief written background information, etc.
- Know the audience. Anticipate the worst case scenario or how things might be taken out of context.
- Think in 15 second sound bites. For print, a short paragraph's worth.
- Know when to stop talking.
- Stick to the facts.
- Beware of editing; don't leave a lot of dead air space.
- Use simple terminology. (If the subject is complicated, and the reporter is not up to speed, provide a simple verbal primer on the topic before the interviews begins.)
- Remember non-verbal language. Give eye-contact to the reporter.
- Sit up straight or stand tall: posture communicates credibility.
- Wear solid colors like blue, brown, purple, tan, gray, or green. Dress according to the interview situation or your position.
- Create a couple of key points/the message and present them/it upfront--repeat throughout the interview.

Media Interview DON'Ts

- x React negatively, become defensive or argue with the reporter—ever
- x Say, "No Comment"
- x Say "Off the Record" or believe something will be "Off the Record"...There's no such thing.
- x Use acronyms, abbreviations, or terminology only "insiders" would know
- x Speak too quickly or too slowly
- x Wear loud prints, herringbone, stripes or bright red.
- x Put your hand over the camera to avoid being shot
- x Smile inappropriately (often a nervous response)
- x Bury the reporter in background material or too much extraneous information
- x Memorize answers word for word. It will sound like it.
- x Sound arrogant or sarcastic

(Continued from page 1)

about the whole experience and I now have a better idea of how I'd rephrase my answers next time around. Your session helped tons and the practice interviews were key."

The classes are small and highly interactive. We work with a professional director of photography with broadcast quality equipment so you get the feel of what it would be like if a camera was thrust in your face. Call us. We'll tell you more.



Participants watching themselves on camera

Be sure to find out what the hook or interest angle is for the story for which you are being interviewed.

on the spot

media training & coaching

www.onthespotmediatraining.com



Because how you say what you say, matters.™

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Whether you're experiencing change, managing people, connecting with customers and co-workers, or making presentations, getting your message across effectively is vital to your success.

Nancy Stern custom designs keynotes, breakouts and educational programs to enhance communication effectiveness; to help increase productivity, profitability and peace of mind; and to impact the bottom line where it matters most—with results.

Topics Include:

How You Say What You Say Matters™

Leadership Dynamics™

Connecting with Customers™

Facilitate to Motivate and Manage Conflict™

Maximize Meeting Results™

You Can't Leave Home Without You™

Communicate with Impact!™

Powerful Presentations

Gender Jive™

Improv(e) Your Life™

Why Nancy Stern?

Nancy Stern, MA is the president/owner and senior consultant of Communication Plus, a consulting firm in San Diego specializing in leadership and employee development. Since 1972, she has taught thousands the art and science of effective communication. She is a former columnist with the *San Diego Daily Transcript* and has taught at the University of California San Diego and San Diego State University Management Development Center.

She inspires managers, employees and individuals of all ages through the

simple, yet powerful, lesson that *how you say what you say, matters™*. Personal experiences form the foundation of her programs, creating presentations that are personal, professional and practical. The result: Improvement of the "whole person" and therefore, the "whole organization."

She is an EMMY award-winner, who produced and appeared in the national PBS television series *Communicating With Nancy Stern* (1990-95) and she is the coauthor of 101 Stupid Things Trainers Do To Sabotage Success.

Nancy holds a Master of Arts degree in Communication Education from Michigan State University and is a member of the American Society for Training and Development and the National Speakers Association.



Nancy Stern