

Presentations for Impact



Christina Dragonetti
LWVC Director

Results of the 2015 Annoying Powerpoint Survey

Dave Paradi: 2015 Annoying Powerpoint Survey

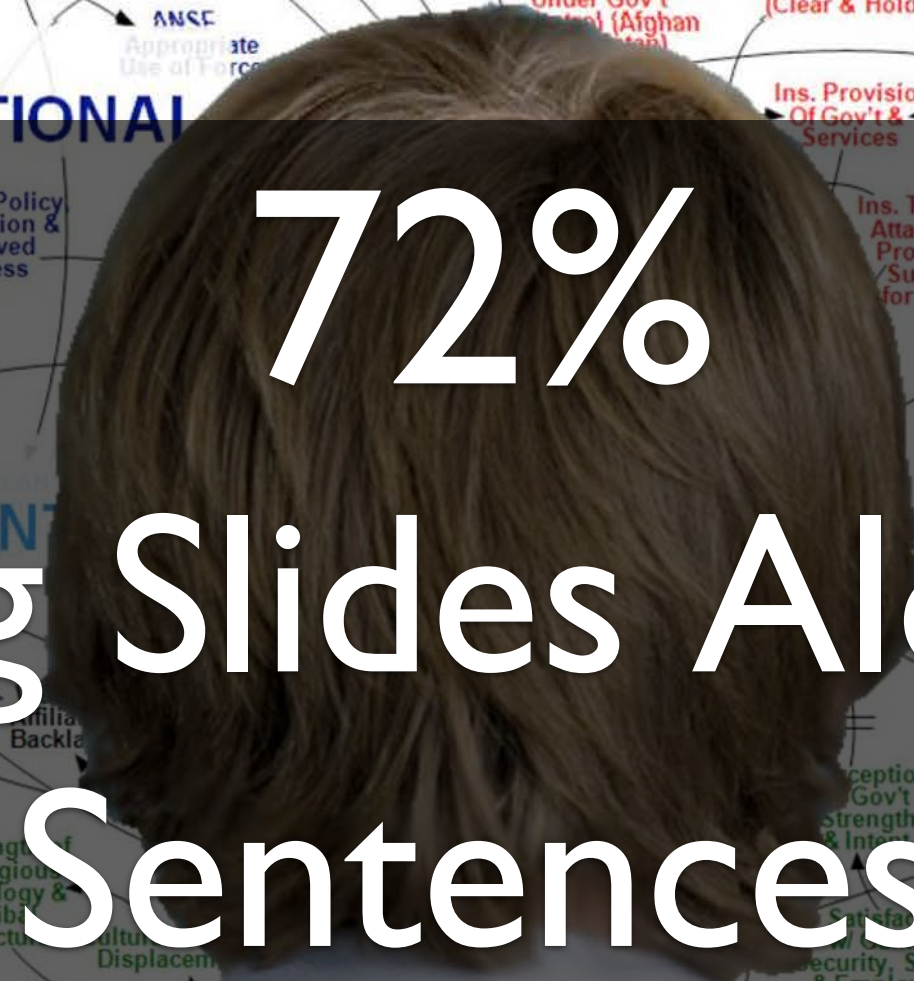


More Than Half of People
feel that half of all presentations are annoying

A woman with dark hair tied back, wearing black-rimmed glasses and a dark blazer, is speaking into a silver Shure PSAV microphone. She is holding a small black object in her left hand. The background is a projection screen displaying a diagram with a central figure and various text boxes. The text on the screen includes "The things people care about", "Interests (Tu", "The stake a", "in an issue b", "of their relat", "to the", "Core that peop", and "NeverADress - axosoft".

Most meetings include a
Presentation

Top
Annoyances



72%

g Slides Also

Sentences

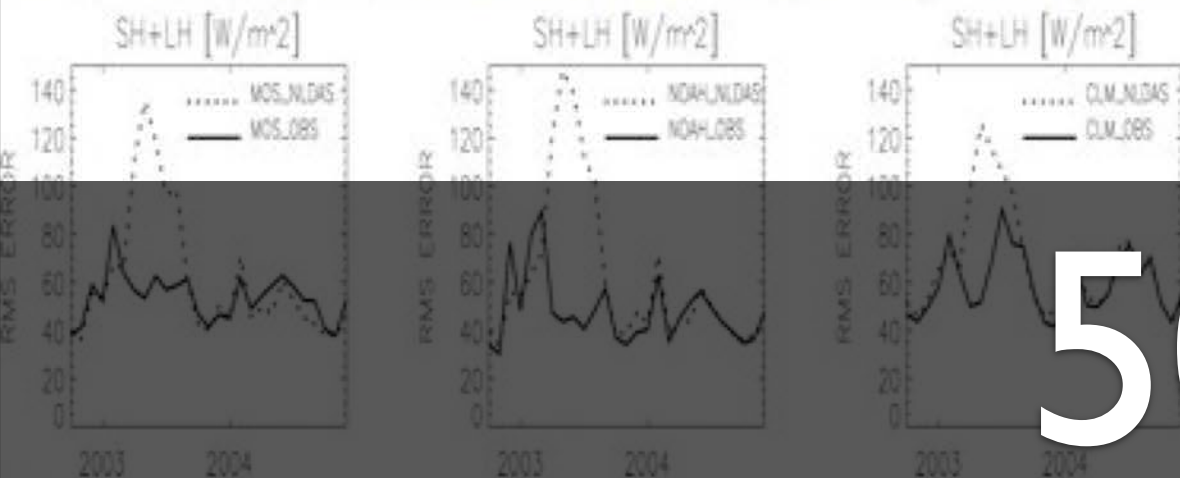
Reading Slides Aloud/Full Sentences



Analysis of NOAA & NASA Surface Water and Energy Balance Data for Water Resources Applications (Toll and Dong, Cont'd)

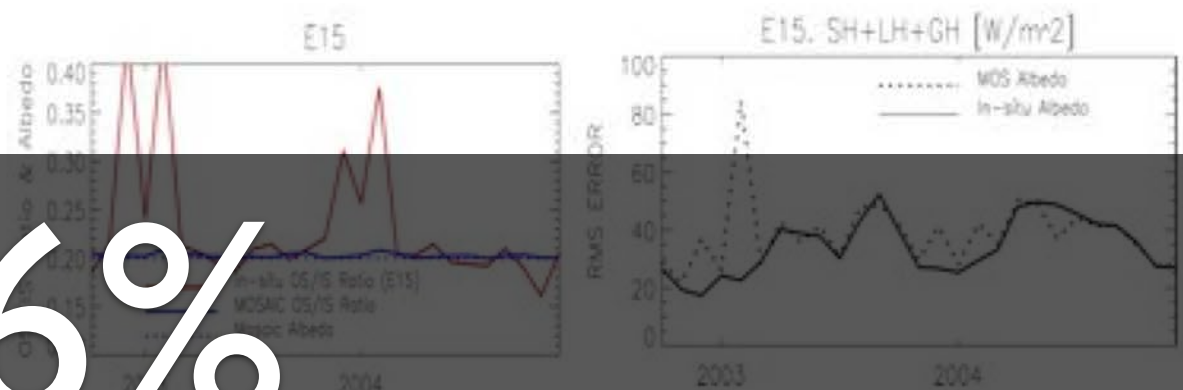
Errors from Atmospheric Forcing Data

*Replacement of NLDAS Atmospheric Forcing Data with *In-Situ* Forcing Data (*Precip, Incoming Solar {IS}, wind speed, down longwave, air temperature, humidity and Pressure*) Showed a Significant Improvement to Surface Heat (SH+LH) Fluxes (below).



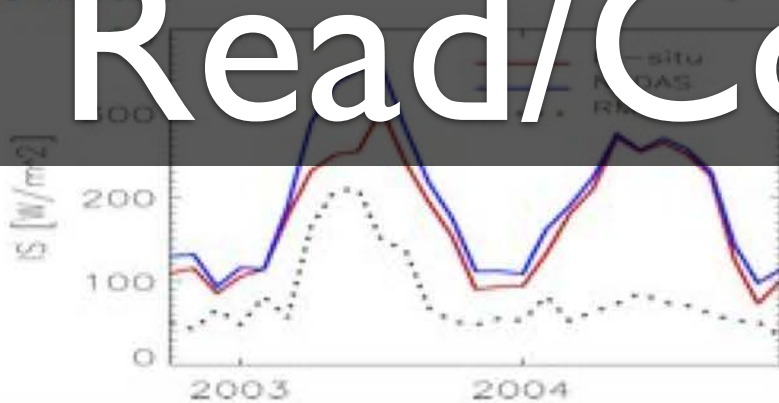
Errors from Surface Albedo

The Use of *In-Situ* based Albedo has Significantly Improved the Accuracy for Two Sites (Site #E-15 Shown). The *In-Situ* data Primarily Accounted for the Inclusion of **Snow** Albedo



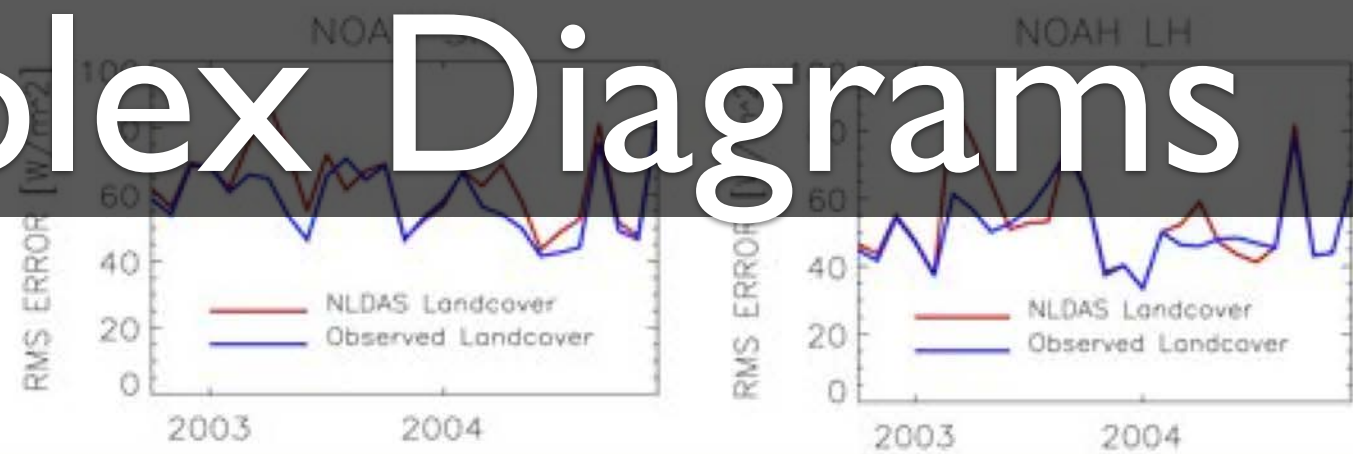
Incoming Shortwave Radiation Associated Errors

- * Improved Incoming Shortwave (*IS*) from the *In-Situ* Forcing Accounted for Most of the Improvement
- * IS Improvements were Primarily Associated with the NLDAS Forcing Using Modeling IS Data During a GOES Calibration Problem from April-August 2003.
- * NOAA EDAS Modeled Data was Used to Replace IS Derived Using GOES IR Data.



Errors from Land Cover

- * By Using the *In-Situ* Land Cover type for Three of the Sites where the Land Cover Differed significantly from the Model Land Cover, the Modeling Errors of the Sensible and Latent Heat Fluxes were Reduced for all three Sites (Noah Shown)



Impact Statement: NASA and NOAA are providing land surface water availability information of the US to improve weather model forecast 'initializations'. Results showed the 'Noah model' provided the highest accuracy. Work also quantified future improvements from using enhanced model atmospheric forcing, land surface properties and model physics.

Words Most
Commonly
Associated w/
Powerpoint



Boring



Long

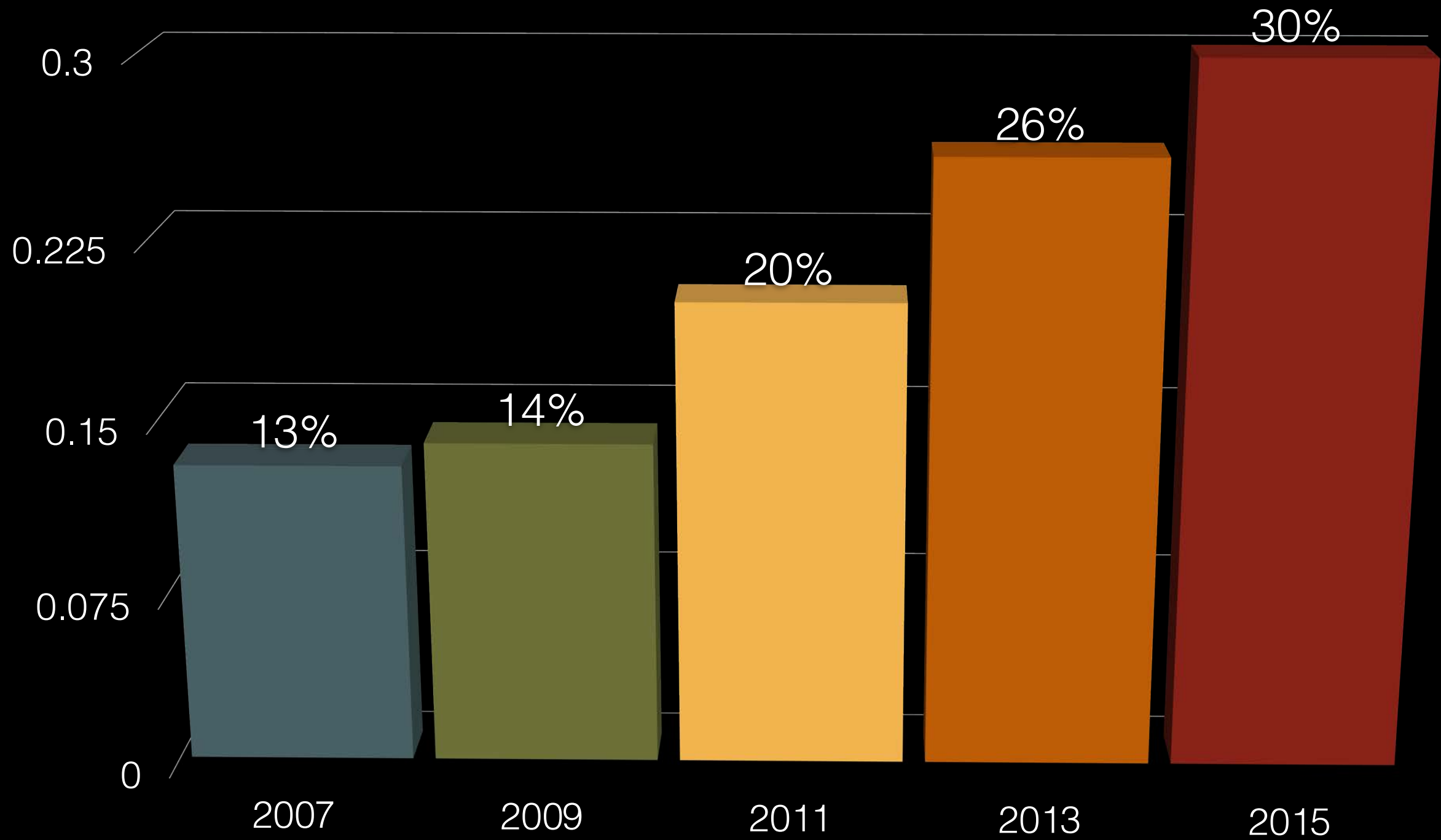
A photograph of a dead animal skull, likely a buffalo or similar large herbivore, lying on a patch of dry, brown grass and dirt. The skull is white and bleached, with large, dark, curved horns. The background is a mix of dry grass and bare earth. The word "Death" is overlaid in large white letters at the bottom.

Death

A woman with dark hair tied back and wearing black-rimmed glasses is speaking into a silver Shure PSAV microphone. She is wearing a dark blazer. The background is a projection screen displaying a presentation slide. The slide features a large, stylized graphic of a person in a blue shirt and white pants, with red lines indicating movement or flow. Text on the slide includes "The things people care about", "Interests (Tu", "The stake a", "in an issue b", "of their relat", "to the", "Core that peop", and "NeverADress - axosoft".

Most meetings include a
Presentation

Respondents Who See One Powerpoint/Day





LEAGUE OF
WOMEN VOTERS®

TREASURER'S REPORT

PATRICIA DONATH, TREASURER

LEAGUE



Audiences expect more...



Design Thoughtfully

1. Move Your Audience w/ Powerful Visuals



Use Visuals that Tell



Your Story

HUMANS PROCESS IMAGES
60,000X FASTER
THAN WORDS.



Textual Description

A plane figure
with four equal
straight sides
and four right
angles

Visual Description



WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.



Square

Triangle

Democracy

DEMOCRACY



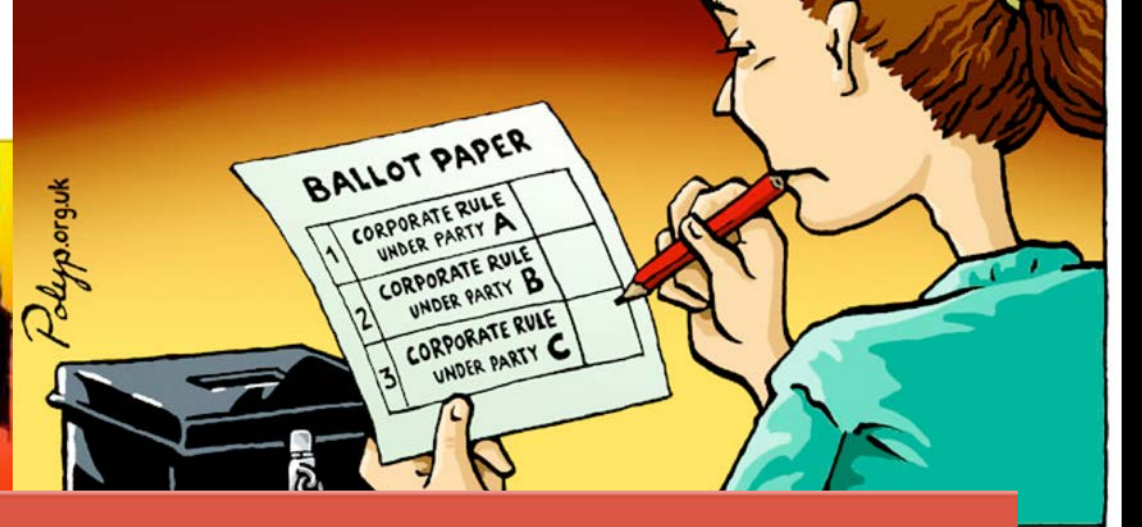
DEMOCRACY MEANS EVERYONE



DEMOCRACY!



DEMOCRACY!

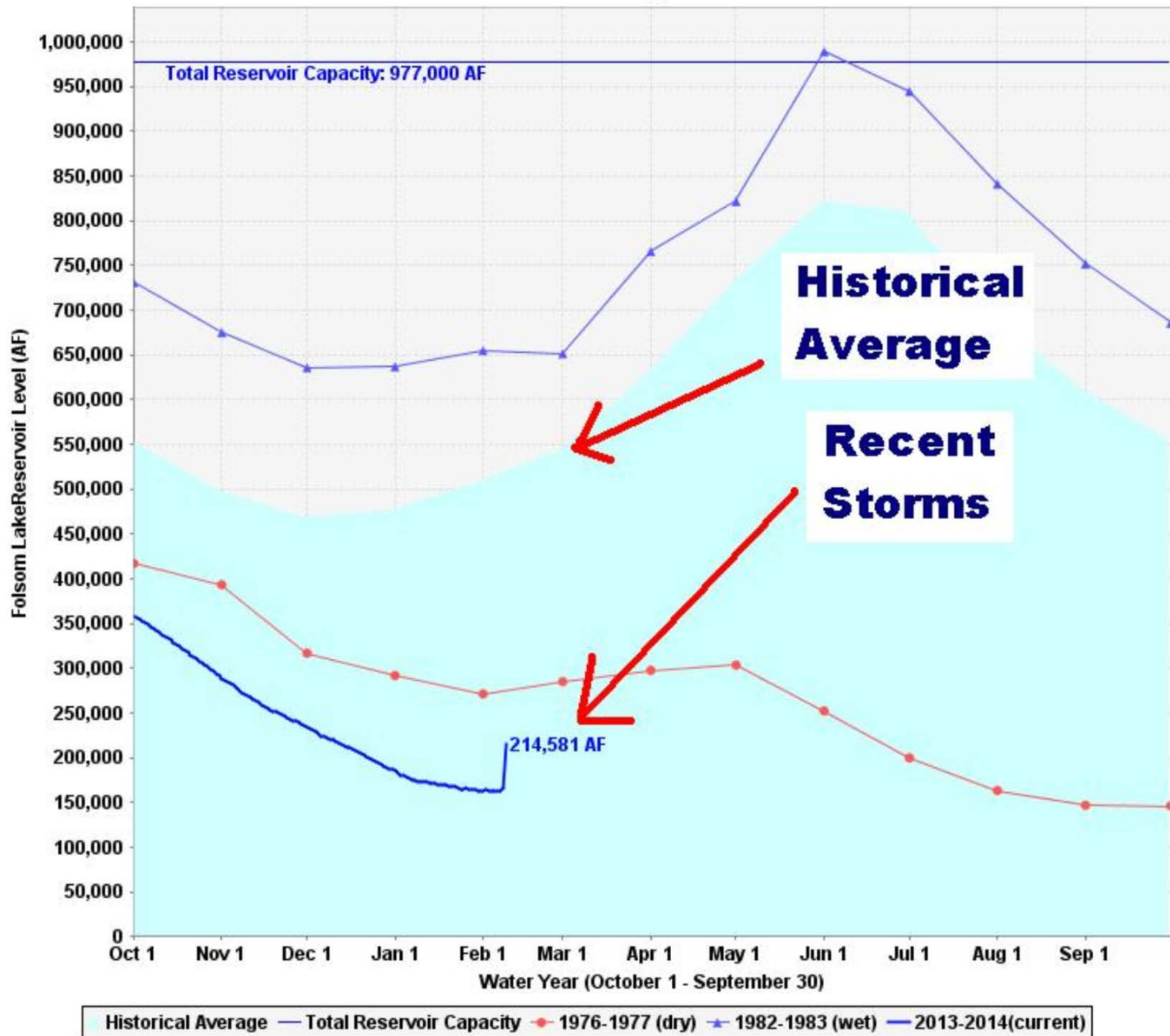


California Drought

Wrigley Reservoir, Catalina Island, February 2017

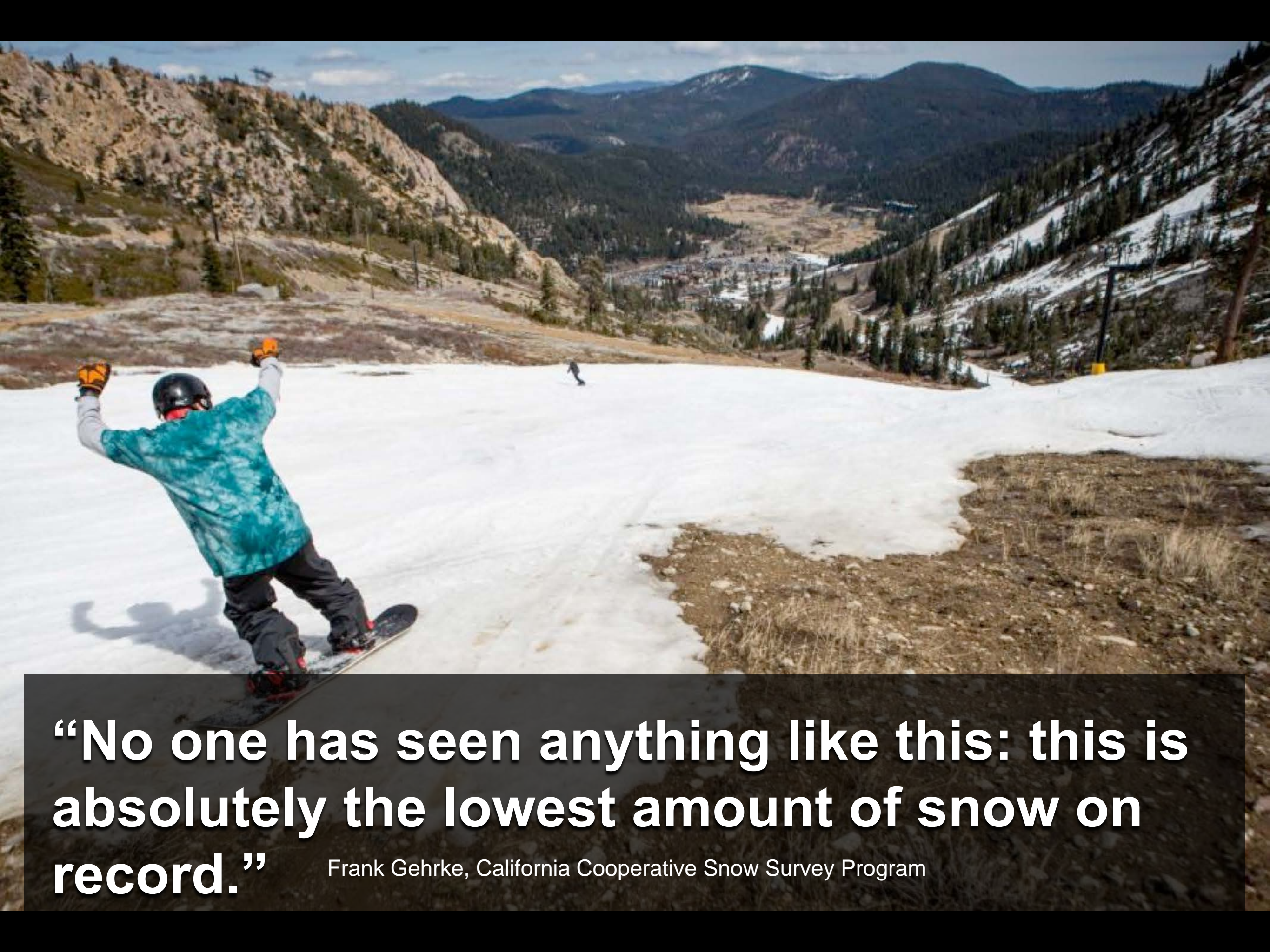


Folsom Lake Storage Levels



Folsom Lake, California 2015





“No one has seen anything like this: this is absolutely the lowest amount of snow on record.”

Frank Gehrke, California Cooperative Snow Survey Program



Lake County, CA 2015

Luther County, Oklahoma 2015



\$\$\$\$\$ 2.7 Billion



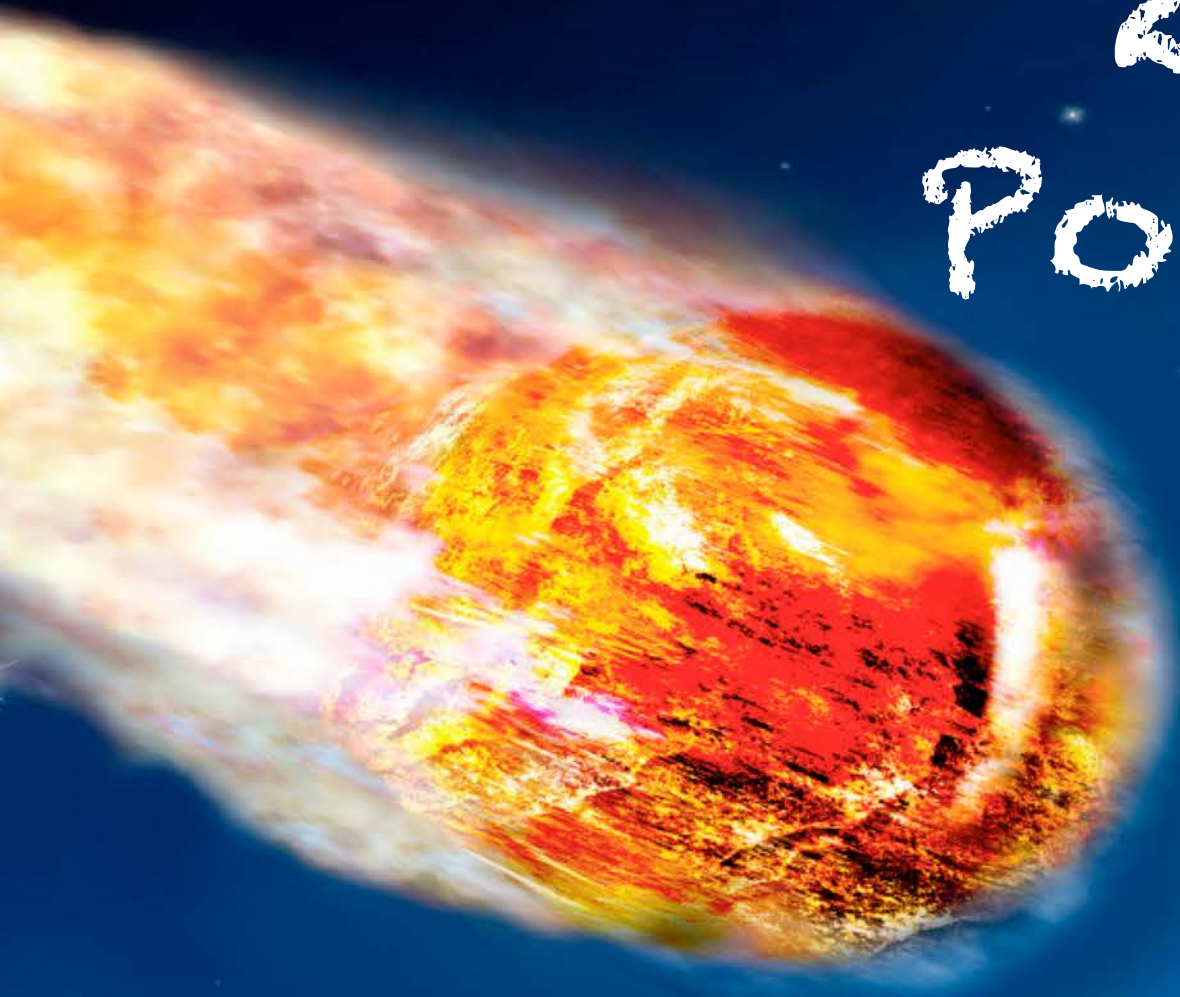
21,000 Jobs





Be thoughtful

2. Make Your Point in Multiple Ways







1

2

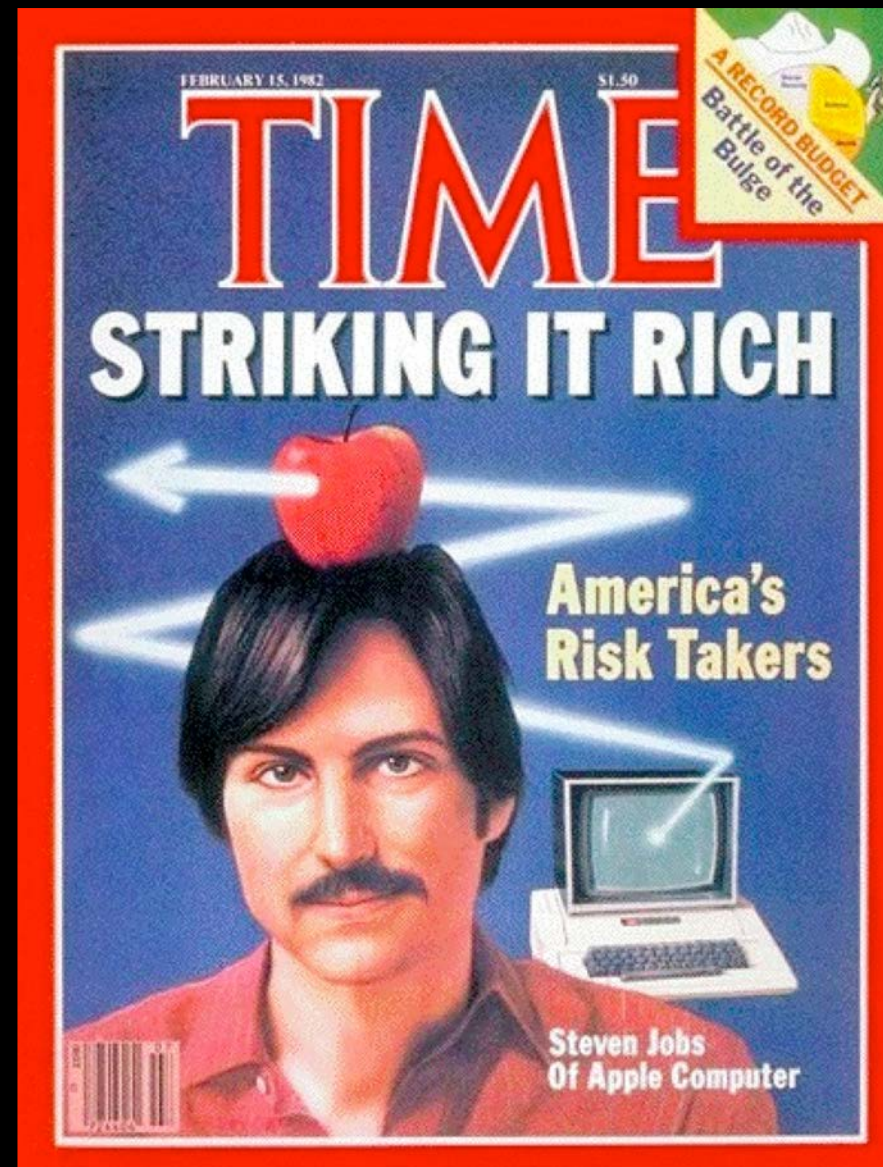
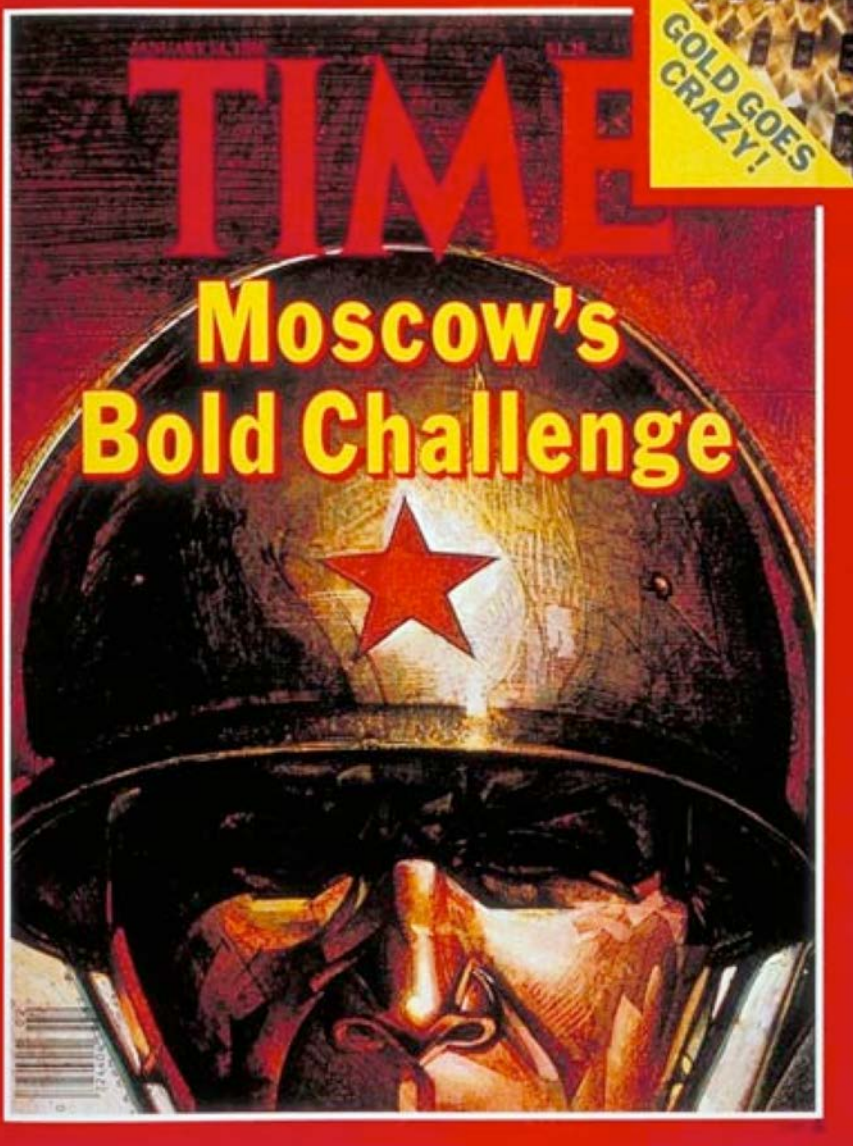
3

TIME

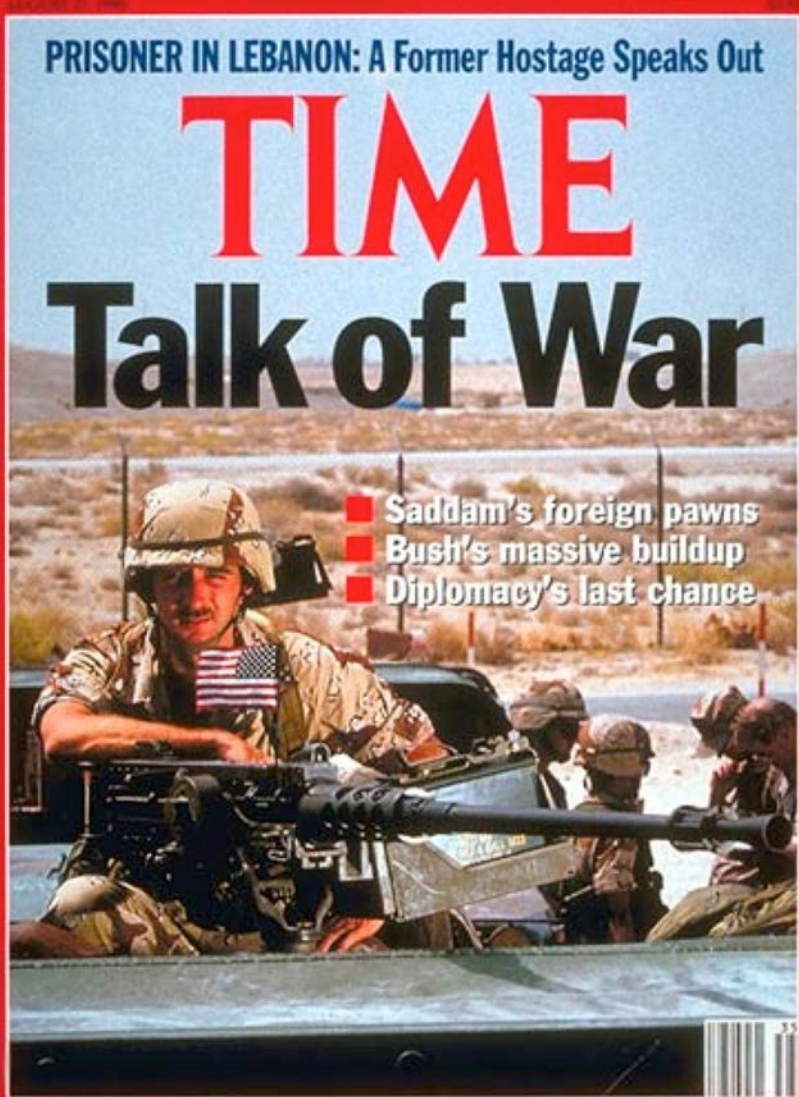
Extreme Weather Events: 1980-2016



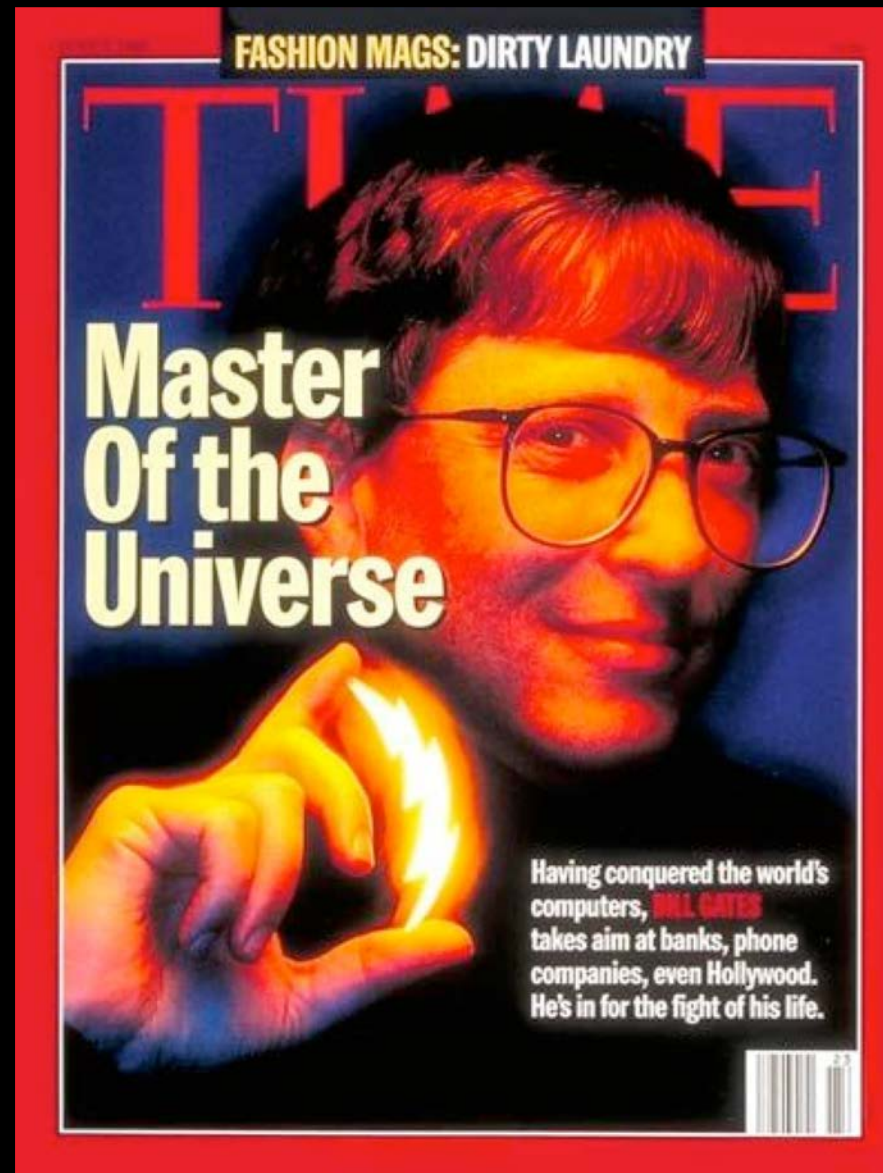
From 1980-1989



27 extreme weather events costing
over \$1 billion



From 1990 - 1999



48 extreme events over \$1 billion



From 2000 to 2009



54 extreme events over \$1 billion

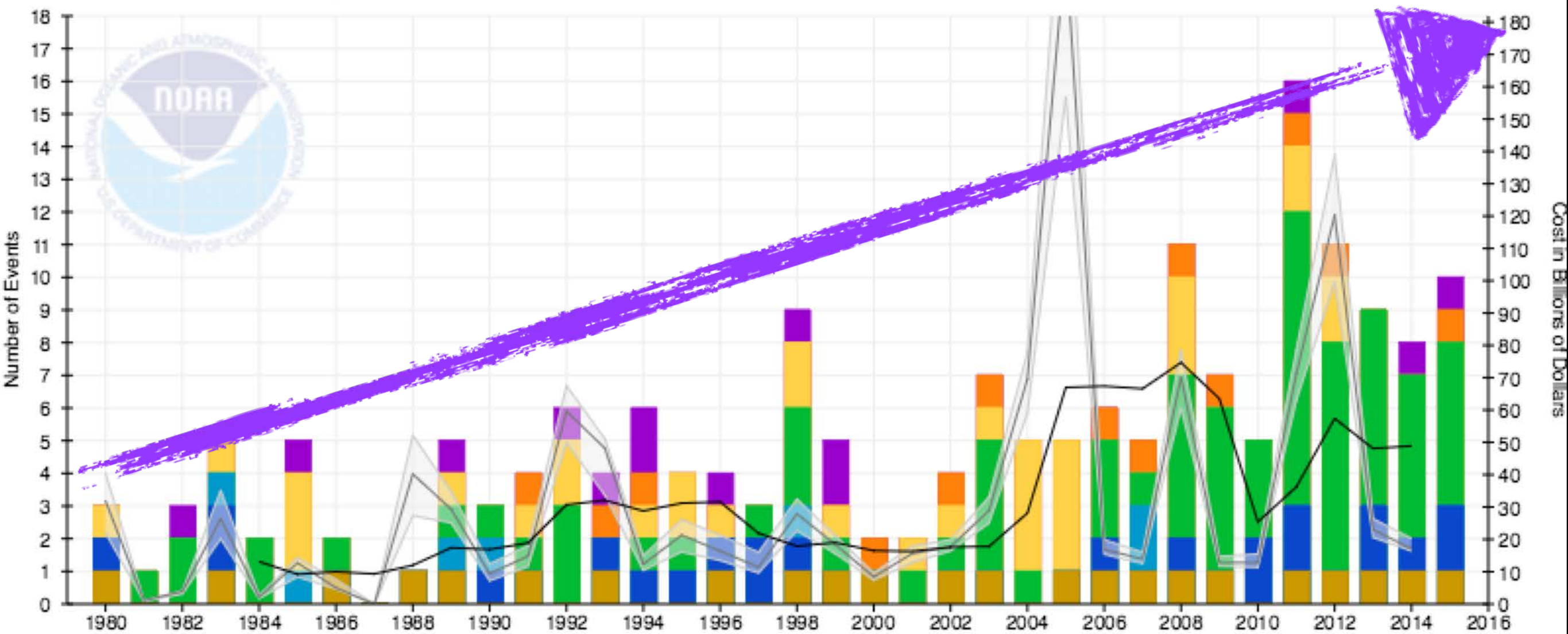


From 2010 to 2016



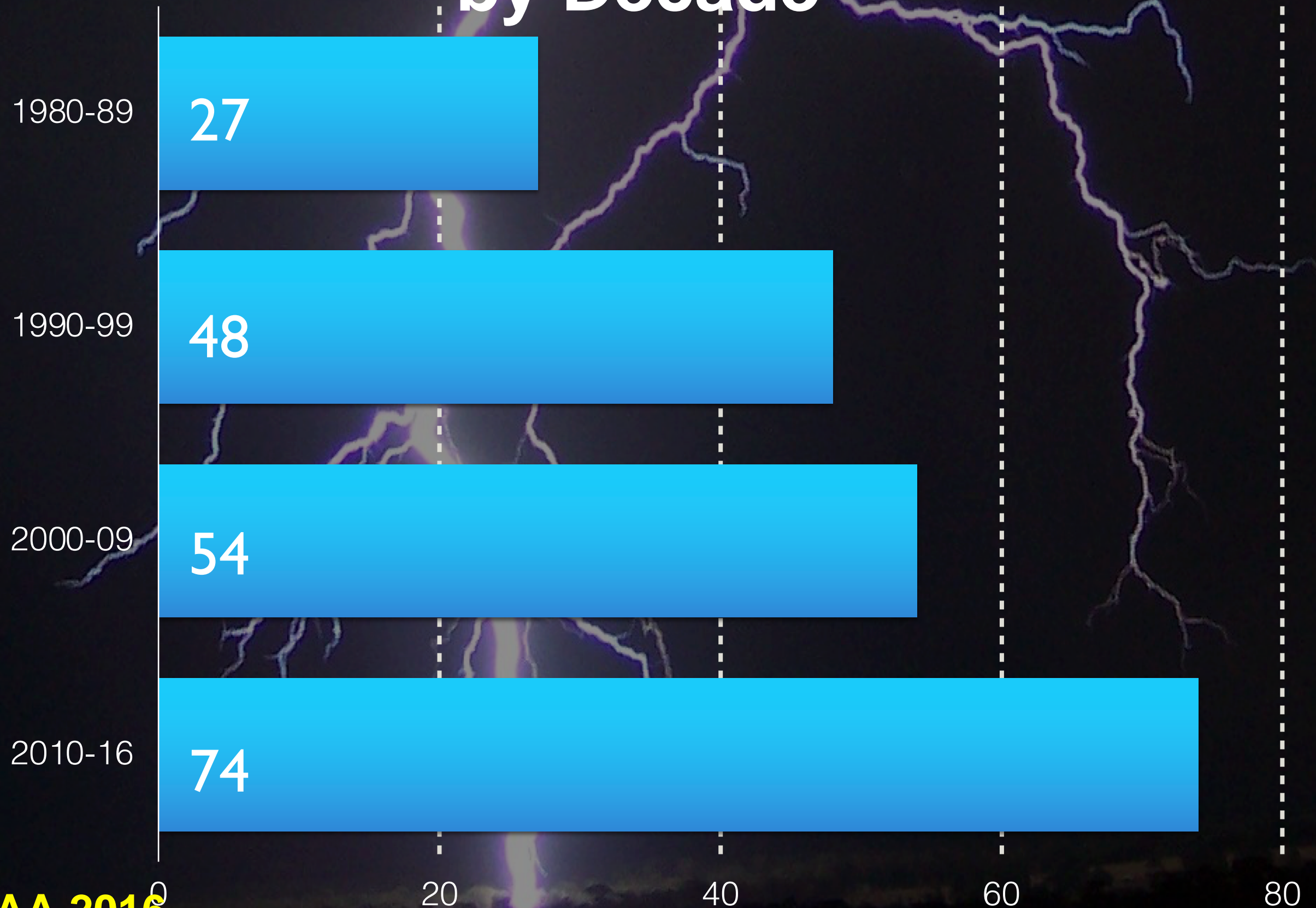
74 extreme events over \$1 billion

Billion-Dollar Disaster Event Types by Year (CPI-Adjusted)



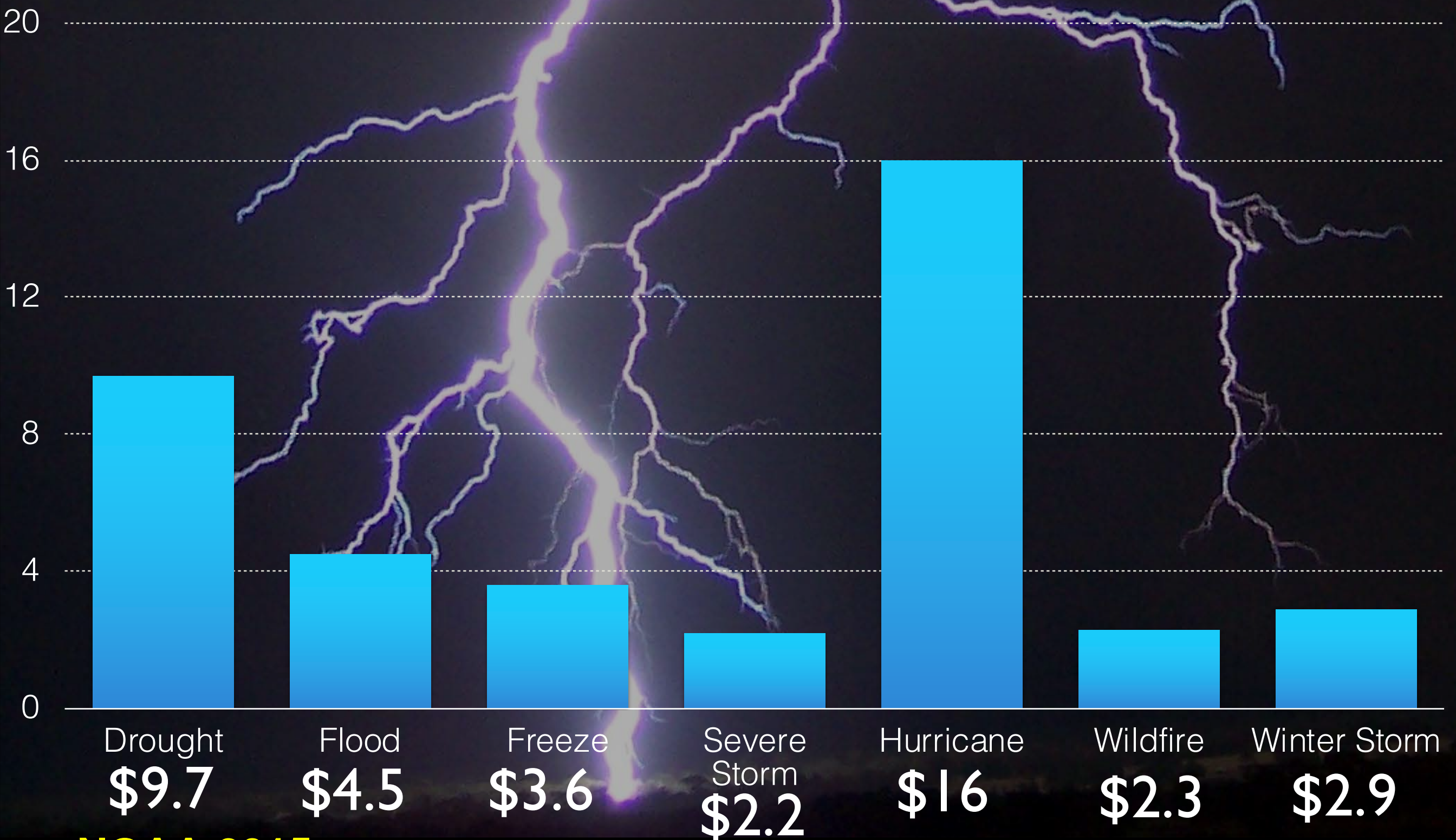
NOAA 2015

Extreme Weather Events Over \$1 Billion by Decade



Extreme Weather Cost Per Event

(In \$Billions - CPI adjusted through 2014)



NOAA 2015

Make a List

(In chronological order)

Assume you already
know the topic.

Write down the first 4
things you think about
when starting to
prepare a presentation



1. Who's the Audience?

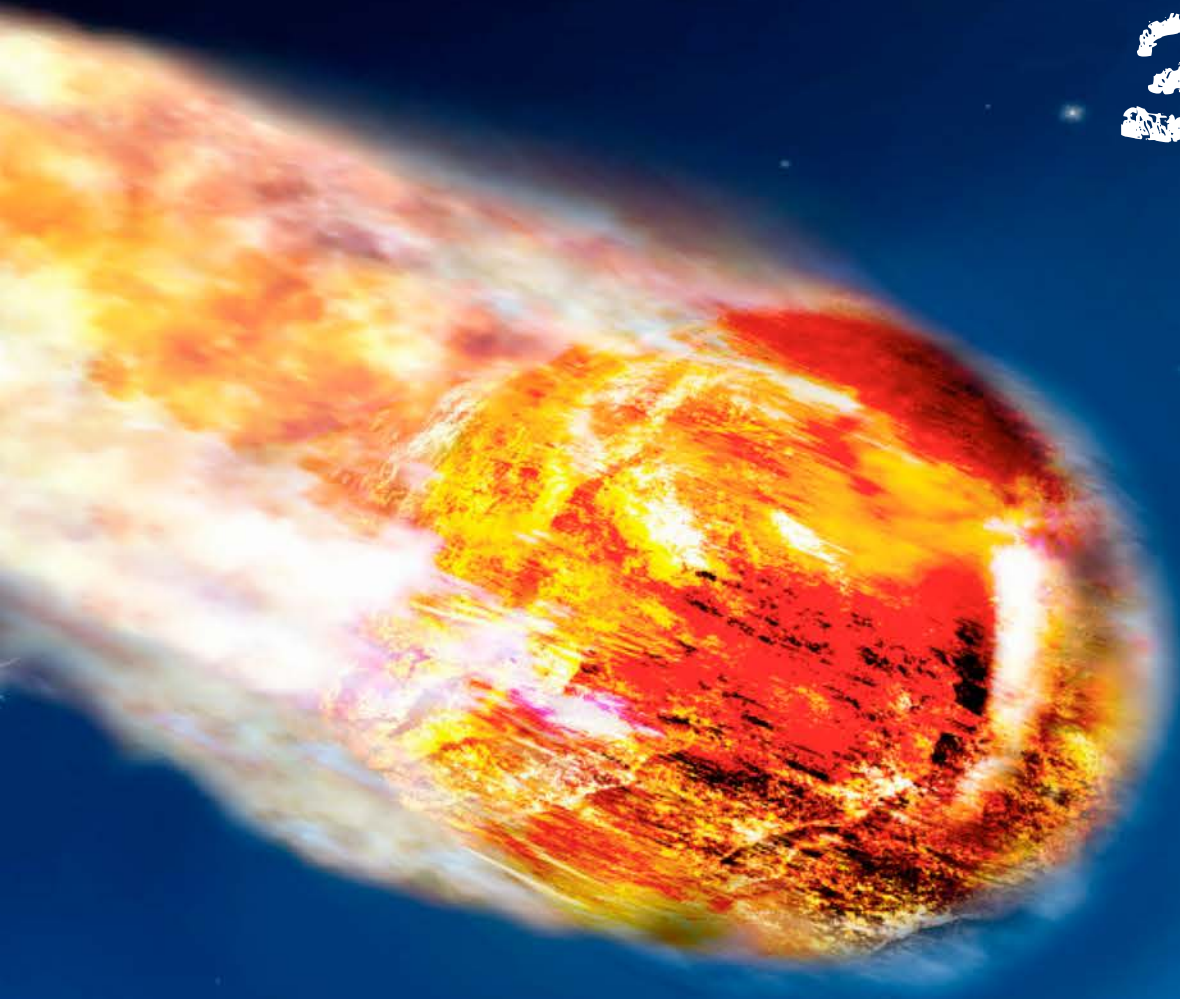
2. What is important to them?

3. Top 3-4 things you want them to remember?

4. What do you want them to do?

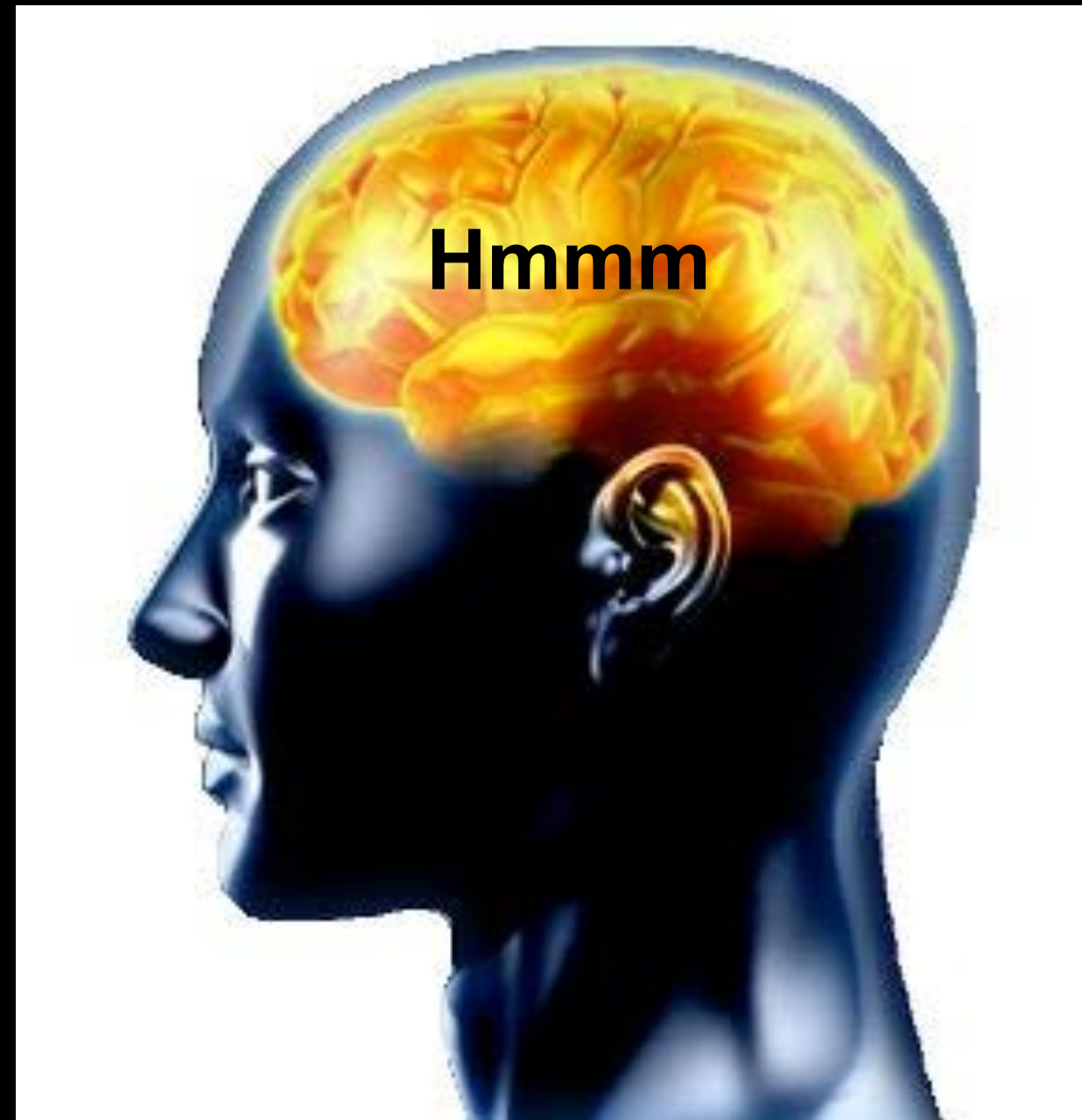


3. Know Your Audience

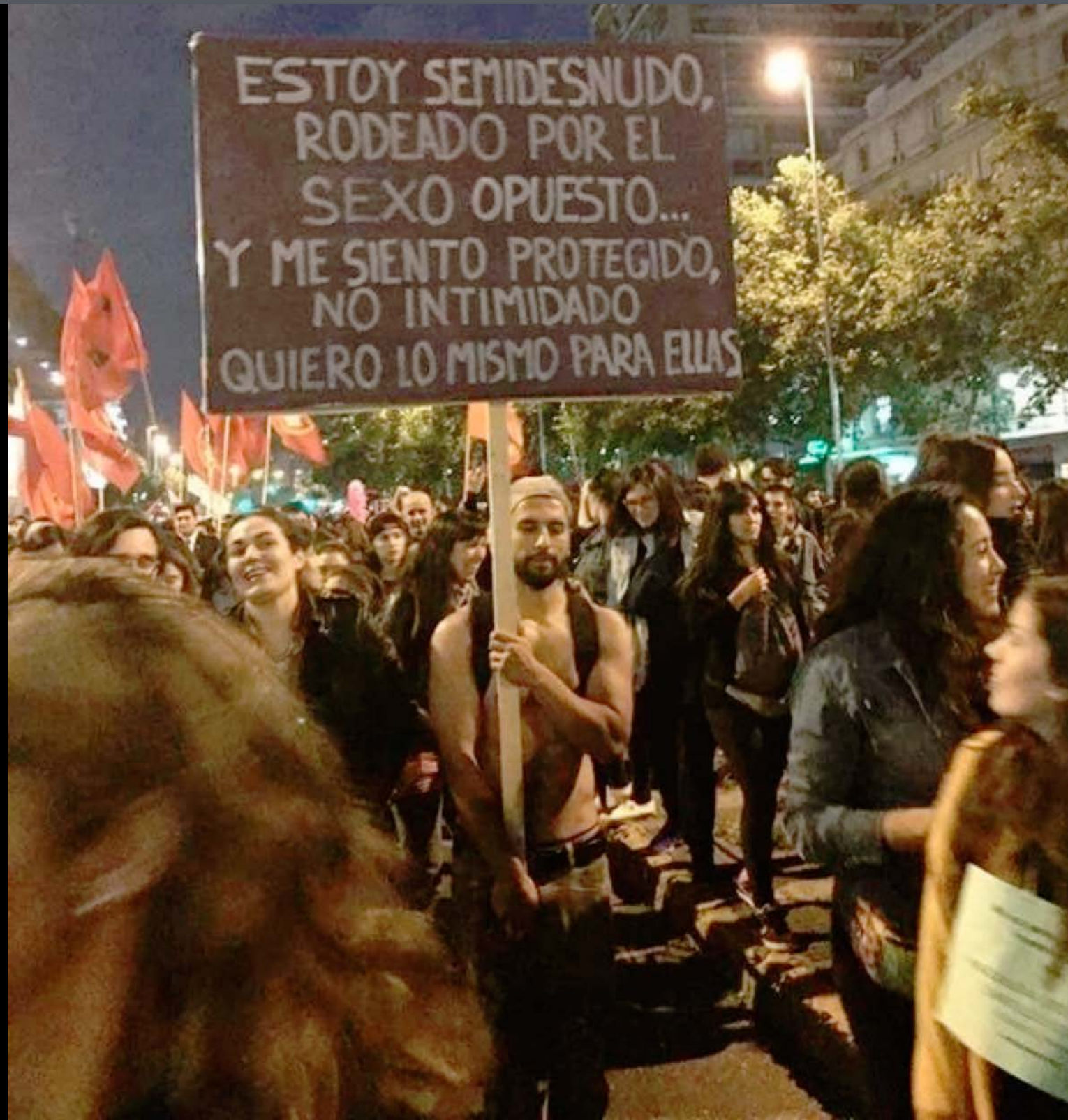


Change people's
minds by figuring out
what's important to them

Present your case on
their terms



"I'm half-naked surrounded by the opposite sex.. and I feel protected not intimidated. I want the same for them"

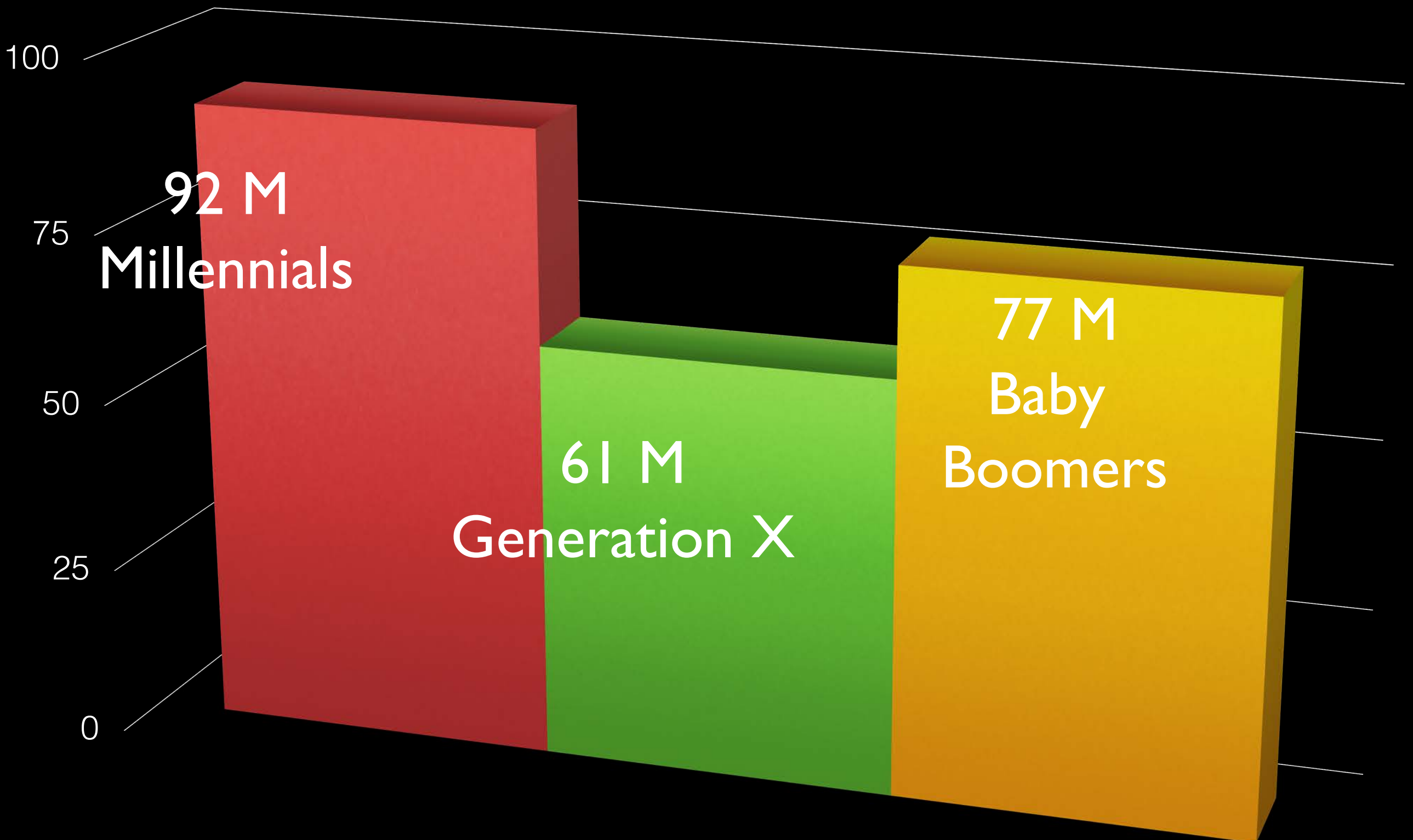




What about millennials?

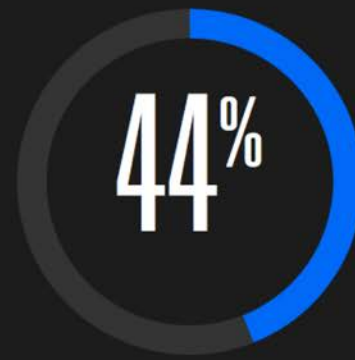


The Millennial generation is the biggest in US history



When Millennials
were asked:

Millennials



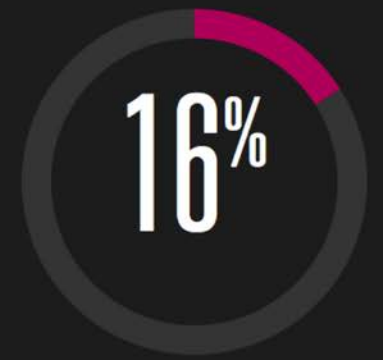
Text Messaging



Social Media

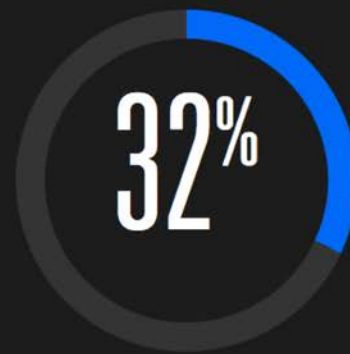


Instant Messaging



Blogging

Gen X



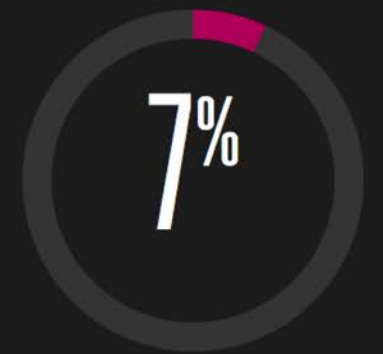
Text Messaging



Social Media



Instant Messaging

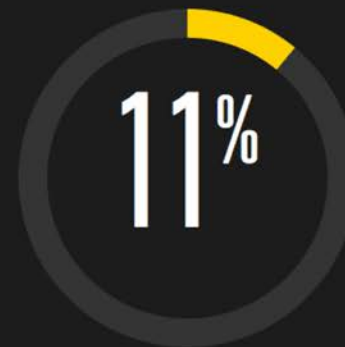


Blogging

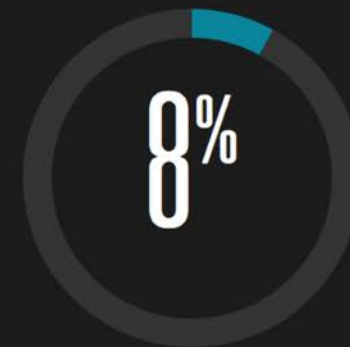
Boomers



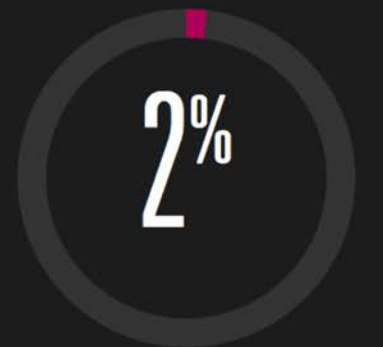
Text Messaging



Social Media



Instant Messaging



Blogging

How do you
communicate with
others about ideas,
services or
products?

Goldman Sachs

“When a brand uses social media I like that brand”

Source:
Association of
National
Advertisers



34%

16%

55% of Millennials watch multiple videos per day

Within Digital Video, More Millennials are Watching News than any Other Genre

Millennial Monthly Genre Viewership by Format

Genre	Smartphone	Laptop/Desktop	Tablet
News	41%	24%	15%
Music/Concerts	38%	21%	15%
Comedy	31%	21%	14%
Instructional/Educational/Self Improvement	31%	21%	14%
Sports	25%	15%	10%
Animation	24%	13%	13%
Action/Adventure	19%	16%	13%
Finance	19%	12%	11%
Documentary/NonFiction/Historical	18%	14%	11%
Science	17%	16%	10%
Mystery/Thriller/Horror	16%	15%	10%
Drama	15%	15%	11%
Romance	15%	10%	11%
Variety Show/Talk Show	14%	10%	8%
Reality TV	10%	9%	8%

● Oath Video Genre Preference Study, April 2018

● For each, if any, genre you have watched in the past 30 days, please indicate which device(s) you viewed the video on.



3

Use Videos!

2 Minutes!



4. Design to Engage Your Audience





Beyond the Box

Beyond the Box



EFCWest

Environmental Finance Center West

Tribal Sustainability

Background

- Sustainable Enterprise
 - People, Planet, Profit
- EPA GAP funds
- Other opportunities
 - Foundations
 - Universities



Sustainable Enterprise

People, Planet, Profit

EPA GAP funds

Foundations

Universities



Retention

What Makes Waves?

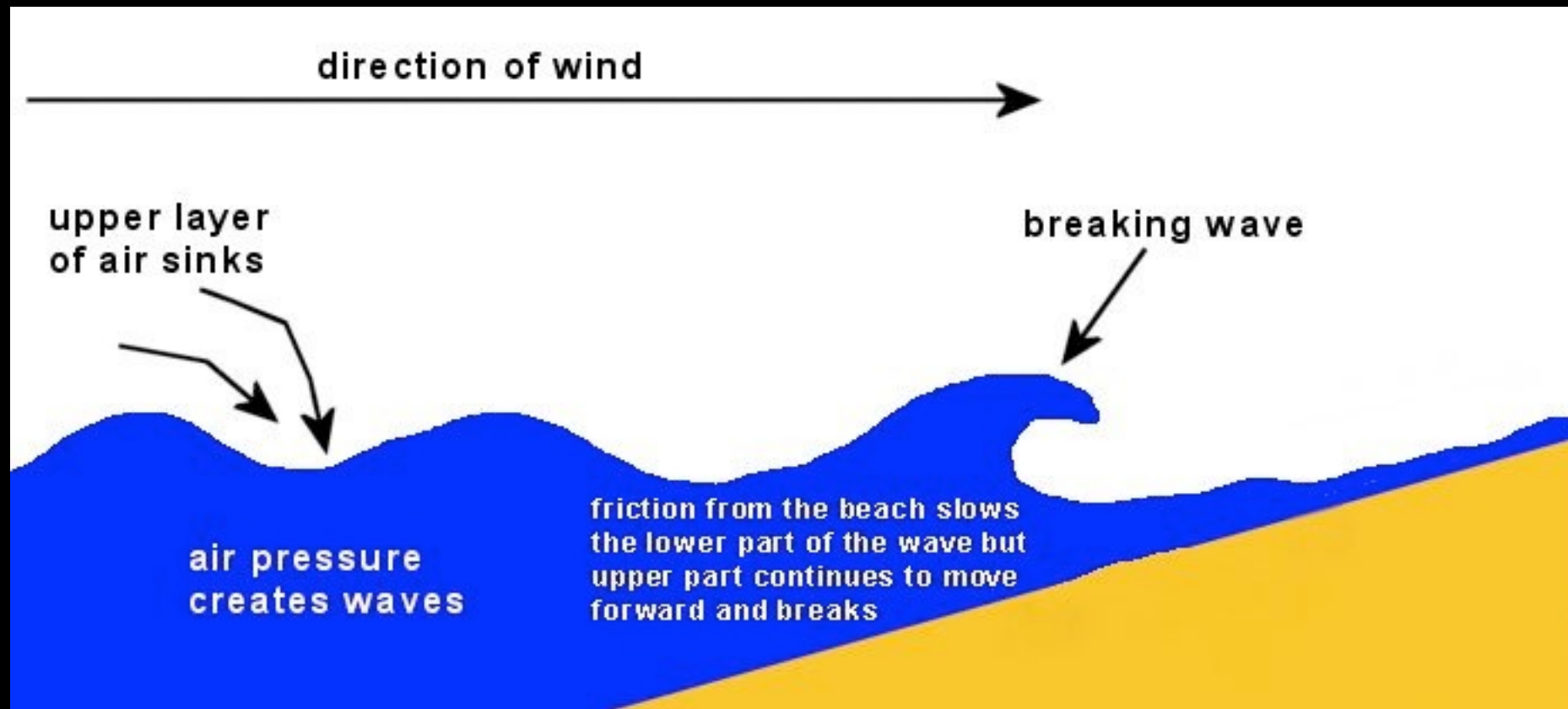


Figure 1
No Narration

What Makes Waves?

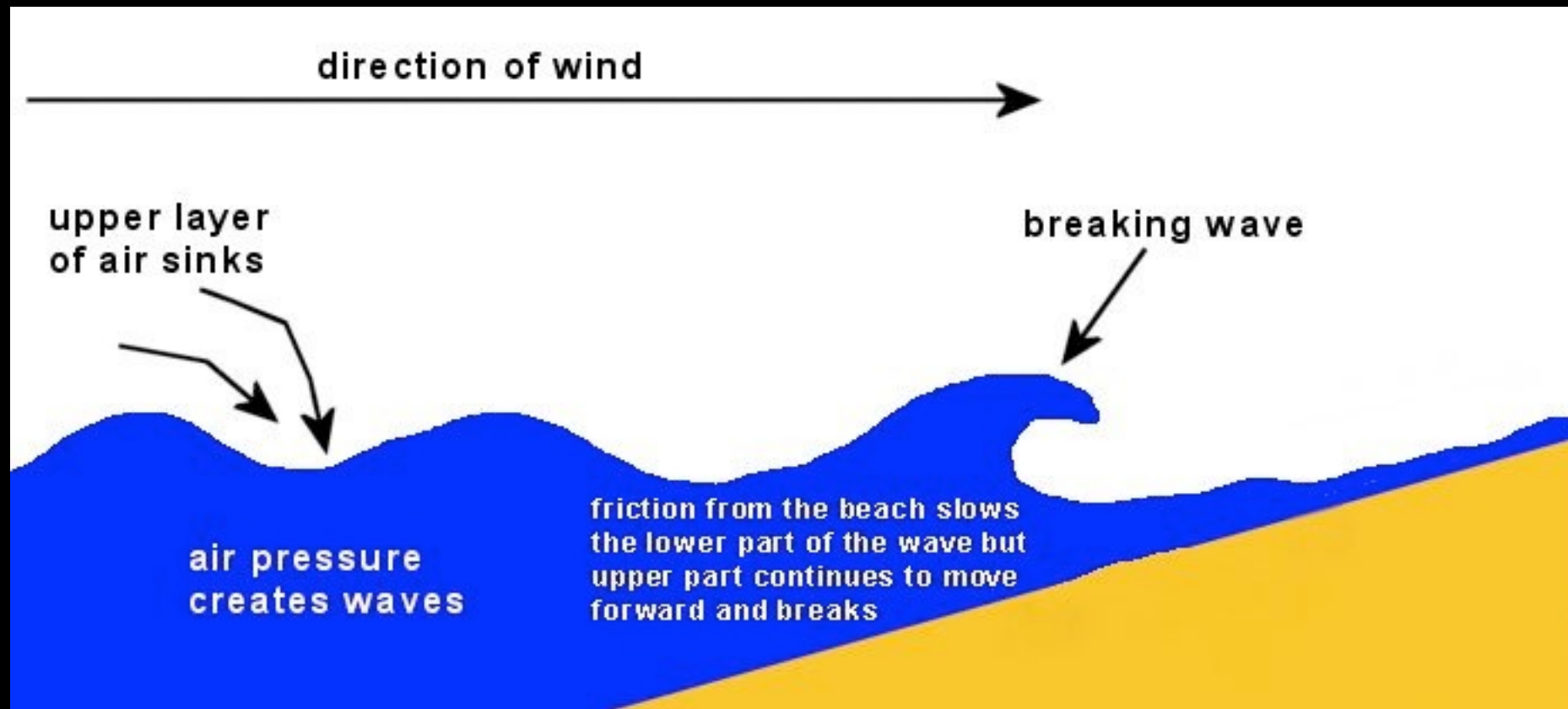


Figure 2
With Narration

What Makes Waves?

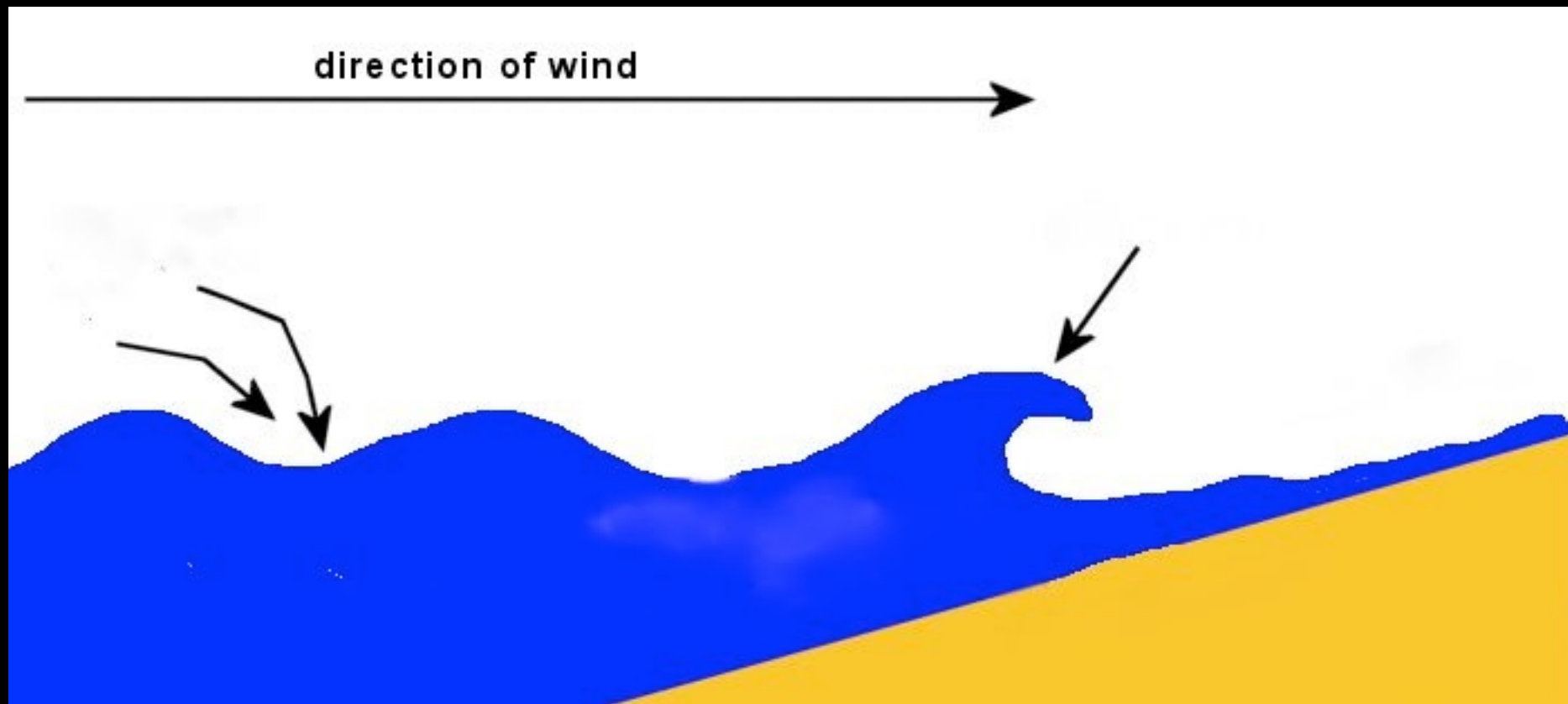


Figure 3
With Narration

Best Retention?

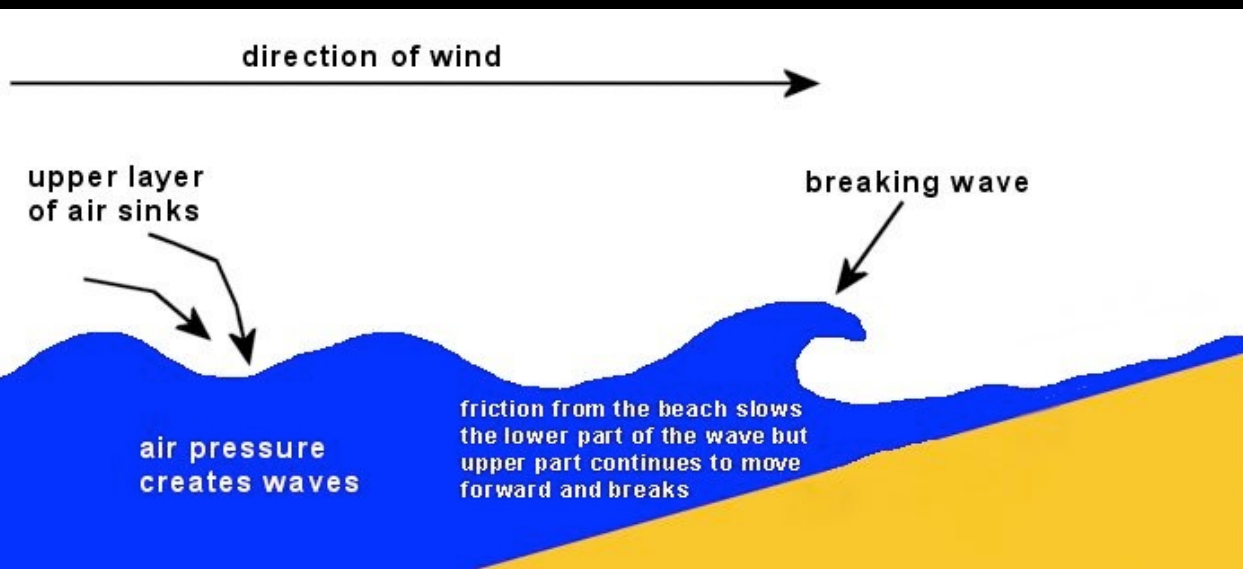


Figure 1
No Narration

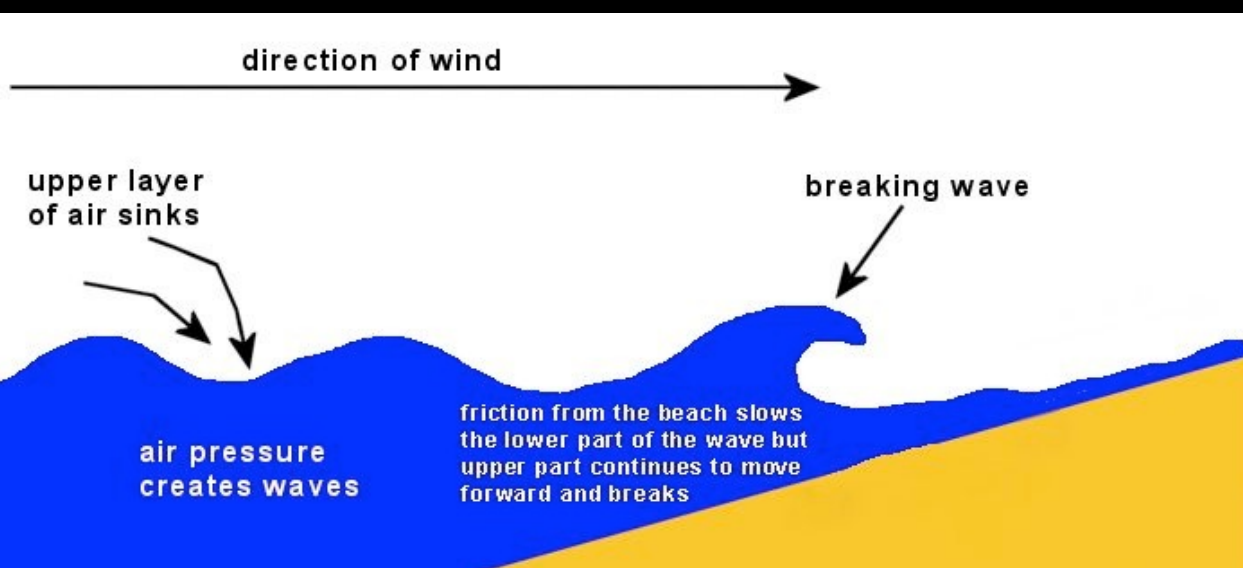


Figure 2
Narration

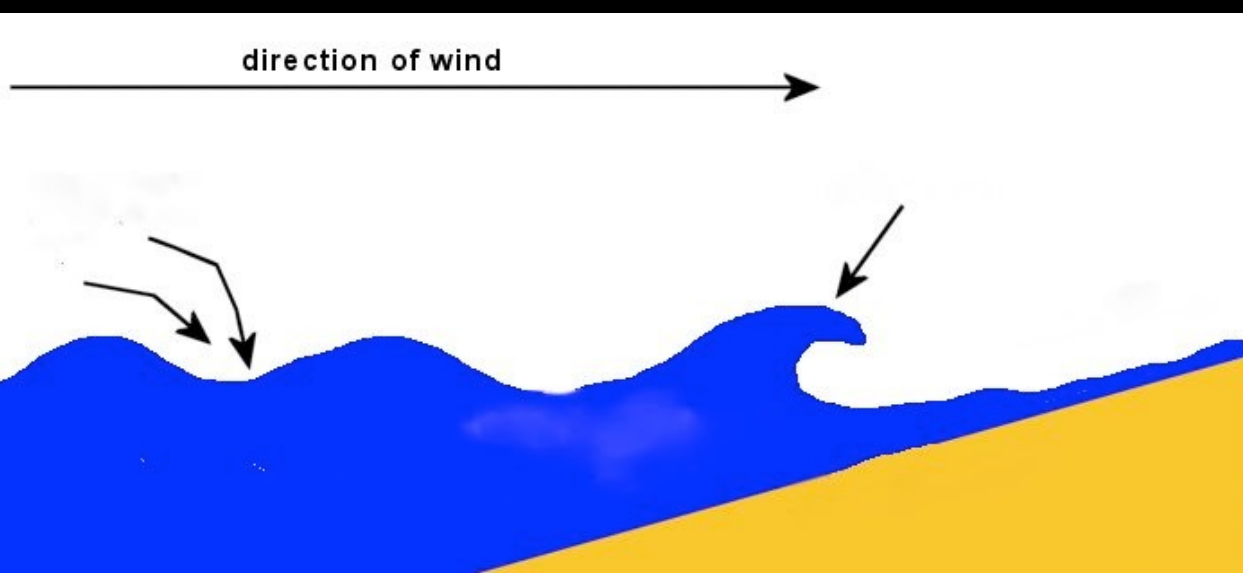


Figure 3
Narration



Facts, Charts and Tables

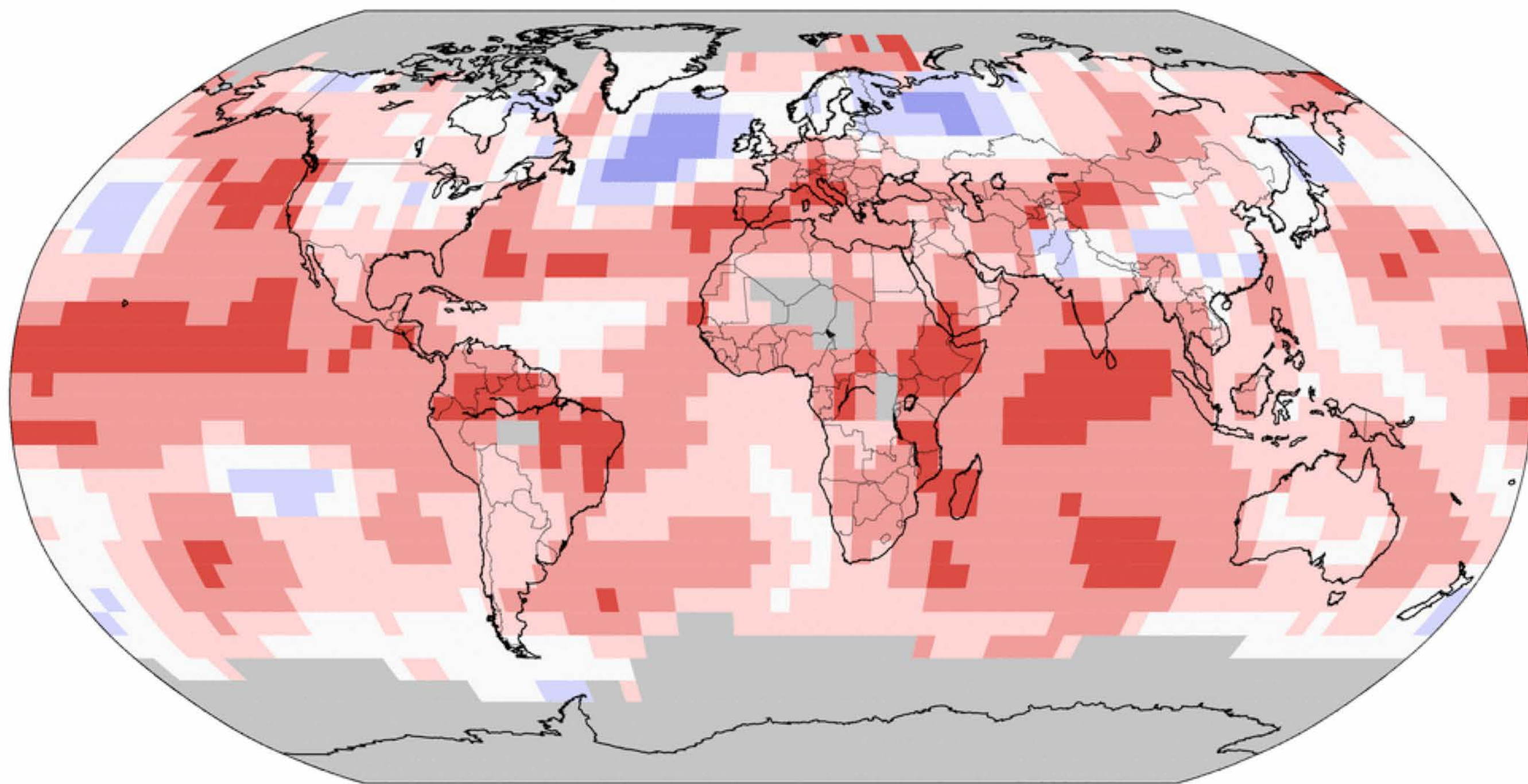
July was the hottest Month
on record in the U.S.

Ever

Land & Ocean Temperature Percentiles Jul 2015


NOAA's National Centers for Environmental Information


Data Source: GHCN-M version 3.3.0 & ERSST version 4.0.0





Record
Coldest


Much
Cooler than
Average


Cooler than
Average


Near
Average


Warmer than
Average

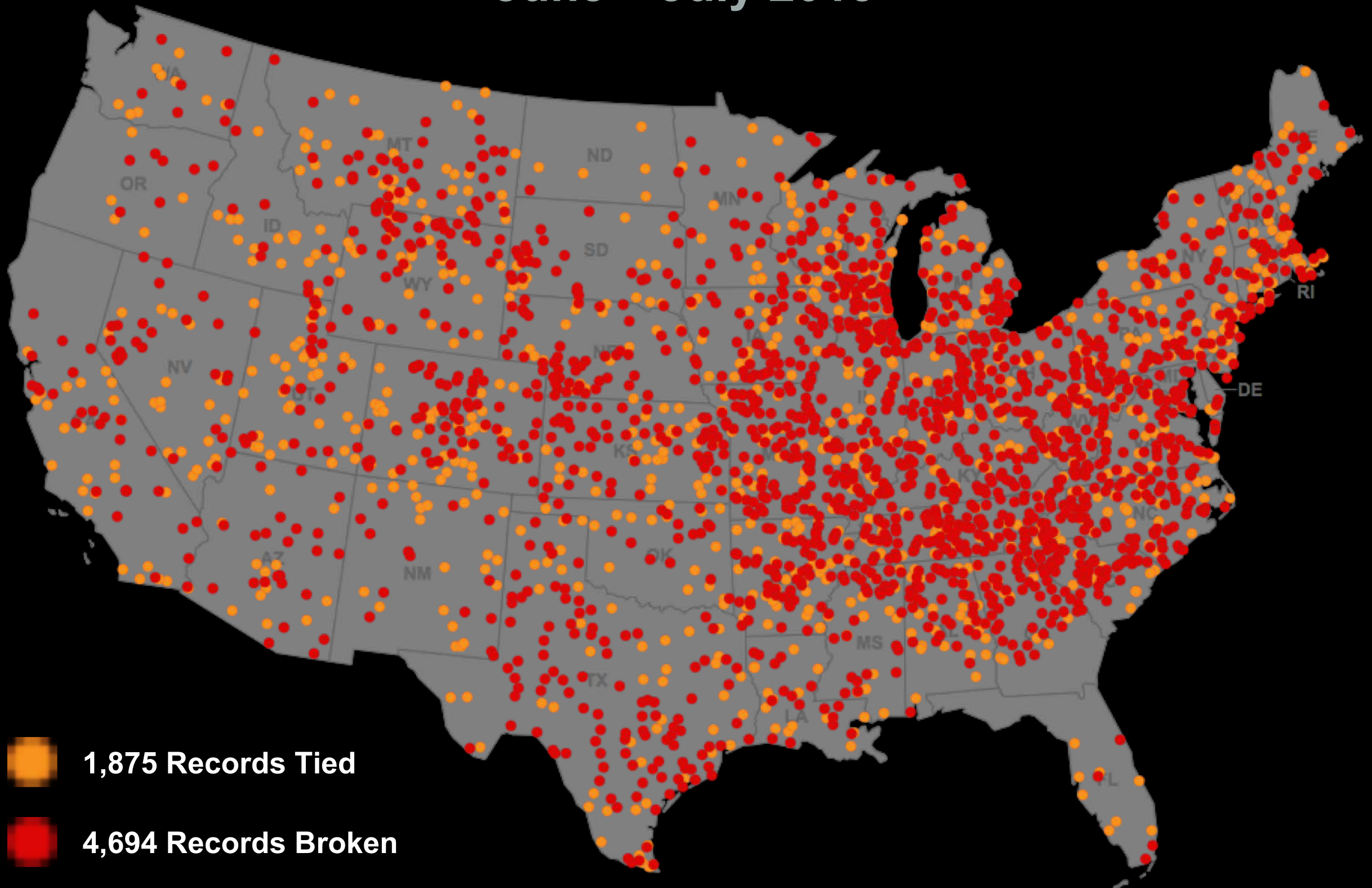

Much
Warmer than
Average


Record
Warmest



Daily Heat Records

June – July 2015



Voter Disenfranchisement

Incarceration
has increased by
more than



500%
in the last 40 years

2.2

million people
are in **PRISON**
or in **JAIL** in
the United
States



We should allow imprisoned
Americans the right to vote

**6.1
MILLION**

Americans

**CANNOT
VOTE**

because of
a felony conviction



1 OF EVERY 13

African Americans has
has **LOST THEIR**

VOTING RIGHTS

due to felony
disenfranchisement

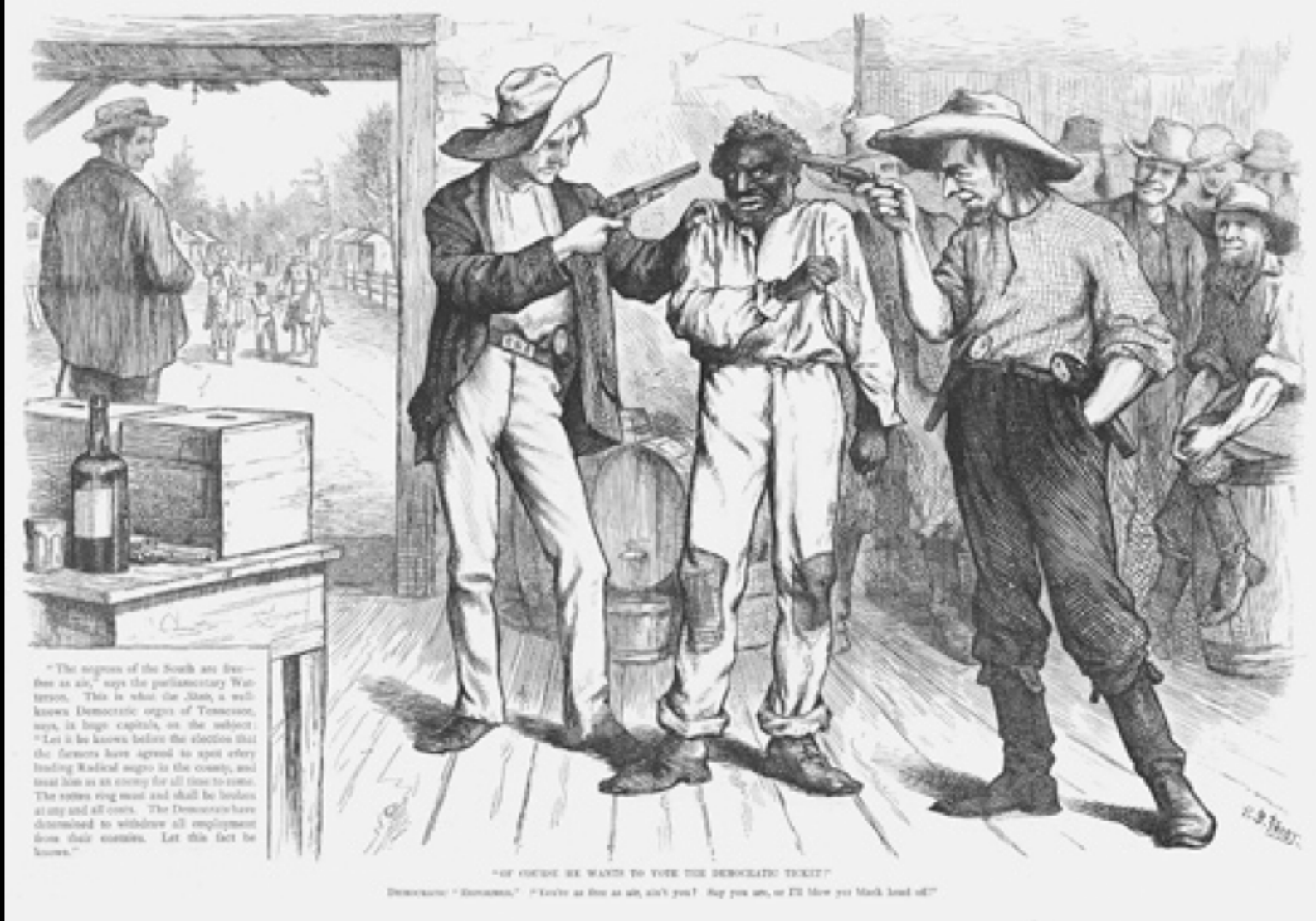
laws, vs. **1 IN EVERY**

56 non-black voters

We should allow imprisoned
Americans the right to vote

Is this compelling enough?

How about?



Receipt for Poll Tax of 1908.

If paid on or before Saturday next preceding the first Monday in July, 1909, will entitle the taxpayer, if otherwise qualified, to vote at any election held in this State prior to the first Monday in July, 1910.

No. 2055 Office of Collector of Miller County, Arkansas.

Received, this 7 day of Apr 1909.

of R. L. Sadew One Dollar, in payment of Poll Tax charged against him in this county for the year 1908.

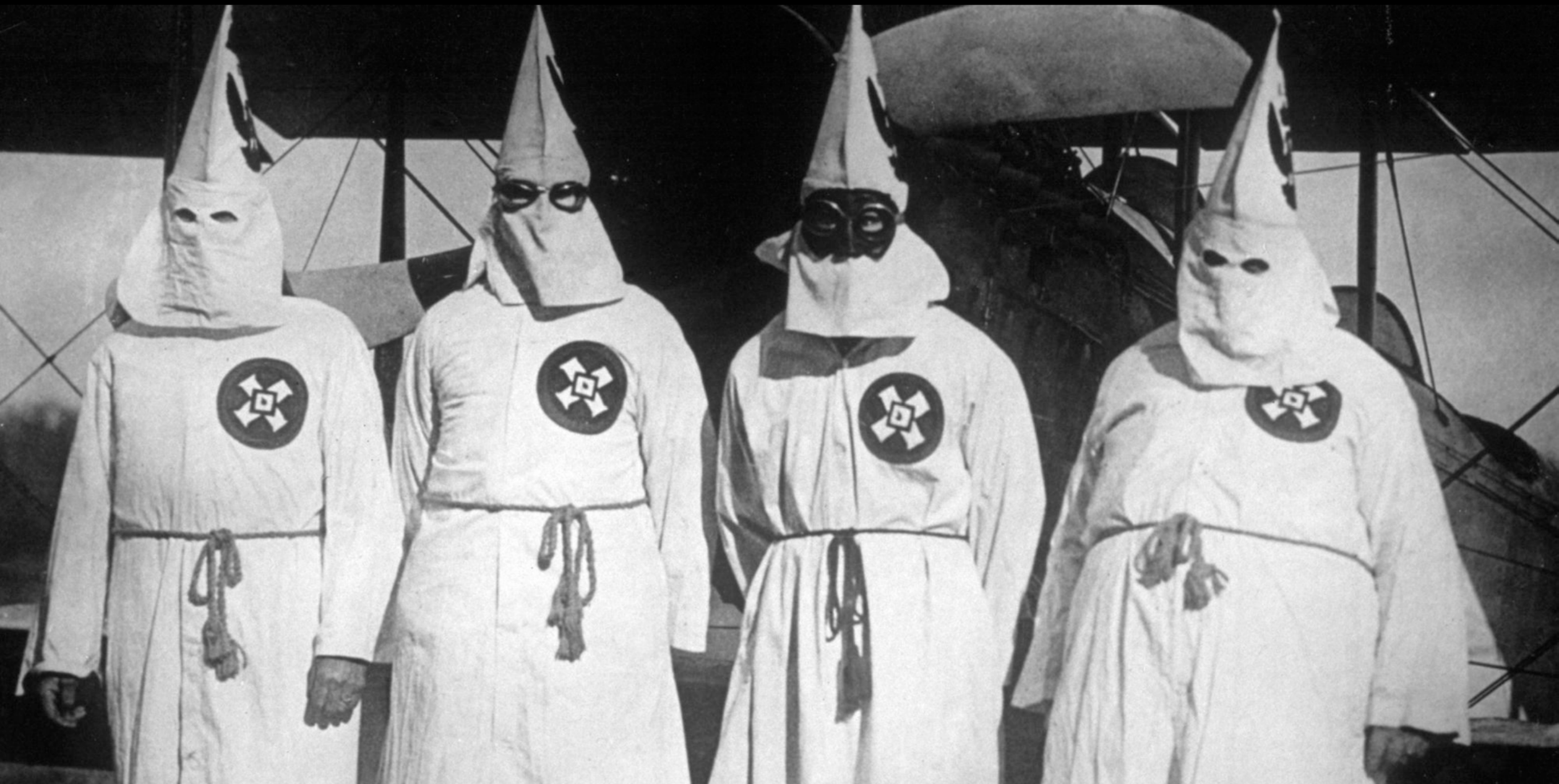
The Auditor of State only is authorized to have printed and furnish Poll Tax Receipts to be used by Collectors.—Section 5, Act March 18, 1895.

Avery E. Moore,
Auditor

Collector of W. S. Sattum County.

By W. S. Sattum D. C.

Felony disenfranchisement laws established following the 15th Amendment - Jim Crow



The larger the black population the more likely a state
would pass disenfranchisement laws



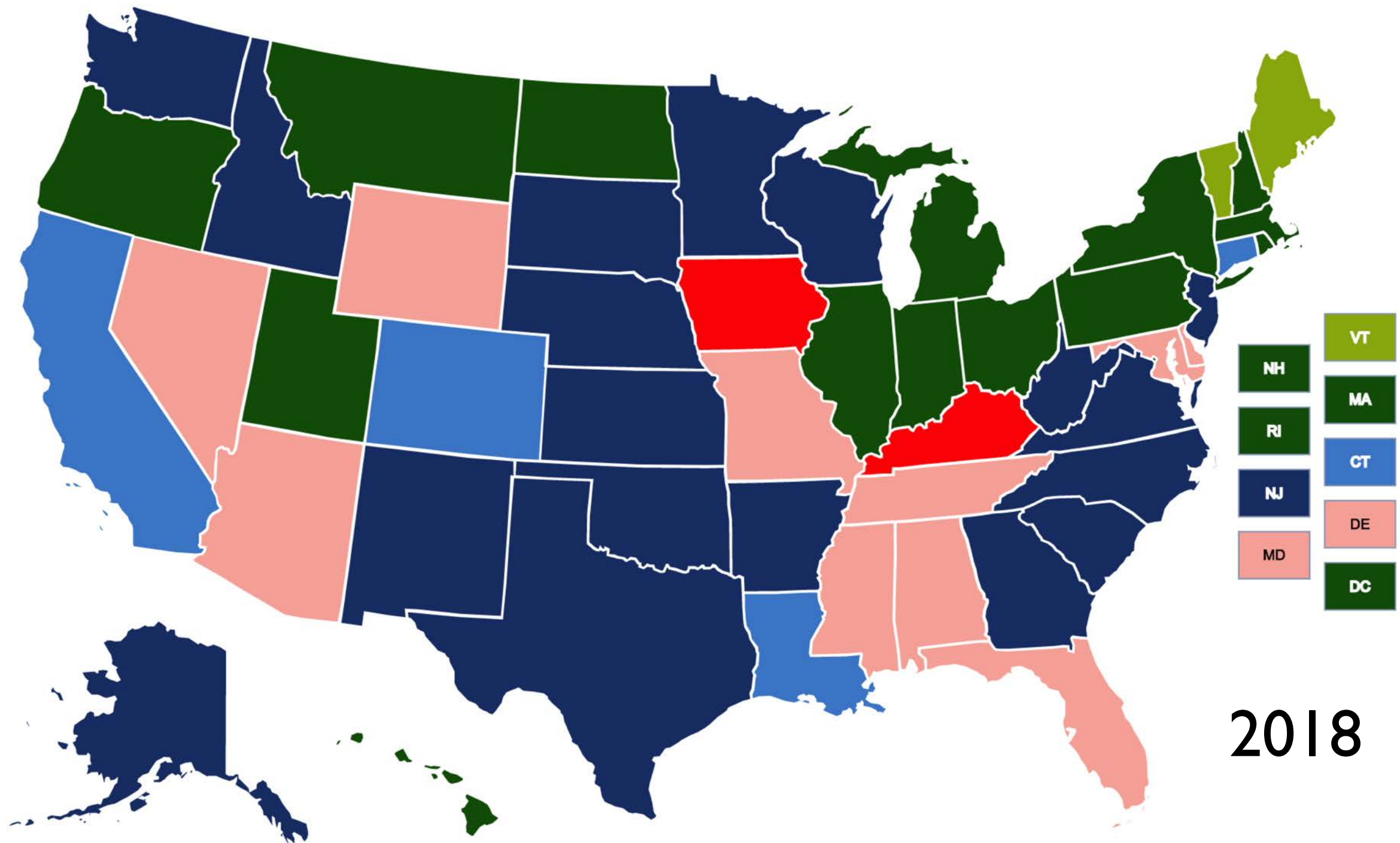
Manipulation of the ballot was justified to avoid
“Negro Domination”

North Carolina



2017

Criminal Disenfranchisement Laws Across the United States



● PERMANENT DISENFRANCHISEMENT FOR ALL PEOPLE WITH FELONY CONVICTIONS

● PERMANENT DISENFRANCHISEMENT FOR AT LEAST SOME PEOPLE WITH CRIMINAL CONVICTIONS

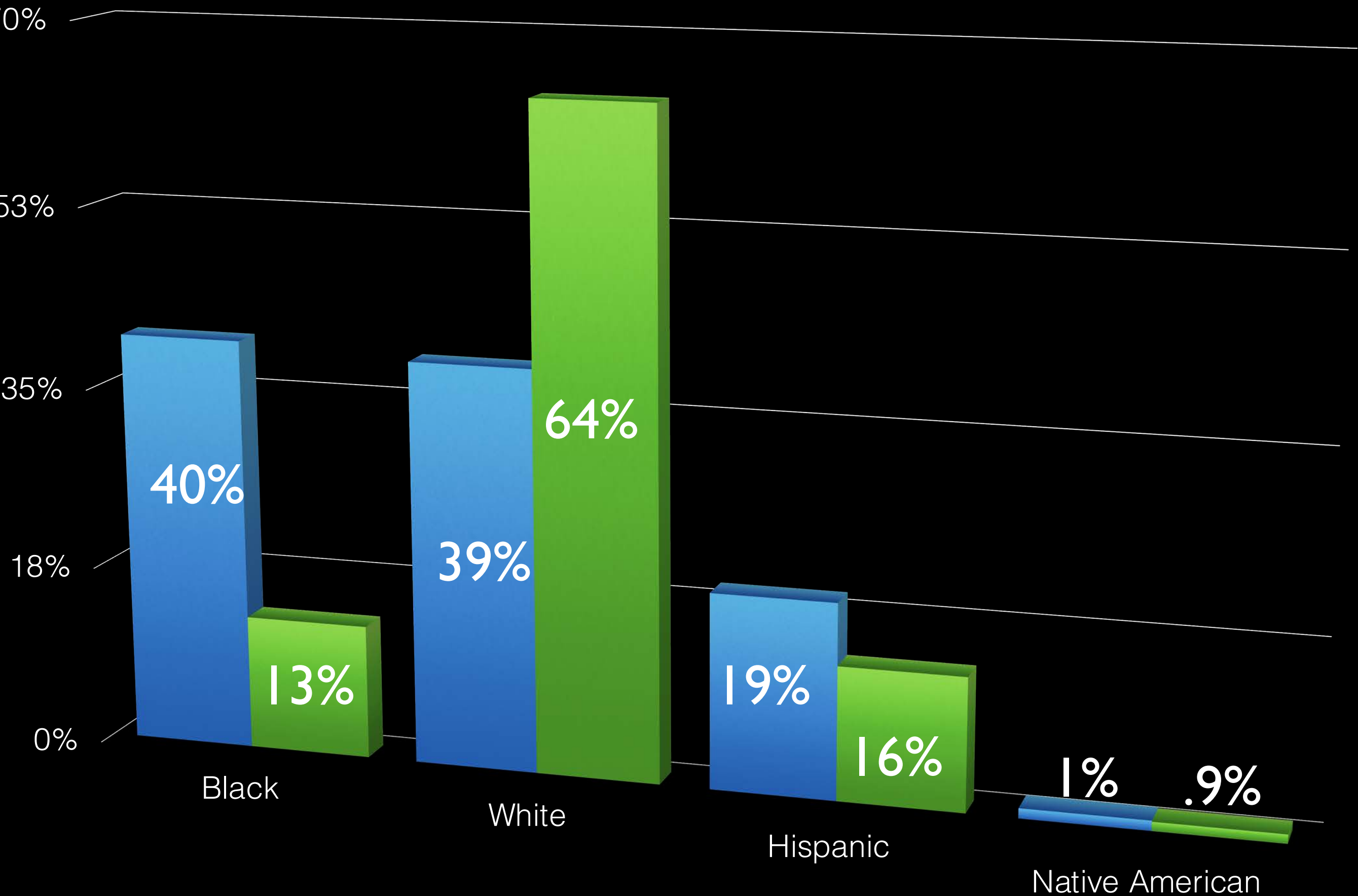
● VOTING RIGHTS RESTORED UPON COMPLETION OF SENTENCE, INCLUDING PRISON, PAROLE, AND PROBATION

● VOTING RIGHTS RESTORED AUTOMATICALLY AFTER RELEASE FROM PRISON AND DISCHARGE FROM PAROLE (PEOPLE ON PROBATION MAY VOTE)

● VOTING RIGHTS RESTORED AUTOMATICALLY AFTER RELEASE FROM PRISON

● NO DISENFRANCHISEMENT FOR PEOPLE WITH CRIMINAL CONVICTIONS

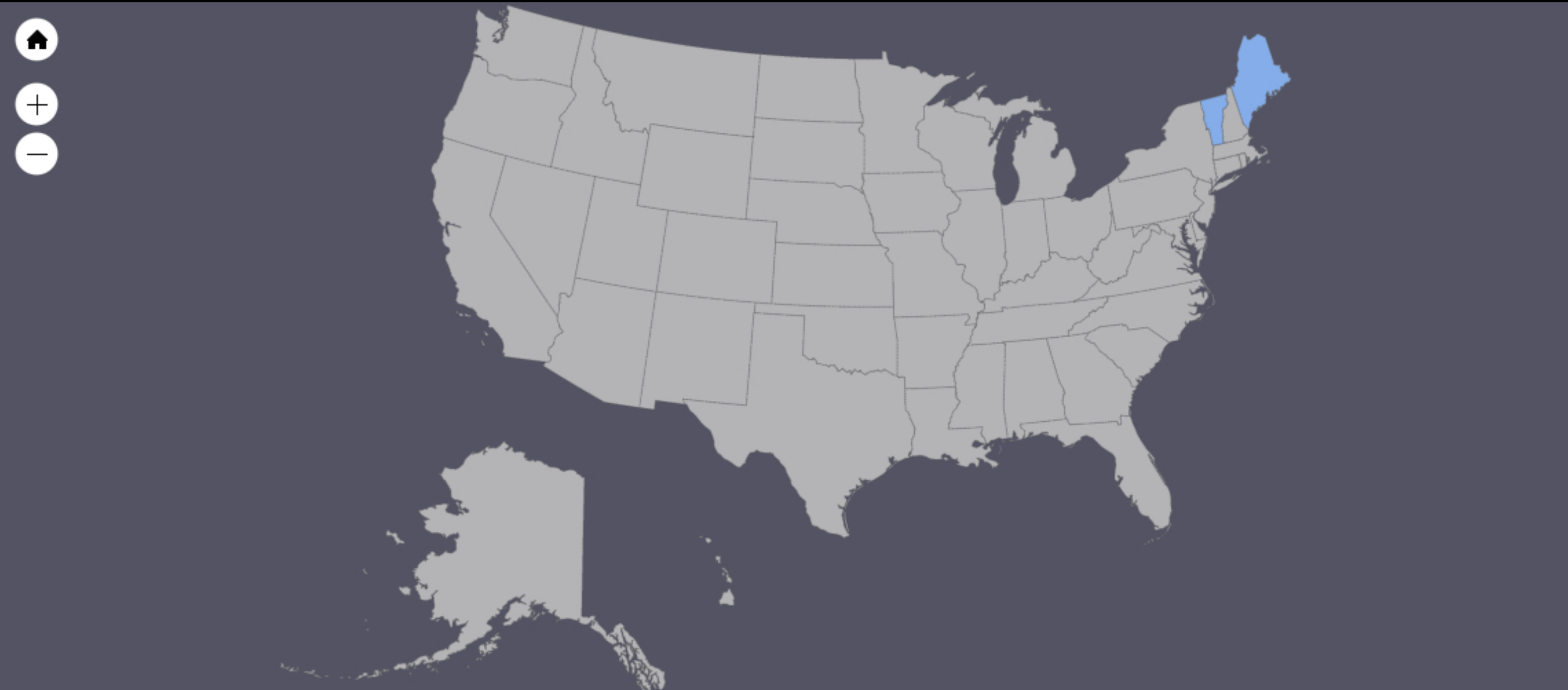
Imprisoned vs General Population in the US



Drug Dealers



2 States allow inmates to vote while incarcerated





ME = 94.4% White



VT = 91% White



In 2017 over 6,100,000 Americans can't vote



why?

A large crowd of people is gathered outdoors for a political rally. Many individuals are wearing American flags as clothing or accessories. Several signs are visible, including one that says "ID" and another that says "TAKE THE T...". The crowd is diverse in age and appearance, and many are looking towards the camera or slightly to the side.

Let's Talk

League of Women Voters

Community Meeting on

Felon Disenfranchisement

February 28, 2017

Transitions

Phase in what you have to say

Don't put it all up there at once

Otherwise people will be reading your slide

And not listening to the points you are trying
to make

Opening,
Closing & in
Between

The First 90 Seconds

Compelling/Interesting
statistic

Ask question to consider
their relationship to topic

Tell a story

A thousand word picture



Words to make people look up from their cell phones...

“For example”

“As you can see”

“Raise your hand”

“Make a list”

“Think about”



Make it clear what you want
them to do



**Donate
Now**

End with a story, quote or
vision

Move your audience with powerful visuals

Make your point in multiple ways

Know your audience

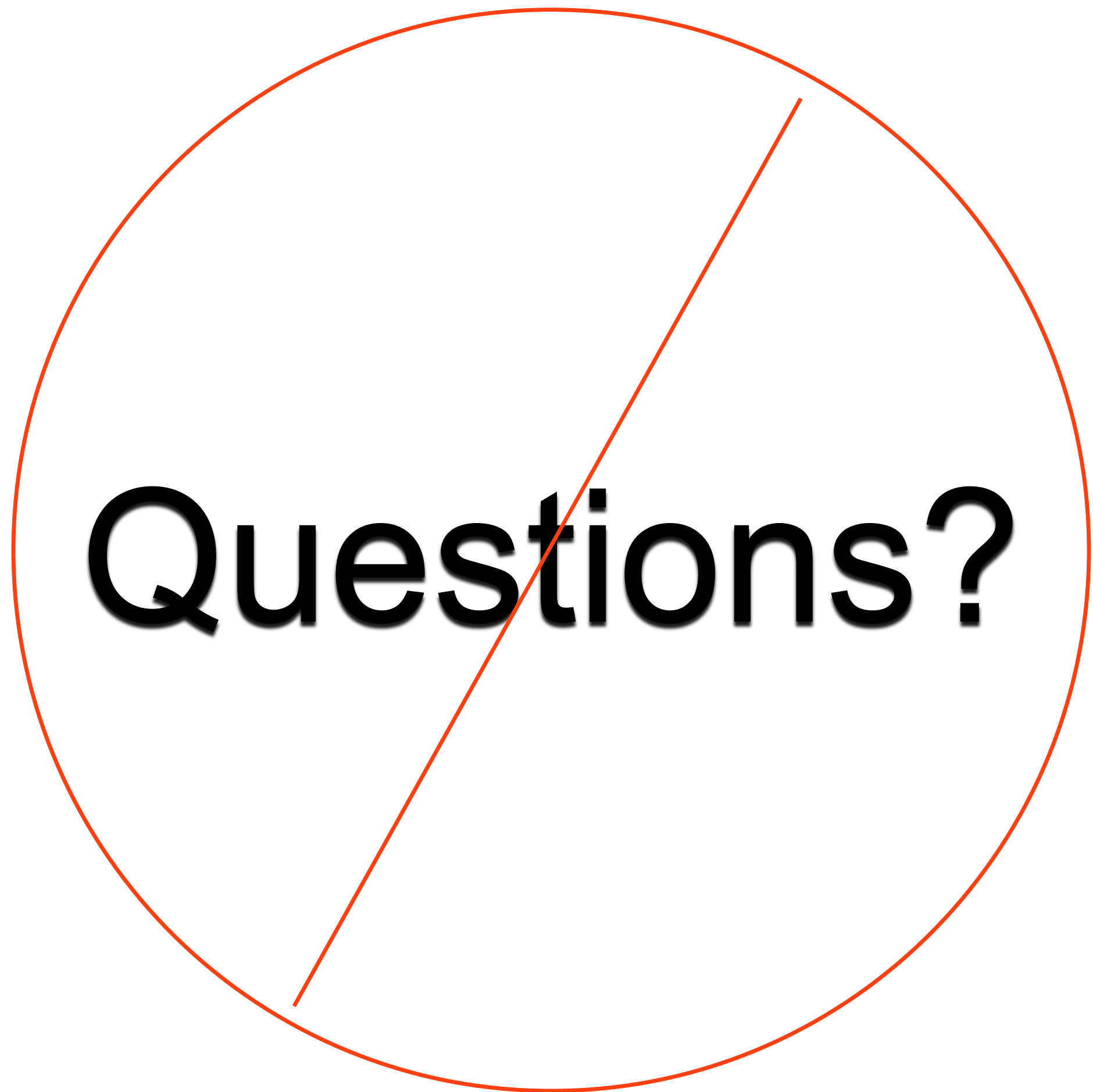
Design to engage your audience

1

2

3





Questions?

Ask your own questions

What three techniques
did you learn today?

Is there anything preventing
you from using some or all of
these techniques?

Which techniques will you
use in future presentations?

