

**City Commission  
PowerPoint  
Presentations  
for C-VIEW TV  
What Works & What Doesn't**





# Overview

**P**reparing a PowerPoint presentation for TV is considerably different than building one for display on a wide screen.

**T**elevision monitors in the City Commission Chambers are relatively small and far away from your viewers. Therefore all of your text must be larger than normal, and less of it may be used on a single slide than you would think. Graphics such as clipart and charts must also be specially prepared.



# Overview

**P**lanning ahead is your most valuable tool to success. Keep in mind that **THE PRESENTER** has the most important part of the presentation. The visuals should only **SUPPORT** the presenter, not **BE** the presentation. The best presentations are ones in which only the **KEY WORDS** or pictures of key words have been removed from the accompanying speech and are used to add punch to the speech. Words will be remembered longer if only a few of them are in print, and *effective* pictures are worth a thousand words!

**R**emember to **KEEP IT SIMPLE!** Let the visuals tell your story, but **DON'T** make your audience **READ** it.



# **COLORS**

- ◆ **Colors Display Slightly Brighter Than They Appear on PC Screens**
- ◆ **Avoid Large Areas of Red or 'Hot' Colors Such as Lime Green or Magenta**



# BACKGROUNDS

- ◆ **Solid, Dark Color or Dark Gradient; No Black, No White, No Textures**
- ◆ **If a Photo Background is Desired, Use ONLY on Title Slide at Beginning or End of Presentation**
  - **The Same Photo Becomes Monotonous if Used on Every Slide**



# TEXT: Fonts

- ◆ **No Seraph Fonts; We Recommend Using IMPACT, TAHOMA, FUTURA or ARIAL BLACK**
- ◆ **Minimum 30-40 Points - Larger Whenever Possible – Some Fonts are Larger Than Others,**



# **TEXT: Fonts**

- ◆ **High Contrast Between Background and Foreground May Enable Use of Slightly Smaller Font**
- ◆ **Use Deep, Black, Drop Shadow on All Text, Similar to This Slide**



# BULLET SLIDES

- ◆ No More Than 3-4 Words Per Line
- ◆ No More Than 6 Lines on a Slide
- ◆ Use Title Case for All Bullet Points
- ◆ Do Not Use Full Sentences or Periods – Phrases ONLY
- ◆ Avoid Using Sub-Bullets If Possible
- ◆ Bullets Must Be Large and Solid Color; We Recommend ◆ ❖ ◆ ◆ ■ ● Found in the Monotype Sorts Font



# BULLET SLIDES

- ◆ **Look at Each Slide You Build in the Slide Sorter View.**
- ◆ **If You Can't Read the Bulleted Words in the Slide Sorter, They Will Be Too Small to Work for TV**
- ◆ **The Text for THIS SLIDE Is Too Small**



# GRAPHS/CHARTS

- ◆ **Build Charts In Excel** NOT PowerPoint Chart Builder
- ◆ **Make Them Thick, 3-D**
- ◆ **Delete All Chart Text Including Tick Markers, Legends, Labels, Etc., Leaving ONLY the Graphic**



# GRAPHS/CHARTS

- ◆ **Set Chart Backgrounds to Be Transparent**
- ◆ **Gridlines Must be 6 Point, Recommend Yellow**
- ◆ **Copy The Chart Into PowerPoint**
- ◆ **Add Text Boxes In PowerPoint for Labels & Values; see example:**

# Bar Charts: We Recommend



Legend

Example

\$ 250 K

\$ 1.6 M

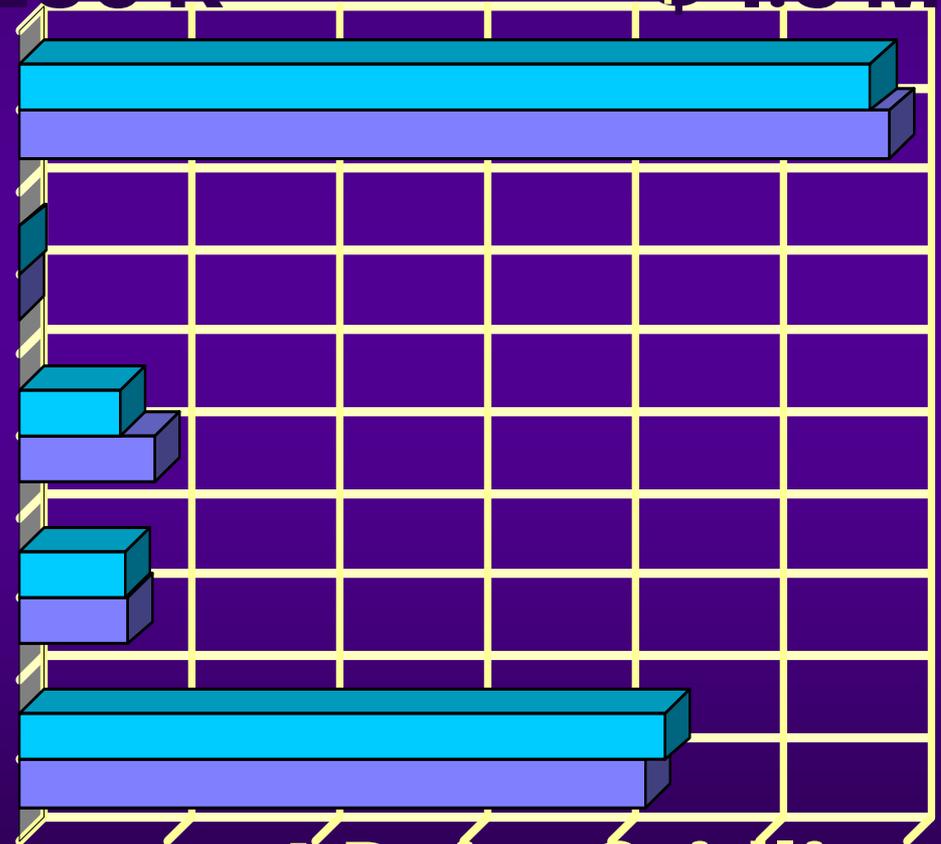
All Text

Built By

Hand

Build Charts

in Excel Only



6 Point Gridlines

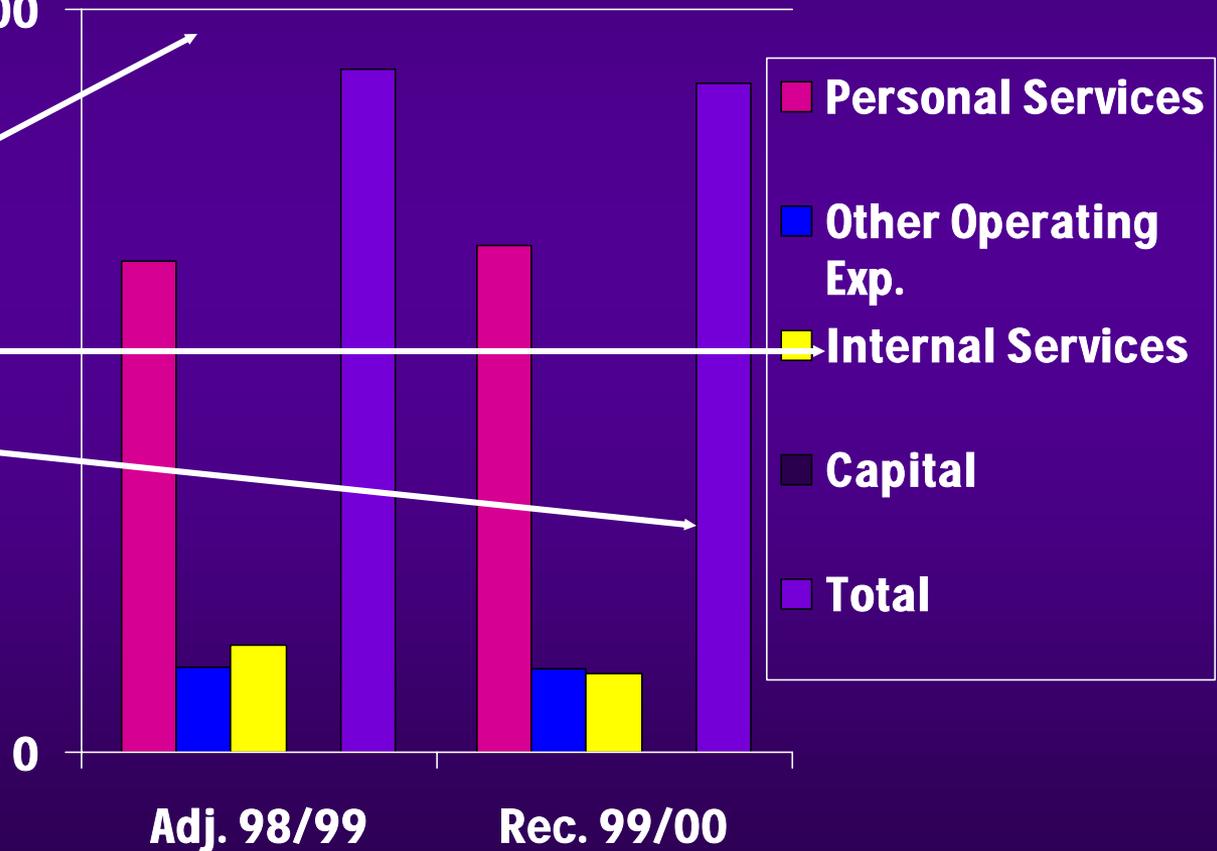


# Bar Charts:

## Things to Avoid: Chart Builder Results

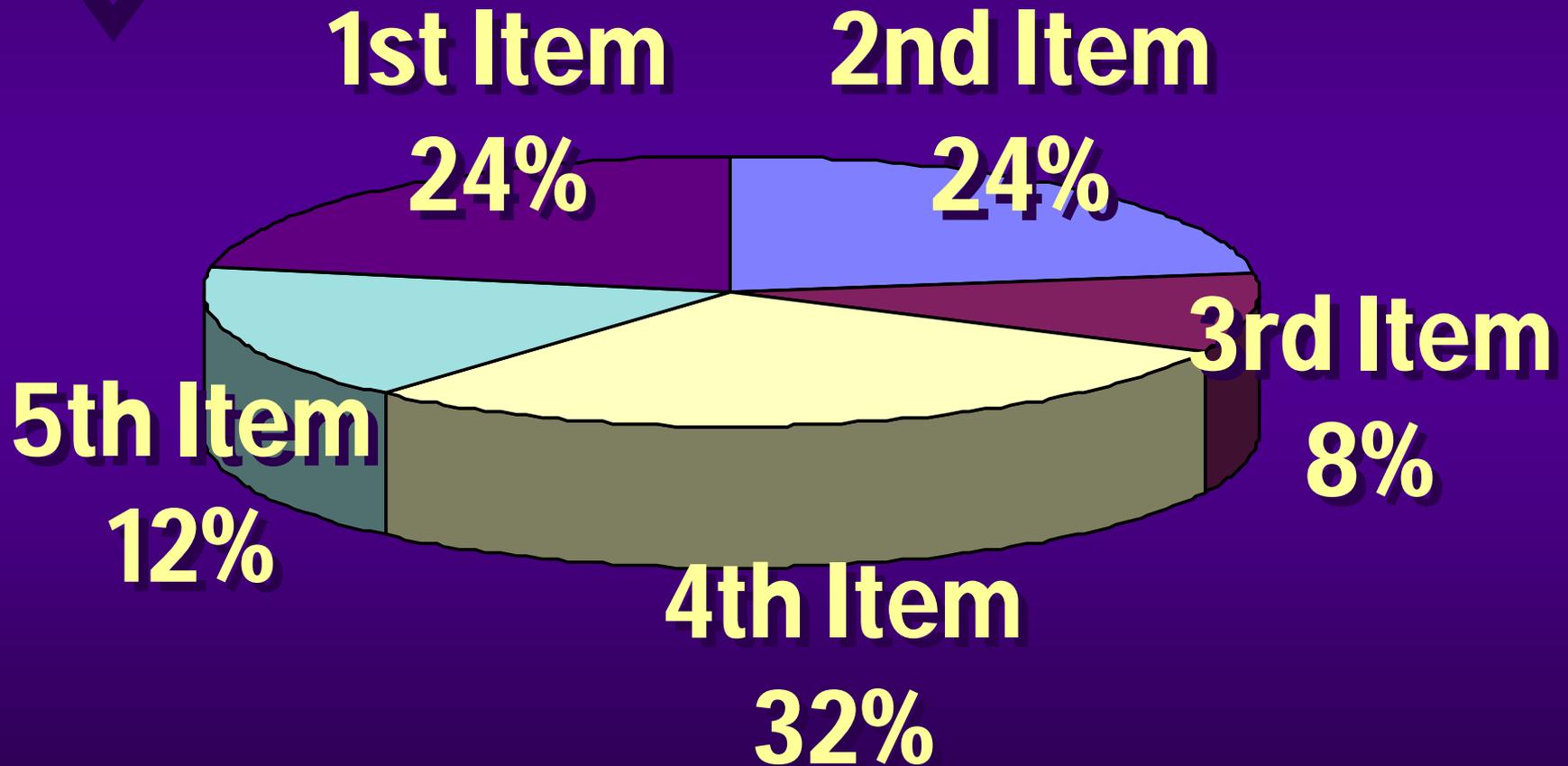
- Numbers w/Zeros
- Thin Lines
- Small Text on Legends
- No Contrast Between Background & Foreground

1600000





# Pie Charts: We Recommend

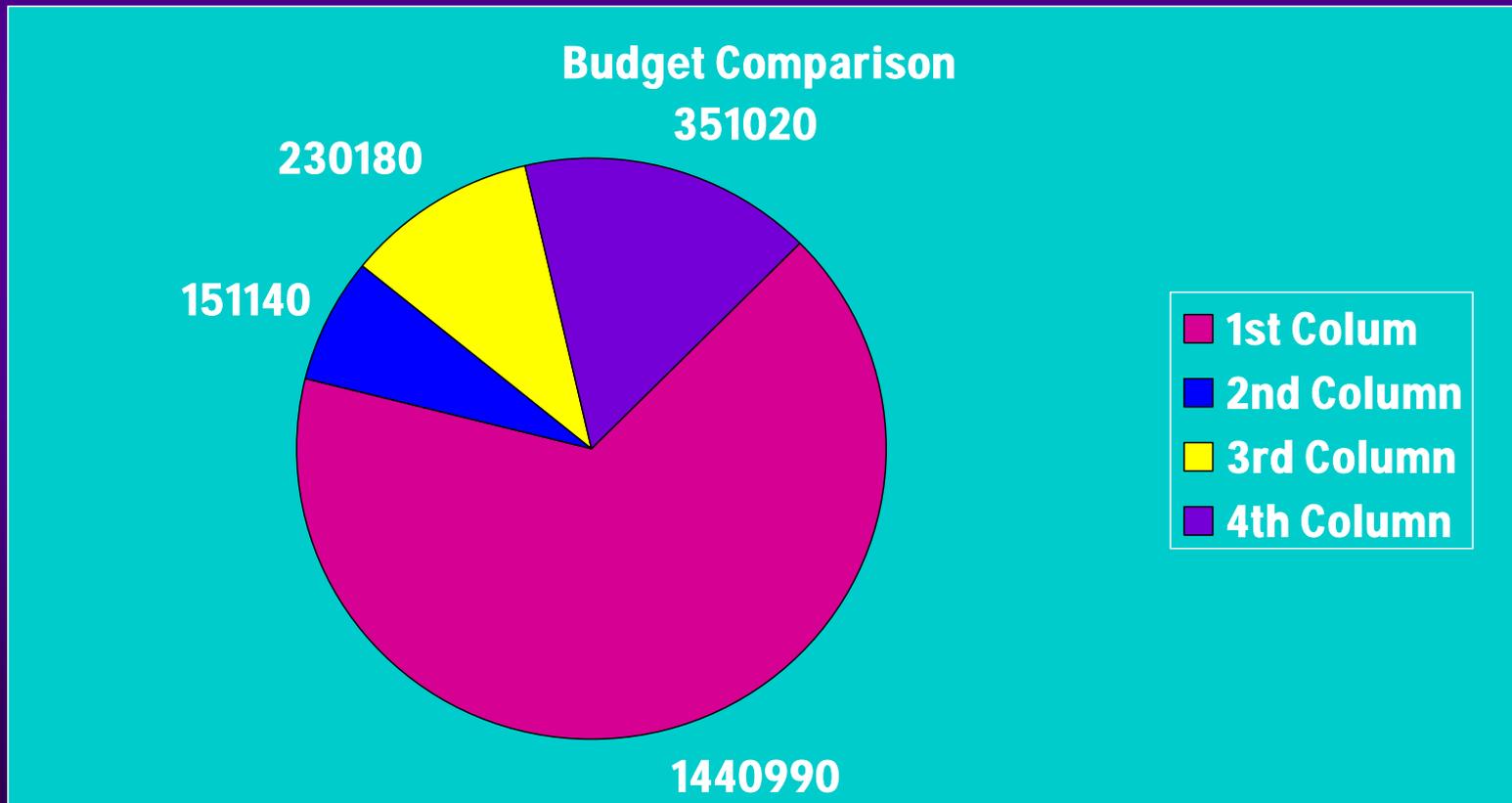




# Pie Charts:

## Things to Avoid: Chart Builder Results

- Labels w/Zeros
- Poor Color Choice for Background – No Contrast with Text
- Pie Not Large Enough with Legend





# TEXT COLUMNS

- ◆ **Avoid Using Them If Possible, Particularly Columns of Numbers**
- ◆ **If a Bar or Pie Chart Will Work Instead, Use One!**
- ◆ **Display No More Than 4 Columns at a Time, Including the Topic Text at Left**
- ◆ **If You Have More than 4, Try Animating Columns as in the Following Example:**



# TEXT COLUMNS

- RUN ME IN SLIDE SHOW MODE

Fictional Example:	FY 2000
Personal Service	\$270 K
Operating Budget	125 K
Internal	33 K
Capitol Expenditures	250 K
Debt Service	90 K



# TEXT COLUMNS

Things  
to Avoid

This Cut and  
Paste From  
Excel Is Fast  
but Not  
Viable for TV

	Rate Per Dwelling Unit			
Residential	\$	30.38		
Multi-Family	\$	28.83		
Travel Trailers	\$	15.19		
NON-RESIDENTIAL PROPERTY USE CATEGORIES	Building Classification (in square foot ranges)	Commercial	Industrial/ Warehouse	Institutional
	< 1,999	\$55	\$3	\$56
	2,000 - 2,999	\$139	\$8	\$141
	3,000 - 3,999	\$194	\$11	\$197
	4,000 - 4,999	\$250	\$14	\$254
	5,000 - 5,999	\$305	\$17	\$310
	6,000 - 6,999	\$360	\$20	\$367
	7,000 - 7,999	\$416	\$24	\$423
	8,000 - 8,999	\$471	\$27	\$480
	9,000 - 9,999	\$527	\$30	\$536
	10,000 - 14,999	\$693	\$39	\$705
	15,000 - 19,999	\$970	\$55	\$987
	20,000 - 24,999	\$1,248	\$71	\$1,269
	25,000 - 29,999	\$1,525	\$86	\$1,551
	30,000 - 34,999	\$1,802	\$102	\$1,833
	35,000 - 39,999	\$2,079	\$118	\$2,116
	40,000 - 44,999	\$2,357	\$134	\$2,398
	45,000 - 49,999	\$2,634	\$149	\$2,680
	50,000 - 59,999	\$3,050	\$173	\$3,103
	60,000 - 69,999	\$3,604	\$204	\$3,667
	70,000 - 79,999	\$4,159	\$236	\$4,231
	80,000 - 89,999	\$4,713	\$267	\$4,795
	90,000 - 99,999	\$5,268	\$299	\$5,359
	100,000 - 119,999	\$6,100	\$346	\$6,206
	120,000 - 139,999	\$7,209	\$409	\$7,334
	140,000 - 159,999	\$8,318	\$472	\$8,462
	160,000 - 179,999	\$9,427	\$535	\$9,590
	180,000 - 199,999	\$10,536	\$597	\$10,719
	200,000 - 249,999	\$12,477	\$707	\$12,693
	250,000 - 299,999	\$15,249	\$865	\$15,514
	300,000 - 349,999	\$18,022	\$1,022	\$18,334
	350,000 - 399,999	\$20,794	\$1,179	\$21,155
	400,000 - 449,999	\$23,567	\$1,336	\$23,976
	450,000 - 499,999	\$26,339	\$1,494	\$26,797
	> 500,000	\$31,884	\$1,808	\$32,438



# NUMBERS

**150 K** = 150,000

**1.2 M** = 1,200,000

- ◆ Lots of Zeros Are Hard to Read, So Avoid Them Whenever Possible
- ◆ Round Off Numbers to Nearest Thousand or Million
- ◆ Abbreviate with 'K' or 'M'



# GRAPHICS & CLIPART

## ◆ Are OKAY If They:

- Support The Point of The Slide; Only **1** Point
- Are Not Copyrighted; Use Freeware from Net
- Are **BIG, BIG, BIG**; Should Fill At Least 1/4 to 1/3 of Slide or More
- Are Clear and Easy to See
- Do Not Get In the Way of Slide Text



# Clipart: Things to Avoid

## Clearwater Housing

- ◆ Roofing in Clearwater
- ◆ Landscaping
- ◆ Foundations
- ◆ Insulation
- ◆ Drywall
- ◆ Soffit & Fascia
- ◆ Carpentry
- ◆ Plumbing
- **Poor Color Choice for Background – No Contrast w/Graphic & Text**
- **Graphic Too Small; Not Integrated w/Slide**
- **Serif Font Thin and Hard to Read**
- **No Drop Shadow on Text**



**Original Slide**



# Clipart: Things to Do

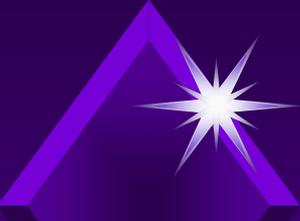
## Clearwater Housing

- ◆ Roofing & Soffits
- ◆ Landscaping
- ◆ Foundations
- ◆ Insulation & Drywall
- ◆ Carpentry
- ◆ Plumbing

**Improved**

- Text Brighter for Better Contrast
- Larger Graphic
- Bullets Carry Roof Shape
- Drop Shadow Added





# PHOTOS

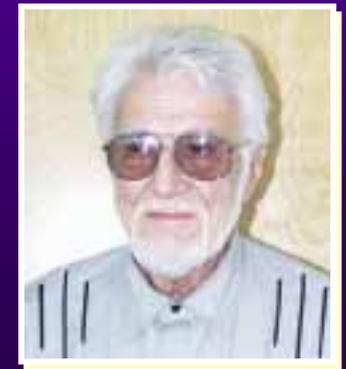
- ◆ **Are Recommended If They Relate to the Point of the Slide**
- ◆ **Must Not Be Copyrighted**
- ◆ **Should Be Big, Big Big; Fill at Least 1/2 of the Slide; Preferably ALL**
- ◆ **Must Be Kept Separate from Text**
- ◆ **Should Not Be Used as Backgrounds Unless They Contrast Highly w/Text**



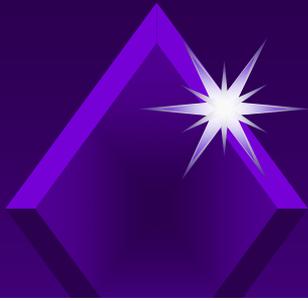
# PHOTOS

We Suggest Only Using  
One or Two Photos Per Slide

- Looks Great on Screen  
but Photos Too Small to  
See in Chambers
- REVIEW ME IN SLIDE  
SORTER MODE—SEE  
GROUP SHOT



Original Slide



# PHOTOS

- RUN ME IN SLIDE SHOW MODE
- Try Using Animation if More Than One Photo Needed on a Slide



Improved Slide



# EMBEDDED VIDEOS

## ◆ Embedded Videos are NOT Recommended Because

- They are Usually Too Small to See Clearly
- Are Better Done with a VCR in Chambers
- Sound Cannot be Used from PC to TV
- If You Have a Video, Provide a VHS Tape to the C-VIEW Crew w/24 Hours Notice



# Other Things to Avoid

## ◆ Organizational Charts

➤ Unless They Are VERY Short, Can't Be Read

## ◆ Flow Charts

➤ Are Confusing to the Viewer's Eye

## ◆ Mission Statements

➤ Too Much Text Too Small to Be Read

## ◆ Overhead Maps

➤ Work Only Without Detail & Area is Small



# Workarounds

If You *Have* to Display a “Thing to Avoid”

- ◆ **Consult with Public Communications to Find Another Way to Display It; There are Usually MANY Alternatives**
- ◆ **Display only a KEY WORD or Short Phrase from Longer Text**
- ◆ **Add a Graphic for the Key Word**



# General Tips:

- ◆ Ask Yourself “If I Were In the Audience, How Would I View This?”
- ◆ Sometimes Talking About a Point is More Effective Than Putting Details on a Bullet Slide
- ◆ When You Rehearse the Visuals in Chambers, Sit In the Mayor’s Seat to See What The Commissioners Will See



# **The Importance of REHEARSAL:**

- ◆ **The Better Prepared You Are, the Better Your Chance of Reaching the Goal of Your Presentation**
- ◆ **PRESENTATION PREVIEWS ARE REQUIRED. Call Public Communications to Schedule a Rehearsal In Chambers No Later Than Two Weeks Before Your Scheduled Presentation Date**

# City Commission PowerPoint Presentations for C-VIEW TV

## What Works & What Doesn't



- **Contact: Betsy Clement, Public Information Specialist**
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