

COOKING WITH CONTENT

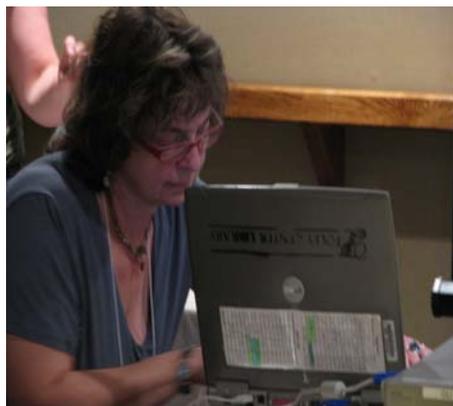
Creating Successful OPAL
Presentations
From the Author of the “Conservation
Kitchen” Series



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LIVE - FROM THE OTHER WASHINGTON –

- It's Diane Hutchins!



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WHAT IS OPAL?

- OPAL stands for “Online Programming for All Libraries.”
- It’s a software that enables presenters to deliver training over the Web.
- The environment is interactive, enabling the audience to participate via voice-over IP, text chat, and synchronized browsing.

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WHAT IN THE WORLD IS THE CONSERVATION KITCHEN?

- A series that my staff and I created to present the do’s and don’ts of preservation to a wide audience. We also offered a few basic techniques that audience members could take with them.
- Presenting it on OPAL allowed us to share closeup shots of conservation work with a remote audience – better than if they had been sitting in the room with us!

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CONSERVATION KITCHEN TIMELINE

- October 2007 – the genesis of the idea
- January 30, 2008 – the first live brown bag presentation
- April 1, 2008 – First Tuesday presentation over the Web using WIMBA software
- May 20, 2008 – presentation to federal depository libraries, using OPAL
- May 29, 2008 – the second live brown bag presentation
- August 7, 2008 – live presentation at PNLA in Post Falls, Idaho
- October 20, 2008 – Cooking with Content presented online via OPAL at the Fall Depository Library Council Meeting

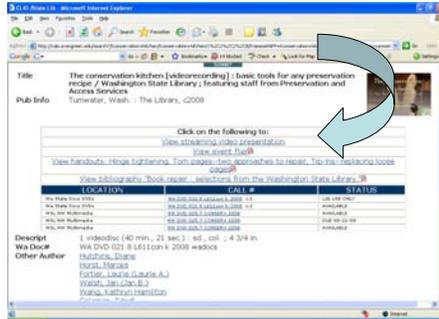
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USEFUL BY-PRODUCTS!

- First Tuesday (WIMBA) PowerPoint posted on the Washington State Library's public blog site (<http://www.secstate.wa.gov/library/docs/pubserv/present/conservationkitchen.ppt>).
- OPAL PowerPoint posted at <http://www.opal-online.org/archiveGPO.htm>
- Streaming media of both brown bag presentations available from the Library's home page ("News) and through links in the Library's catalog.
- DVDs of both programs produced in-house.

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LINKS IN OUR CATALOG



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OUR DVDS ARE HOT!

- Much to our delight, DVDs of both presentations constantly circulate.
- We have even burned additional copies of the DVDs in response to the high demand!



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HOW DID WE DO IT?

1. We were passionate about the topic.
2. We had fun doing it.
3. And because of #1 and #2, it was easy!

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YES, I DO LOVE BBC TELEVISION!

- Combine Gordon Ramsay and Bill Nye, with a touch of “What Not to Wear”
 - We needed a program that would be:
 - Informative
 - Entertaining
 - Engaging
 - Relevant to a wide audience
 - Library and archives staff
 - Retirees with family treasures

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THE DELIVERY – WHAT NOT TO DO

- No technical jargon
- No assumptions
- No talking down to the audience
- No pretense

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THE APPROACH

- Tell a story
- Be excited
- Have a sense of humor
- Be ourselves
- Be friendly
- Don't worry about being perfect!
- Make it real!

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MAKE IT INTERESTING

- Keep it simple
- Provide lots of visual appeal
- Avoid the monotony of a single talking head
 - Use different voices
 - Use different personalities

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CREATING THE SCRIPT

- We began with a very rough outline of what we wanted to cover.
- Then we videotaped our rehearsals – nothing fancy. Think “home movies.”
- We watched the tape at the next rehearsal, continuing to tweak the script.
- Then we trimmed the script to make sure it would fit into our time frame (roughly 40 minutes for the brown bags).

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THE PLOT

- Provide some background: We described how we started out with virtually no resources and created the beginnings of a preservation department.
- Make it relevant: We gave the audience some useful information they could apply in their own settings.

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TELLING THE STORY – THINK “AUTOBIOGRAPHY”

- I searched my memory – What did I do to start up the program? What was my first step?
 - I went to the grocery store and bought a few supplies.
- To illustrate my tale with some humor, I pulled those supplies out of a shopping bag while I spoke.

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WHAT DID I DO THEN?

- I worked with my staff to do a few simple things:
 - Performing basic in-house repairs
 - Taking advantage of economies of scale to make rebinding by a commercial bindery fit into our small budget
 - Providing training in the basics to other departments in the Library

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OUR FIRST PROGRAM EVOLVED

- After tweaking the script and timing our rehearsals, we decided to cover:
 - A brief history of our preservation activities
 - A brief overview of preservation
 - Bindery tips with examples
 - Three types of simple repairs:
 - Hinge strengthening
 - Tip ins
 - Tear repair (two approaches)

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FIRST BROWN BAG – JANUARY 30, 2008

- The program was very well received.
- The event was videotaped and the raw footage was edited and made into DVDs in-house by a very talented member of my department.
- The DVDs were cataloged and made available for checkout.

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THE FIRST STIRRINGS OF OPAL- JANUARY 31, 2008

- Herrick Heitman, our federal publications depository librarian, received an e-mail on January 30, (the day of the brown bag) from Robin Haun-Mohamed, asking if he knew of any programs that would be a good match for OPAL.
- Herrick forwarded that e-mail to me on January 31.

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OF COURSE, I SAID “YES”

- But, before I could even get started on a proposal...

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...ALONG CAME WIMBA

- I was approached on February 7, 2008, by our Library Development department to see if I would be willing to present the Conservation Kitchen as part of their First Tuesday series.
- They told me I would be using WIMBA software (<http://www.wimba.com>).

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WIMBA

- WIMBA is a program that allows the presenter to provide online training using PowerPoint, chat, and the telephone.
- It is very similar to OPAL.
- BONUS! I could create the PowerPoint for First Tuesdays and, if all went well, use it in my proposal to the GPO (U.S. Government Printing Office).

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OTHER STUFF THAT WAS GOING ON DURING THIS TIME PERIOD

- Normal day-to-day activities
- Planning for the next brown bag presentation
- Doing an in-depth shelf analysis of all of our closed stack collections (over 1,000,000 items), in preparation for designs for a new building

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OF COURSE, IN THE MIDST OF IT ALL, I SAID “YES!”

- But, how to go about converting a DVD into a PowerPoint?
 - The recipe:
 - Take the original script from the live brown bag
 - Break it down into very small units
 - Create bulleted lists or brief statements within each unit
 - Add lots of digital photos!

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THE LOOK AND FEEL

- Choosing a template:
 - It had to have visual appeal
 - It had to be simple
 - It had to have good contrast
 - It could not detract from the PowerPoint text
 - It could not detract from the PowerPoint visuals

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TWO SCREENS ARE BETTER THAN ONE!

- To make sure that I had captured everything from the brown bag, I watched the DVD on one monitor while I fleshed out the narrative of the PowerPoint on the other monitor.

TIP: If you don't have two monitors at your desk, see if you can borrow a laptop to act as a second screen.

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THE IMAGES

- I had originally planned to capture screen shots from the DVD and paste them into the PowerPoint.
- I discovered that I could produce better images in far less time by using a digital camera.

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THE CAMERA

- We used a Canon PowerShot A510 digital camera to take the photographs used in the PowerPoint.



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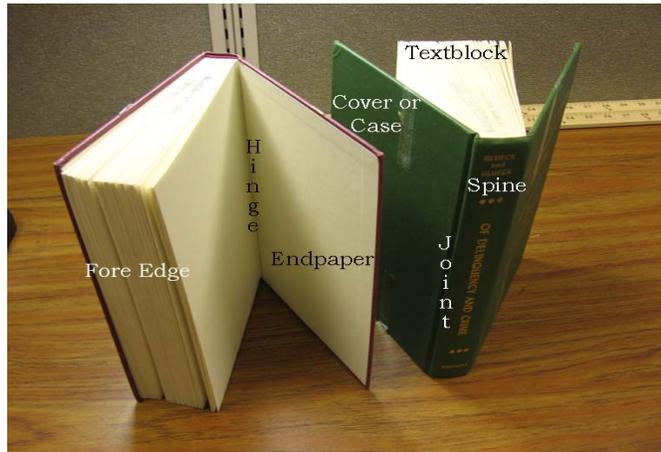
DIGITAL CAMERA VS. SCREEN SHOTS SHOWING ACID MIGRATION

- What worked:
- What did not:



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IT WAS A GREAT WAY TO DEMONSTRATE PARTS OF A BOOK TO OUR AUDIENCE



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IT WAS A GREAT WAY TO SHOW CONSERVATION TECHNIQUES

- We were especially proud of our photo of paste being applied to tissue.
- We drew arrows on the picture to illustrate the direction of the brush when applying glue.



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WE ALSO TOOK PLAIN VANILLA LISTS...

- pH neutral glue
- Squeeze bottle or other container for glue used in repair
- Knitting needles – 2 pairs
- Sponge brush
- Bone folder
- Waxed paper
- Press board
- Weight (can be 4-pound bag of beans or rice)

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... AND MADE THEM MORE INTERESTING WITH DIGITAL PHOTOS

- What you will need:
 - pH neutral glue
 - Squeeze bottle or other container for glue used in repair
 - Knitting needles – 2 pairs
 - Sponge brush
 - Bone folder
 - Waxed paper
 - Press board
 - Weight (can be 4-pound bag of beans or rice)



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WE TOOK ANOTHER LIST ...

- Elastic bands
- Tape
- Paper clips
- Staples
- Report binders
- Glue, including rubber cement
- String
- Construction paper and cardboard

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... AND SHOWED WHAT NOT TO DO WITH OFFICE SUPPLIES

- Elastic bands
- Tape
- Paper clips
- Staples
- Report binders
- Glue, including rubber cement
- String
- Construction paper and cardboard



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AT THE END, WE TOLD THE AUDIENCE HOW TO REACH US

- E-mail us at:

preservation@secstate.wa.gov

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FIRST TUESDAY – APRIL 1, 2008

- Armed with 68 slides, we were ready for WIMBA.
- This was our first foray into the wonderful world of doing online presentations.

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IT WAS A GROUP EFFORT!

- I co-presented with our conservation lead, Marcea Horst.
- Two of my colleagues, Laurie Fortier (who was a brown bag co-presenter) and Kathleen Roland, assisted by giving a heads up when there were chat questions to be addressed.

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MEANWHILE, IN KANSAS CITY...

- Herrick Heitman, our federal publications depository librarian, showed the Conservation Kitchen First Tuesday PowerPoint to Marian MacGilvray.
- Marian liked it!

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AN INVITATION FROM MARIAN – APRIL 21

- On April 21, Marian invited me to submit a proposal to present The Conservation Kitchen on OPAL.
- With the WIMBA PowerPoint in hand, it was a matter of a few simple tweaks (taking out a few local references, updating where needed) to get it ready for OPAL.

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CONSERVATION KITCHEN ON OPAL MAY 20

- We all thought it would be popular, but we had no idea how much of a hit it would be.
- Tom Peters, the OPAL Coordinator, sent us the usage statistics for the month of May, 2008.

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THE NUMBERS

- In the last 11 days of May 2008:
 - The full playback (combining streaming audio, slides, and text chat) was played 482 times.
 - The downloadable MP3 audiorecording was accessed 263 times.
 - As Tom pointed out, "...all this activity occurred during the final 11 days of May, with a major national holiday thrown in."

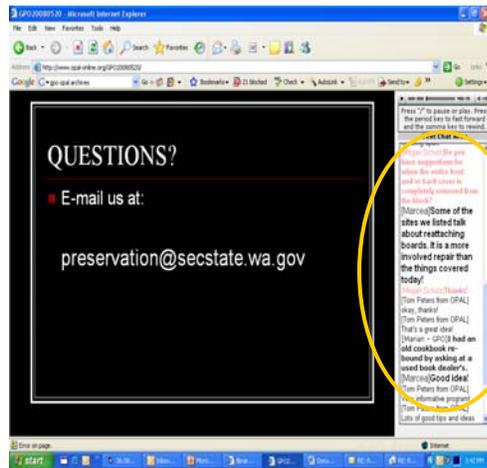
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TEAMWORK MADE IT SUCCESSFUL AND LESS STRESSFUL

- Marcea Horst and I were co-presenters for OPAL. I delivered the background and theory while Marcea discussed technique.
- Again, Laurie Fortier and Kathleen Roland joined the participants and gave us a heads up if there were any questions.

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POWERPOINT WITH CHAT



Here's
some of
the chat

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HOW TO MAKE YOUR OWN SUCCESS

- First of all, begin! Just take that first step.
- Don't be overwhelmed – remember, beginning is half done!
- Create a catchy title.
 - Brainstorming with your colleagues can help.
- Create the first slide.
- Then take another step.

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CONTENT

- What story do you want to tell?
 - Don't be afraid to brainstorm with your staff and colleagues for ideas.
- Write out your story. Pretend you are telling it to your friends or family:
 - How you did it
 - Why what you are doing is important
 - How this will help them

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MORE ON CONTENT

- Make your story relevant to your audience
 - give them something they can use!
- Make it entertaining.
- Keep it simple!

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DON'T MAKE ASSUMPTIONS

- Your audience may be broader than you think – especially if your presentation is recorded for future use.
- If you use jargon, be sure to explain terms you are using. Don't assume your audience understands.
- If you use acronyms, be sure to explain what they stand for.

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REHEARSING YOUR PROGRAM

- Use your story as your script and then rehearse.
- If you can, videotape yourself.
- Watch the videotape before your next rehearsal.

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VIEW YOUR VIDEOTAPE WITH A CRITICAL EYE

- Is everything clear?
 - TIP: Invite some colleagues to view your presentation and ask them to provide constructive feedback.
 - ANOTHER TIP: Try it out with another audience – do you know anyone interested in some free in-house training?
- Is it interesting?
- Would some visuals help?
- Time yourself:
 - Is the program too short?
 - Is it too long?

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TRY TO PRESENT WITH COLLEAGUES

- Gives you strength in numbers
- Gives you backup in case you need it
- Provides constructive feedback from additional pairs of eyes and ears
- Breaks up the monotony of one voice talking for an extended length of time

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BE APPROACHABLE!

- Feel free to smile – Even if the audience cannot see your face, your smile will be reflected in the tone of your voice
- Feel free to make people laugh – it's OK!
- Feel free to laugh at yourself!

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FROM SCRIPT TO POWERPOINT

- Use your script to create the PowerPoint narrative.
 - Identify major topics – they will become your slide titles
 - Make bulleted lists of points supporting your topics to put into the text portion of the slide
- TIP: Watch the videorecording of your rehearsal to fill in any gaps in your narrative.
- ANOTHER TIP: If you don't have a second monitor at your desk, see if you can borrow a laptop to act as a second screen.

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INCLUDE VISUALS

- Visuals break up the monotony of a non-stop narrative presentation.
- They can often illustrate a point far more effectively than text.
- They are easy and fun to create with a digital camera and a little imagination.

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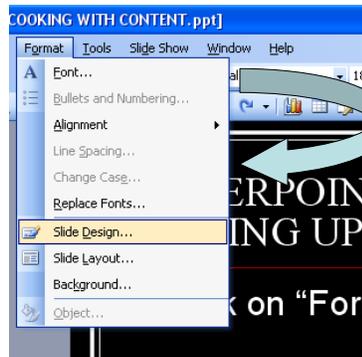
LOOK AND FEEL

- Remember: Less is more – keep it simple!
- Choose a slide design that is:
 - Simple
 - Has good contrast
 - Does not detract from your message
 - Does not detract from your visuals

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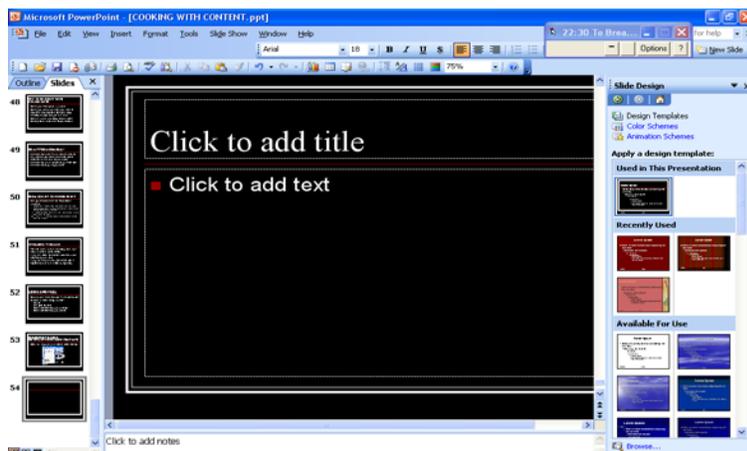
POWERPOINT BASICS: SETTING UP YOUR SLIDE TEMPLATE

- Click on “Format” and select “Slide Design”



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YOU WILL THEN SEE A WIDE ARRAY OF TEMPLATES



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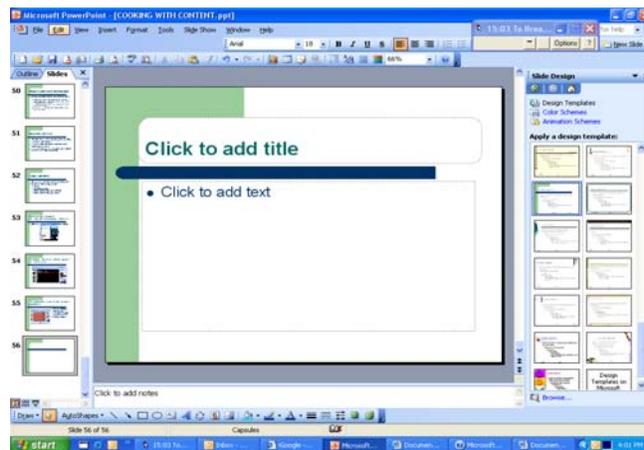
TRY CLICKING ON SEVERAL DESIGN SCHEMES



- See how all of your slides change.
- This design is a little busy for my needs.
- Let's try another.

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THIS ONE LACKS THE CONTRAST I PREFER



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THIS ONE IS JUST RIGHT! EXPERIMENT UNTIL YOU FIND ONE THAT WORKS FOR YOU



Take your hand sander and, using quick, firm strokes, trim the page you have just tipped in. Be sure the textblock is squared before you begin sanding and that the sander is at an angle that avoids “sanding” the textblock (about 45 degrees).

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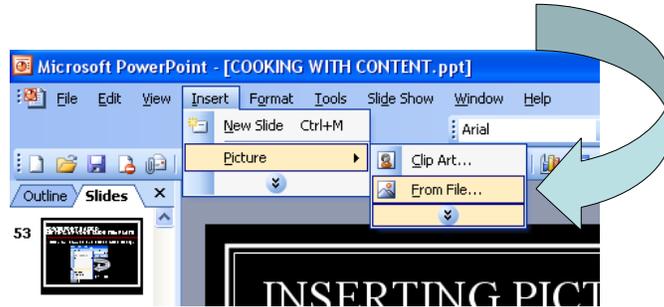
USING THE DIGITAL CAMERA

- Point and shoot.
- Download the photographs to your computer via a card reader connected to a USB port on your computer. The software that came with your camera should prompt you through the downloading process.

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INSERTING PICTURES INTO YOUR POWERPOINT

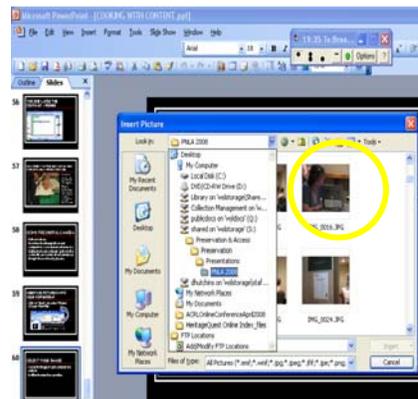
- Click on “Insert” and select “Picture.” Choose “From File.”



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SELECT YOUR IMAGE

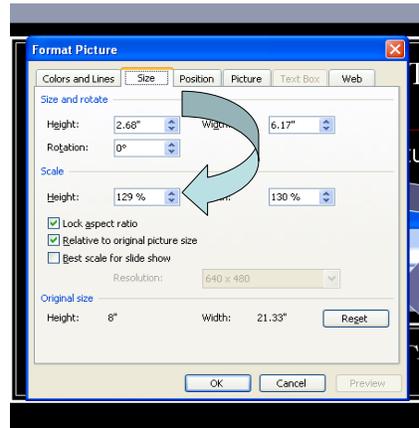
- Locate the image on your computer and select it.
- It will be inserted into your slide.



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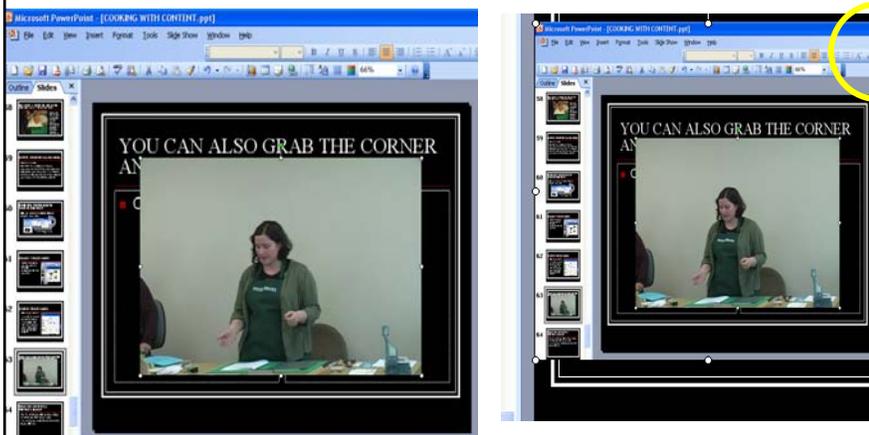
SIZING YOUR IMAGE

- Click on your picture.
- Then click on “Format”
- Next select “Picture”
- Then choose “Size”
- TIP: I find using the “Scale” feature is an easy way to resize images.



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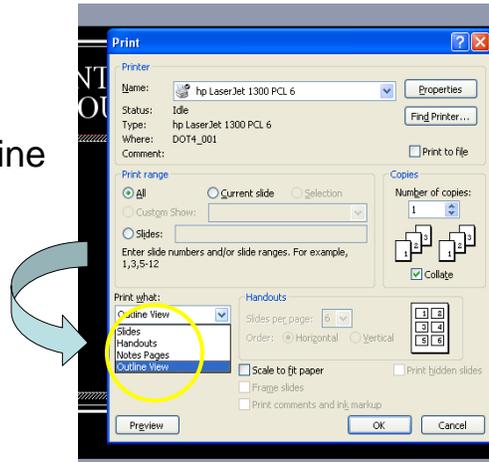
YOU CAN ALSO GRAB THE CORNER AND RESIZE THE IMAGE TO FIT



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PRINT OUT THE FINAL PRODUCT IN “OUTLINE VIEW”

- Click on “File”
- Then select “Print”
- Then choose “Outline View”



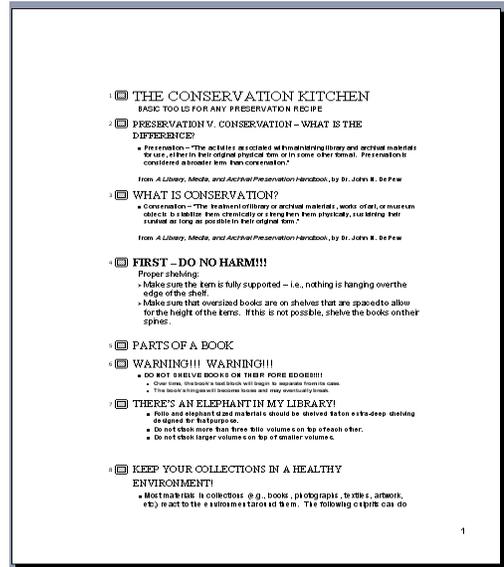
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I LOVE “OUTLINE VIEW!”

- Great to have if you lose your place
 - TIP: If you click on a chat box or other area while presenting on OPAL, the slide you had been presenting will no longer be highlighted. The outline view will tell you where you are.
- Provides an easy way to edit your PowerPoint drafts without viewing your entire slide show – saves time – and it saves paper!

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HERE'S A
PAGE IN
"OUTLINE
VIEW"



ANY QUESTIONS?



IT'S BEEN FUN!

- Feel free to e-mail me at:
 - dhutchins@secstate.wa.gov
- If you would like to know more about the Conservation Kitchen, please e-mail us at:
 - preservation@secstate.wa.gov

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THANKS FOR COMING!



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