

CONTENTS

ACKNOWLEDGMENTS	<i>page</i> viii
INTRODUCTION	ix
1 THE BASIC PROBLEM WITH ORAL PRESENTATIONS, AND ITS SOLUTION	1
Writing vs. Speaking	2
Presentation Structure: The Hour Glass Format	4
2 THE FIRST STEPS OF PREPARATION	9
Finding the Take Home Message	10
Identifying the Main Question	13
3 SELECTING HELPFUL IMAGES	17
The Money Slide	18
Supporting Slides	20
Good Slide, Bad Slide	21

4 BEGINNING AND ENDING THE PRESENTATION	35
Common Ground	36
The Place to Start	37
The Complete Introduction	40
Danger: Introductory Slides Ahead	43
Wrapping It Up	46
5 TITLING THE TALK	49
AT A GLANCE: THE SEVEN SIGNPOSTS	55
6 DELIVERY	57
Stage Fright	57
Teaching vs. Lecturing	60
Three Steps for Presenting Data	61
The Mechanics of Being Heard	65
Accents and Mannerisms	69
What to Rehearse	72
7 FIELDING QUESTIONS	75
Laying the Groundwork for Q & A	76
Q & A Basics	77
Worst-Case Scenarios	79
AT A GLANCE: 15 KEYS FOR SUCCESS BEHIND THE PODIUM	81
8 THE JOB INTERVIEW	83
What They Will Ask	84
Radio Science	89
The Job Talk	90
9 THE MEDIA INTERVIEW	93
The Basics	94
Getting Ready	97

Television Interviews	99
Follow-Up	102
10 MAKING CLEAR POSTERS	105
Organizing a Poster	106
Conducting the Session	109
IN CLOSING	111
APPENDIX 1: FULL INTRODUCTIONS	113
APPENDIX 2: POSTERS	119
INDEX	123