

Working with the media

Parish Training Day, 2018



Telling your story

How do you tell a story to keep it interesting?

- How would you tell your story here, today, using Powerpoint?



First things first

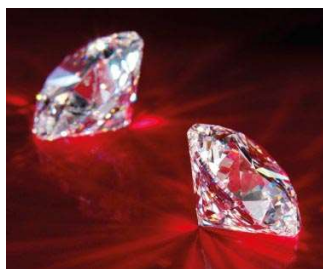
- If you attend a lot of seminars or have worked in a business where there are lots of presentations, you will know that one of the worst things you can possibly do to your audience is to put up slide after slide of writing on PowerPoint, which you then proceed to read out to them.
- If you want to make your presentation super-dull you can turn your back on the audience as you read out line after line of turgid writing. The words may be all very well in a paper setting out the main thrusts of your argument, but you can guarantee they will be the epitome of dull during a live presentation.
- The only way I can think of to make that even slightly less interesting is to make the writing actually become physically grey. It's harder to read. Who is going to bother straining to read something that bores them?
- Oh and mumbling is really good ...
- If you're anything like me it is at this point that you will actually begin to feel your eyelids becoming very heavy and your breathing will become deeper. You might believe that this is a normal human reaction to something really boring, but in fact it is a recognised medical condition known as ...



A terminal lack of interest



One of these ...



And not one of these ...



Identify your hurdles



Identify your audience



Is there a slot?



DIOCESSE DE TRURO
PROCLAIMING GOD'S KINGDOM
GROWING THE CHURCH

This way ...



DIOCESSE DE TRURO
PROCLAIMING GOD'S KINGDOM
GROWING THE CHURCH

Not this ...



DIK
DIOCESSE DE TRURO
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GROWING THE CHURCH

Do you have any ... ?



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PROCLAIMING GOD'S KINGDOM
GROWING THE CHURCH

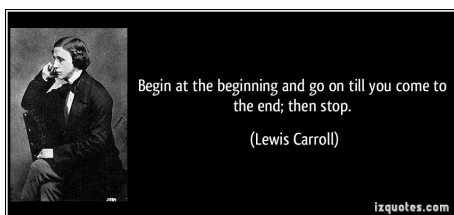
A nod's as good as a wink ...



Is it really news?



How do I start to fill the blank sheet?



What's the 'angle'?

• Interesting?



• More interesting!



Don't forget

- Notes for editors;
- Contacts details;
- Photography;
- Video.



And finally ...

