BETTER CONSERVATION COMMUNICATIONS THROUGH BETTER SLIDE TALKS

Richard D. Teague
University of California
Agricultural Extension Service
Davis, California

Truly we live in an age of remarkable communications coupled with an unprecedented explosion of human knowledge.

In the 5000 year period between 5000 B.C. and the birth of Christ, man's knowledge doubled. In the following 1870 years, knowledge doubled again and from 1870 to 1950, a period of 80 years, it doubled again. Between 1950 and 1965, man's knowledge doubled once more!! Isn't it exciting, but somewhat frightening, to think of what this trend holds for us in the future?

As professional wildlife workers, we are contributors to this snow-balling of knowledge. But, are we able to clearly and simply convey that knowledge to others within our profession with legislators, sportsmen, newspaper editors and John Q. Public? I think not. But why? Perhaps there are several reasons, but I'm sure at least one is our inability to communicate clearly.

A classic example of the apparent results of static on the communication lines has been mentioned by Williard T. Johns of the National Wildlife Federation. Shortly after this nation, through a most tragic event, installed a new president, the Trenton New Jersey, EVENING TIMES sent a reporter out to see if the man on the street could recognize two men in a news picture--French President Charles DeGaulle and President Lyndon B. Johnson of the United States. The reporter checked 30 people. Here are the results:

11 people recognized both men and identified them by name.

4 others recognized both men but couldn't think of Johnson's name.

7 knew Johnson but not DeGaulle (4 of these identified DeGaulle as Nikita Krushchev).

8 other people recognized neither man.

Of our five senses, we gain 75% of our knowledge by seeing, 13% through hearing, 6% by our sense of touch, and the remaining 6% through taste and smell. How can these senses perceive the right knowledge unless the signal received is crisp and clear?

One of the best ways to communicate the wildlife resource story clearly is through use of good quality 2 x 2 projected slides. Slides are being considered here because they have several advantages such as economy of space and convenience in showing, they are effective, have versatility of use and less costly to produce than large charts, graphs, and photos. Because of the time limitation, I will not consider the technical and artistic aspects of good photography, but rather limit discussion to some rules of thumb, ideas and suggestions for translating information into effective visual form.

Ideally, the author should work with a visuals aid specialist, but this service is usually unavailable to the individual wildlife researcher or manager who must prepare a paper for such a gathering as this. As a profession we have stressed better technical writing but have placed little emphasis on better technical presentations. Let's face it--manuscript copy simply isn't good slide copy.

Recent developments in photographic equipment and visual aid supplies has made it possible to produce top-quality slides, even if you have no artistic ability. Relatively inexpensive automatic single lens reflex cameras make reproduction of charts, maps, and other objects possible by novice photographers. Expensive, slow, and nerve shattering lettering equipment is not necessary with such new inovations as the Rapidograph pens and guides, felt tipped pens and instant lettering mats designed to transfer the letter or numeral to the graph by rubbing with a stylus. Coloring of maps, bar graphs, etc. is

simplified with Colormaster type pens and heat resistant pressure sensitive color sheets. Bar and line graphs fall easy mastery with the variety of color and width of plastic tapes available.

Tips for Transposing Tabular Manuscript Copy to Slides:

1. Delete table number and title or reduce title to few key words.

2. Eliminate columns that will not be cited and simplify all headings.

3. Use good quality paper and a non-smearing ribbon.

4. Make all letters and numerals of sufficient size to meet minimum projection standards (see Visibility Standards 2 x 2 Slides, University of California Agricultural Extension Service).

Consider these points in producing graphs:

1. Use simple labels, symbols, and legends.

2. Show only points essential to the discussion.

3. Eliminate grid patterns if possible.

A Dozen General Rules-of-Thumb:

1. Limit each slide to one main idea.

2. Use a slide series for progressive disclosure (Pop-on or strip-tease technique).

3. Limit each slide to 15-20 words or 25-30 data; include no more than you will discuss.

4. Leave space--at least the height of a capital letter--between lines.

5. Include titles to supplement, not duplicate, slide data.

6. Use several simple slides rather than one complicated one.

7. Use duplicates if you need to refer to the same slide several times in your talk.

8. Plan your slides for a good visual pace in your presentation. (Gilbert suggests 30 seconds/slide).

9. Don't leave slides on the screen after discussing its subject.

10. Emulsion, or dull side of slide, always goes toward the screen.

11. Person farthest back should not be a distance greater than 8 times the width of the screen. The closest person--no nearer than twice the width of the screen.

12. The viewing angle should not exceed 30^{o} from a line drawn at right angles to the center of a beaded screen (total 60^{o}). Lenticular screens will allow wider viewing angle.

Prepare For a Smooth Presentation:

* Don't use 40 slides when 10 will do.

* Preview your slides to become familiar with their order; also to see if some culling can be done.

* Check meeting room facilities yourself.

* On your trip, carry your slides with you.

* Use slides to supplement and support your oral presentation, not to simply repeat what you are saying.

Be sure your long months of research and hours of manuscript preparation are not wasted on the limited audience in the first row.

Some Sources of Supplies For Preparation of Visual Aids

Overhead Projectual Mounts

Gaf Catalog #253-201, 10 x 10 (7½ x 9½ opening) $6/50 mounts. Photo and Sound, 2505 Cambon Way, Sacramento 21, California.

Thermofax Acetate

Type 129 Yellow. $23/100 sheets. Thermofax Sales, 1930 H Street, Sacramento, California.

Speed-i-o-slides

25 ground glass slides in mounts, per box $3.75. Society for Visual Education, Inc., Chicago, Illinois.

Colormaster Pens

#2-4 Color sets (black, red, blue, green) $2.75 each set. School Pen Company, Chatham, New Jersey.

Pressure Sensitive Color Sheets

Blue-Zip (Heat Resistant)--available in several colors and densities. Para-Tone, Inc., Flax's, 1016 - 14th Street, Sacramento, California 95814.

Mimeograph Stencils

Local stationary stores.

Plastic Slide Mounts

Quon's - one piece plastic, reuseable #35DF-5-100. Quon's, 18660 South Figueroa Street, Gardena, California 90247.

Koh-I-Noor Rapidograph Pens

7 point set $23. Flax's, 1016 - 14th Street, Sacramento, California 95814

Koh-I-Noor Rapidograph Lettering Guides

8 sizes (5/64" to 3/8") $3.50 to $6.75 each; complete set $33. Flax's, 1016 - 14th Street, Sacramento, California 95814.

Tapes

ACS - available in Matte (Dull) surface from 1/64" to 1" at $.50 to $1.50/roll. Flax's, 1016 - 14th Street, Sacramento, California 95814.

Instant Lettering

Deca - Dry Type. Many styles and sizes available. $2.25/sheet. Metro Supply Co., 1420 - 47th Avenue, Sacramento, California.

Wrico Lettering Guides and Pens

(Good for signs, large charts, graphs, etc.) Guides 3/8" to 3", $1.25 to $8.40 each or in kits at $9.70 to $10.85. Felt pens for use with wrico guides $2.20 to $2.95 each. The Wood-Regan Instrument Company, Inc., Nutley, New Jersey.

X-acto Knives

Available most photo and art stores.

REFERENCES

Gilbert, D. L. 1964. Public relations in natural resource management. Burgess Publ. Co., Minne., Minn. 227 p.

Dale, E. 1946. Audio-visual methods in teaching. Dryden Press, New York, N. Y. 546 p.

Woolfolk, E. J. 1963. Editorial. J. Range Mangt., 16(3)103-105.

Fisher, H. 1962. Visibility standards 2 x 2 slides. U. of Calif. Agric. Ex. Ser.

American Standard Publication. Illustration for publication and projection. ASA Y 15. 1-1959. 10 E. 40 Street, New York 16, N. Y.

Pamphlets available from Eastman Kodak Company, Sales Service Division, Rochester 4, N. Y. Single copies free:

Art-Work Standards for Projected Visuals (S-12)

Foundation for Effective Audiovisual Projection (S-3)

Legibility Standards for Projected Material (S-4)

Planning and Producing Visual Aids (S-13)

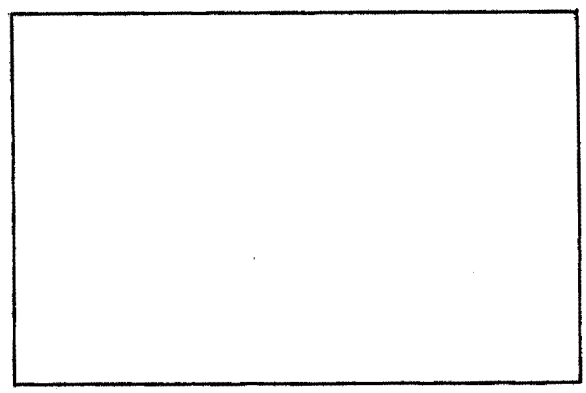
Effective Lecture Slides (S-22)

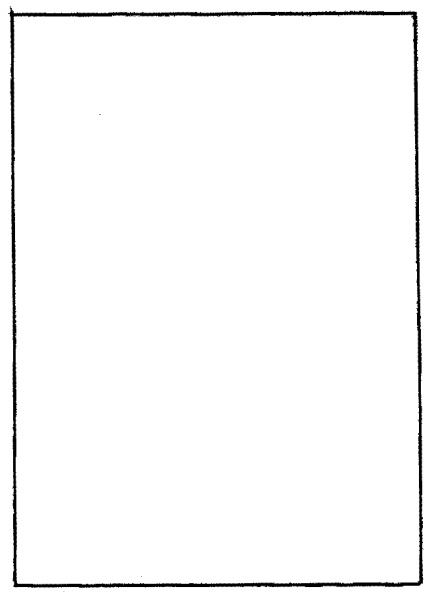
Available at local Kodak dealers:

Photographic Production of Slides and Filmstrips (S-8), 52 p. $1.00

Basic Titling and Animation (S-21), 64 p. $1.00

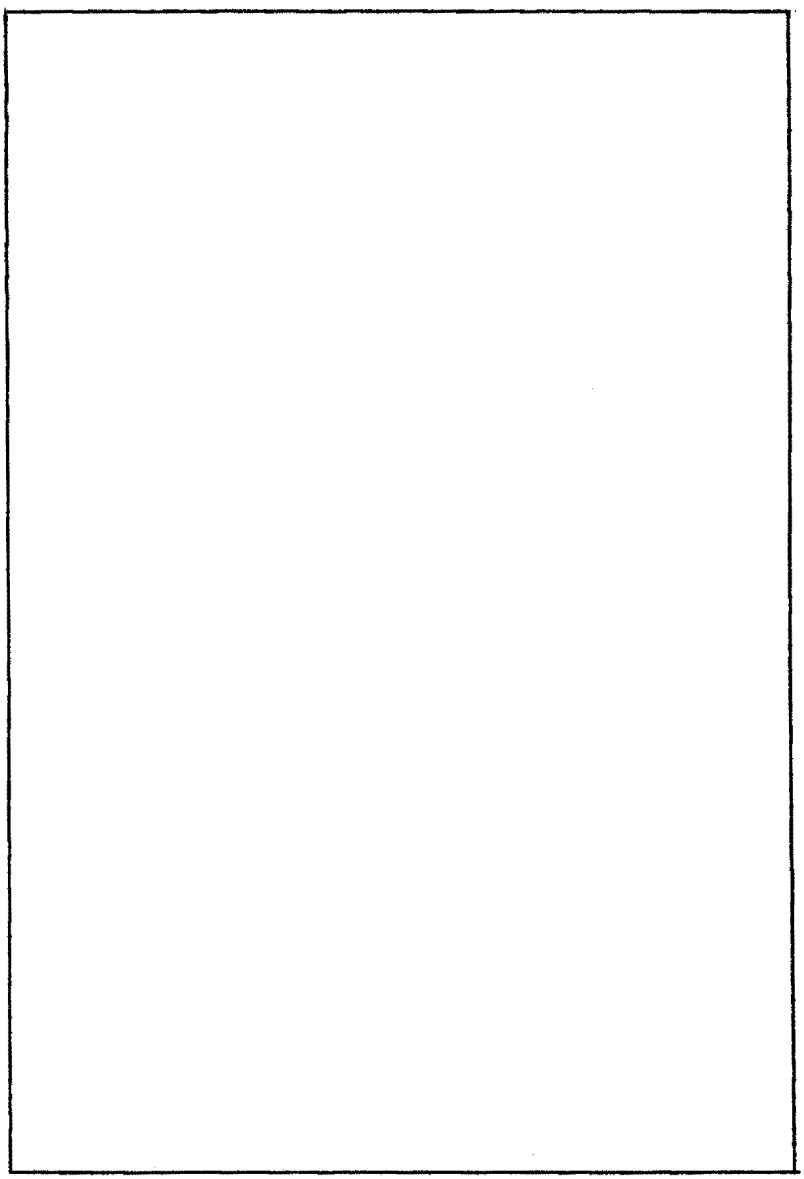
Typed charts and tables for 2" x 2" slides should be within these areas.





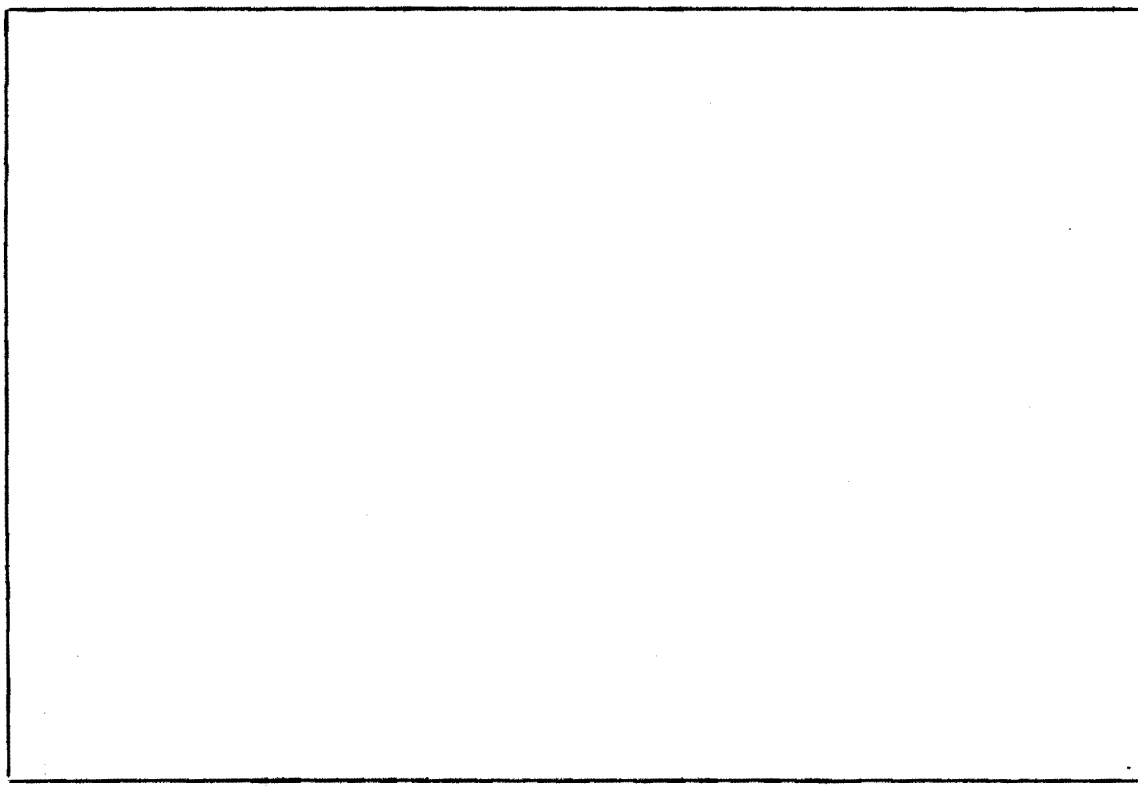
2" x 3" Area: Lower case type may be used within these areas. The type will be enlarged to 1½" height and readable under average conditions at 48 feet, when projected on a 70" x 70" screen.

Typed charts and tables for 2" x 2" slides should be within these areas. USE A TEMPLATE - PLACE BEHIND PAPER BEING USED IN TYPEWRITER ONLY.



4" x 6" Area: Use only upper case (capital) letters only within this area. Type will be enlarged when projected on a 70" x 70" screen to 1½" height. If smaller area is used, the larger the projected image; consequently, it would be readable at a greater distance.

Typed charts and tables for 2" x 2" slides should be within these areas. USE A TEMPLATE - PLACE BEHIND PAPER BEING USED IN TYPEWRITER ONLY.



4" x 6" Area: Use only upper case (capital) letters only witin this area. Type will be enlarged when projected on a 70" x 70" screen to 1½" height. If smaller area is used, the larger the projected image; consequently, it would be readable at a greater distance.