NC STATE Extension Master Gardener

Sharing Information with the Public

Kristyna Culp

February 15, 2024

Extension Master Gardener[SM] volunteer of
Union County, NC

Learn. Grow. Share.

Photo by Alex Litvin on Unsplash

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Approach/Agenda

- Introduction
- Creating Material
- Sharing Material
- Resources
- Q/A

Tell them what you are going to tell them

Learn. Grow. Share.

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Public Speaking Opportunities

- Informal Chat/Question
- Ask A Master Gardener
- Presentation
  - Slide show
  - Boards/visual aids
  - Workshop mode

This is a good way to highlight a focal point

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The Purpose

- Sharing information
- Learning from one another
- Determining purpose of specific talk
  - New idea
  - General topic education
  - Detailed/specific topic

Bullet points are grammatically consistent

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Biggest Issue

- FEAR!!!!!!!!!!!!!!
- Why?
- Story
- Practice

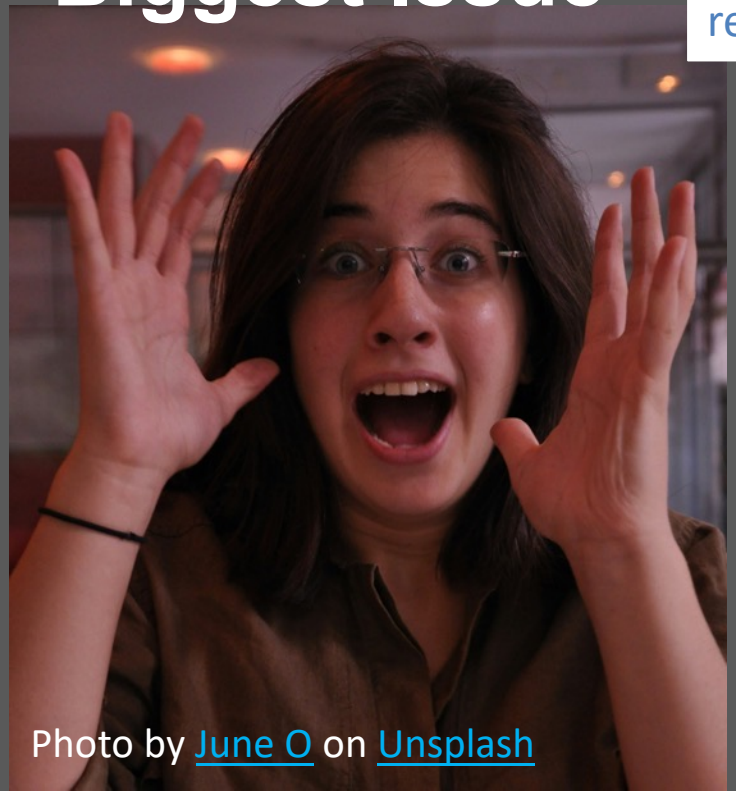

Photo by June O on Unsplash

Pictures ”show” the info
Stories help audience remember the info

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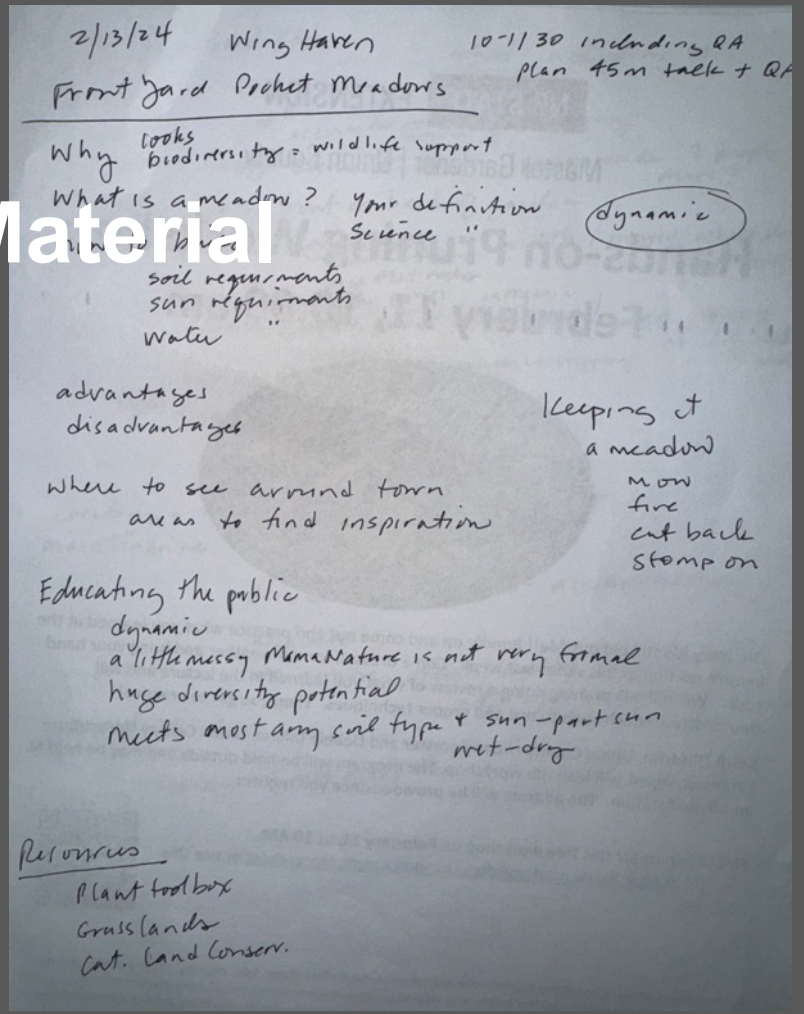
Creating the Material

- Determine topic, length, Q/A, location, audience, purpose
- Determine format
- Gather info (document along the way)
- Make an outline (in slide software)
- Build the presentation
- Less is more



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32 pt font

Build the Presentation

24 pt font

- Use NCSU Extension Template
- Keep consistent background, font (24pt+), color palette
- General Rule: 1 slide/minute of presentation time
- Use sentence case (not ALL CAPS or *italics*)
- Keep bullet points consistent
- Graphics, photos >> Text
- Consider the PDF version

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Build the Presentation

- Software
  - PowerPoint
  - Google Slides
  - Keynote
  - Lots of others

- Boards, handouts, tell a story, show a skill

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Graphics

- Should convey pertinent information
- Animation can be distracting
- Videos can be unreliable
- Graphs usually >> tables
- Photos usually >> clip art
- Include the resource info as needed

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Pathway Purpose

- Art or Access?
- Straight v. Curves
- Formal v. informal
- Hidden areas and perspectives
- Drainage
- Connection between areas
- Back of house v. front of house

*Paul J Ciener Botanical Garden, Kathy Sill

*Kathy Sill

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Way too many words on this slide

Sharing the Material

- First Impression is important – appear happy to be there
- Speak loud and clear
- Stand don't sit (unless you have to)
- Walk around a little
- Vary your tone, rhythm, cadence; it's a conversation
- Make eye contact around the room
- If using a microphone, keep it close to your mouth
- Rehearse, but not too much

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Sharing the Slide Show

Way too many words on this slide too

- Consider the pdf version (animation)
- Share the pdf version with audience, post presentation
  - Post to EMG website
  - Dropbox, google drive
  - Email smaller files
- Share notes page, maybe
- Share pertinent handouts if helpful during the presentation, otherwise use URLs

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Be Prepared

- Technology doesn't always work
  - Thumb drives, Mac vs. PC compatibility, WiFi, no screen, projector hates your laptop
- Audience questions
  - During the presentation
  - Off topic
  - Can't answer
- Timing

Photo by Marcos Luiz Photograph on Unsplash

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Resources

- NCSU Extension Template and Standards https://content.ces.ncsu.edu/nc-state-extension-master-gardener-brand
- Extension Master Gardener Program Standards https://marketing.ces.ncsu.edu/brand/nc-state-extension-brand/nc-state-extension-master-gardener-branding/
- Bringing Out You Inner Educator, Diane Fadley, Va EMG
- NC Plant Tool Box https://plants.ces.ncsu.edu/
- Unsplash free photos https://unsplash.com/

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Questions/Answers

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