

Presenting with Westlink

Westlink delivers a range of satellite television programs to more than 150 regional and remote communities throughout Western Australia as well as those in the general public who have access to a VAST (Viewer Access Satellite Television) satellite receiver, Channel 602.

Westlink programs cover education and training, professional development, seminars and public information. Programs can be pre-recorded or live to air. Interaction with the audience is possible via email and a toll free telephone number during live broadcasts.

This powerful technology allows more effective communication with regional, rural and remote communities and saves on travel and accommodation costs.

Westlink staff have the experience and expertise to ensure your program will be a success.

Initial Contact

To find out more about this innovative communication tool and to determine if Westlink is the most suitable medium for your project, please contact us.

Westlink is very cost effective and we will provide a quotation for your specific program requirements.

Plan

Ideally, allow at least three to four weeks to plan your program.

This time should be used to prepare for the broadcast and to contact the targeted regional group. Viewers will need to book in to their nearest Westlink site or Community Resource Centre to view the program. Alternatively, they can receive the broadcast on any VAST platform satellite receiver Channel 602.

The team at Westlink can help to prepare information that should be sent out to regional audiences. The broadcast will also be included in the Westlink Program Guide.

All promotional information (including direct audience correspondence, flyers and press releases) should be provided to Westlink.

Westlink can also arrange broadcasts at very short notice, if required.

Book Satellite and Studio Time

Having decided on the preferred date and time to conduct your satellite TV program, Westlink staff will book your program into the schedule.

We will also make an appointment for you to view the studio and to discuss your production requirements with one of our producers. Following the production meeting, subsequent rehearsals can be arranged as required. Westlink productions can include PowerPoint slides, pre-recorded segments, videotape and DVD.

Westlink Studio

The Westlink studio is centrally located on the ground floor at Dumas House in West Perth.

The studio is equipped with an easily configurable set to suit your program style and has state of the art equipment. It can cater for one person or a small group of people on-air at the same time.

Westlink prefers widescreen format for PowerPoint and videos. See a separate sheet for specifications.

For more information about this service, please contact Westlink on 1800 99 11 11 or email westlink@drd.wa.gov.au.

Presenters Tips

The following tips are provided to assist presenters with their appearance and preparation for their program.

Ladies:

- Your normal make-up will be fine. We will check on camera and advise if any adjustment is necessary (usually not);
- Ideally your hairstyle should not cover too much of your face;
- This is especially important in a panel show where you will be looking to your side quite often.
- Try and not wear very bright or patterned cloths as this distracts the viewer from the main subject: You

Men:

- If you are normally clean shaven, best to shave on the morning of the show; and
- Try to avoid wearing very bright or patterned cloths as this distracts the viewer from the main subject: You.

On camera:

- The camera is your audience;
- If you are presenting by yourself, it is best to address the camera at all the time except when you refer to your notes;
- Preparation is the key;
- Make your PowerPoint concise;
- Ideally, prepare separate notes to prompt you rather than having the PowerPoint as both your notes and presentation; and
- Presentations work best when you engage the audience through the camera rather than reading from a PowerPoint presentation and you can even use a second PowerPoint presentation for your notes which can be displayed on a big screen for you to read from or refer to. This technique will be covered during the production meetings and rehearsals.

On-air presentations tend to last about half the time of the same presentation presented to a live audience. Do not worry too much about the duration of your presentation. A concise, clear presentation delivers your message more effectively.

Rather than just using the PowerPoint to deliver your message from start to finish, break it into segments. Each of these segments covering 5-10 minutes of your presentation and have an introduction, a middle and an end.

The middle can be broken up into smaller parts. Each of these parts can be addressed and then summarized before you go onto the next part or segment. These summaries can almost take the place of visual feedback you receive during a live audience presentation. It allows the audience to take in the main points and more importantly you will have a break to gather your thoughts before moving on.

Most importantly, relax. We will make you familiar with the studio during rehearsals, so on the day everything will go smoothly.

PowerPoint Specifications

- Set up your PowerPoint as 16x 9 in the “Design” Menu.
Select < Page Setup >
and then <On-Screen Show 16x 9>
- Load the Safe Area Guide as supplied as one of your slides.
Don't forget to disable it before you finish.
- Use of the “Slide Master” recommended.
It gives a consistent look to each slide and also ensures your logos are in the same place on each slide.
- Advisable not to use PowerPoint as your notes.
- Keep your words to a minimum. An audience will almost instantly read every slide as soon as it is displayed – plan your presentation so only one new point is displayed. Bullet points can be revealed one at a time as you reach them.
- Use limited animation as it can be distracting.
- Choose simple, easy to read fonts. San Serifs, like Aerial or Calibri, tend to be easiest on screen. Make sure they are big enough. Use 28 point font size or larger.
- Make graphs and diagrams simple. Show trends rather than minute detail.
- Make diagrams simple. Too much will clutter the screen and the viewer's mind.
- Break your presentation into sections
 1. Make manageable sections (say 10mins.)
 2. Make individual slides and talk to each point.
 3. Summarize with a simple slide of the points mentioned.
 4. This can help replace the feedback you get with a live audience.
- Preparation is the key
- Let PowerPoint support your presentation, not drive it.
- Prepare, edit & rehearse.
- A second PowerPoint with script can be accommodated with your speech notes and bullet points. This can be setup so you are looking at the camera as you read from the second PowerPoint.

