

STORYTELLING FOR COALITIONS

How to Share Your Coalition Success Stories

PowerPoint Skills Companion Guide



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STORYTELLING FOR COALITIONS

Introduction

In 2017, the *American Cancer Society*, supported by the *Centers for Disease Control and Prevention*, developed a course on **Storytelling for Coalitions: How to Share Your Coalition Success Stories** for Comprehensive Cancer Control coalitions.

Storytelling is useful for coalitions because it is an effective way for your readers to experience your coalition messages. The practice of storytelling is thousands of years old, and most of us learn to appreciate story journeys at an early age in our childhood.

Digital storytelling is storytelling that is done with digital forms of communication. Modern storytelling formats include online documents, slideshows, screencasts, webpages, and movies. Digital storytelling is empowering because it gives you the freedom to share your messages in your own voice and style with your audience.

Digital stories are accessible to a wide group of people on many different kinds of digital devices. For example, audiences can use smartphones, tablets, computers, e-readers, and Internet-connected televisions to access digital stories.

This companion guide to the course shows you how to use PowerPoint effectively to create your digital story. You will learn specific skills, such as how to:

- Create slides that are easy to read
- Insert title text and bullet text
- Insert images, Charts, and SmartArt graphics
- Insert screenshots and screen recordings
- Add transitions between slides
- Add animations to your images
- Record your voice on one slide or many slides
- Configure the audio track to play automatically across multiple slides
- Rehearse timings to make slides advance at the right time
- Test your slideshow by playing it from the beginning automatically
- Export your slideshow into an MP4 movie format for playing

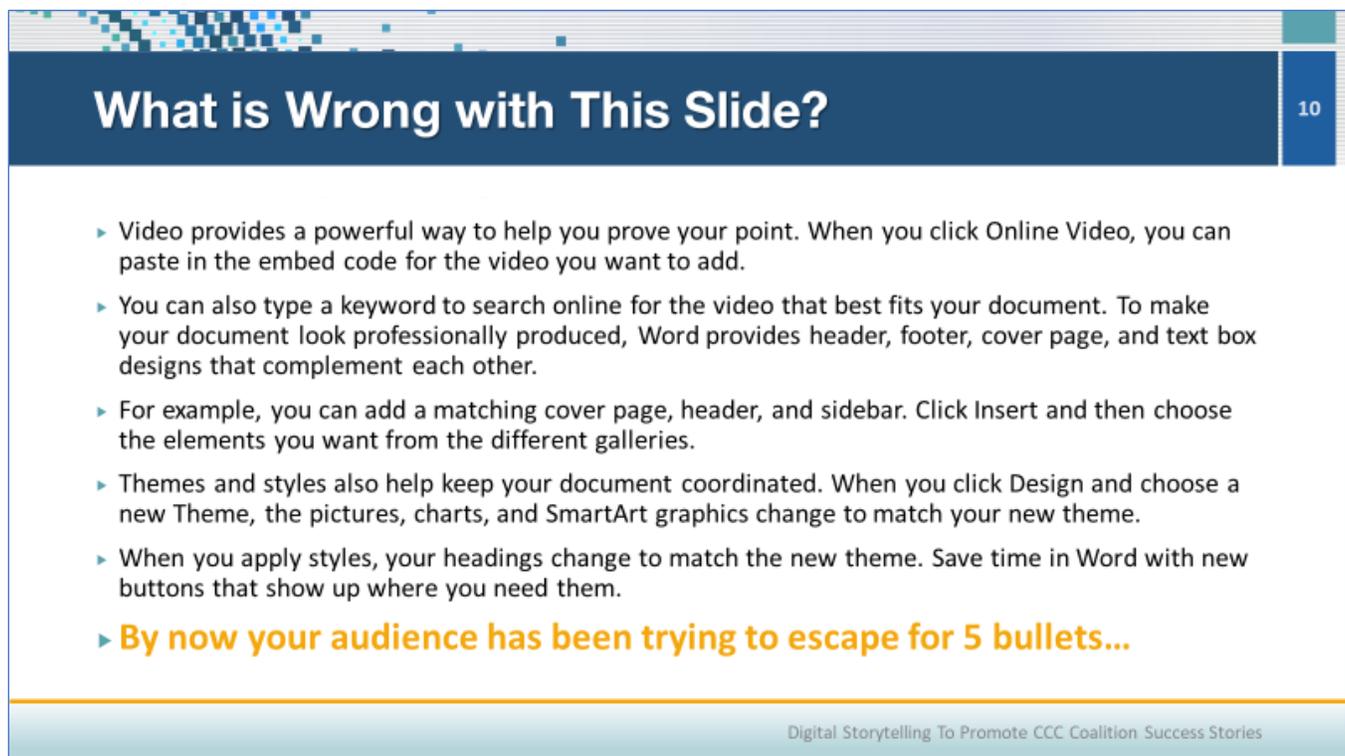
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Create Readable Slides

First, make sure your slides are simple enough so that people can read and understand them easily.

Use Only 5-8 Bullet Points

Sometimes people cannot see the presentation screen clearly because they are too far off to the side of the screen or because there is too much light on the screen. In those cases, they can miss part of what you are showing them. It helps if your slides only have a few (5-8) bullet points in a font size that is easy to read (such as 18pt – 28pt).



What is Wrong with This Slide? 10

- ▶ Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add.
- ▶ You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other.
- ▶ For example, you can add a matching cover page, header, and sidebar. Click Insert and then choose the elements you want from the different galleries.
- ▶ Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme.
- ▶ When you apply styles, your headings change to match the new theme. Save time in Word with new buttons that show up where you need them.
- ▶ **By now your audience has been trying to escape for 5 bullets...**

Digital Storytelling To Promote CCC Coalition Success Stories

The slide above has too many words in small font size. The words are difficult to see, so people will not read them. Your message will be completely lost—**they skipped it!**

How would you improve this slide?

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Use the Hierarchy of Importance to Organize Your Content

Some elements on a slide are more important than others. The title is the most important thing on your slide. Everything else has a lesser importance.

The title should be big and bold for easy reading. Put your key message for the slide in the title. Keep the title short and use one line only. A famous study by Ogilvy found that five times more people read the title than read the body text (your bullets). Thus, you should make your title carry your main message because people might not read anything else.

The second most important element on your slide is your set of message bullets. Your bullets contain the details and evidence for your message. You need only a few bullets to do a good job.

A good infographic or chart that carries useful information about your message is about equal in importance to the bullets. A chart can say things in a visual way that cannot be described in words.

Make it easy for your audience to see what is important by organizing your information according to the **Hierarchy of Importance**.

What is Wrong with This Slide? 11

- ▶ Video provides **a powerful way to help** you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add!
- ▶ ***You can also type a keyword*** to fit your document!!!
- ▶ **Word also provides:**
 - Header and footer,
 - cover page,
 - and text box designs!
- ▶ **For example, you can add a matching cover page, header, and sidebar!!**
- ▶ **How can your audience tell what is important?
Where is the Hierarchy of Importance? Bold? Underline?
They will try to escape here too...**

Digital Storytelling To Promote CCC Coalition Success Stories

How would you improve this slide?

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Avoid Dense Paragraphs of Text and Images Without a Clear Purpose

Paragraphs of text are very hard to read on most slides. Avoid complex paragraphs of text in small font sizes. There is no point in using them because people will not be able to read them.

Adding images is a common cause of crowded bullets. Is having the image worth reducing the clarity and readability of your message bullets? You decide. But make the decision with care, if your main story content appears in your bullet text. You don't want to crowd out your story words with an image that looks nice but is not very important for your story message.

What is Wrong with This Slide?

12

- ▶ Feel where your eyes go when you look at this slide. Your eyes probably saw the title. But did they go to the key messages in these crowded bullets? Probably not. Instead, your eyes probably hit the red shirt on the boy, then followed the fruits down to the cute little Kiwi girl on the right—nowhere near the message.
- ▶ The images of the children on the right create a strong visual line that descends from left to right. The little Kiwi girl on the far right draws the eyes of the audience far away from the bullets and never lets them go...



Digital Storytelling To Promote CCC Coalition Success Stories

The slide above has a cute picture, so people will look at the cute picture instead of the words. The words are difficult to read, so people will skip the words—**and your message!**

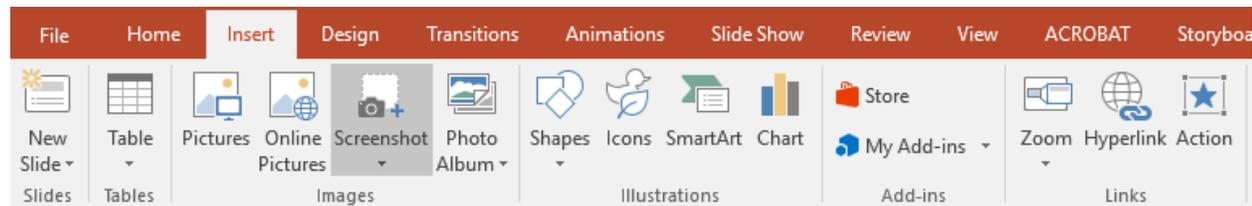
Can you think of three ways you would fix this slide?

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Add Elements to Your Slides

PowerPoint enables you to insert a wide variety of visual elements into your slide show. Here are two screenshots of the PowerPoint Insert menu. (The menu contains so many things to insert that the wide menu has been split into two separate screenshots below (left and right sides of the menu).

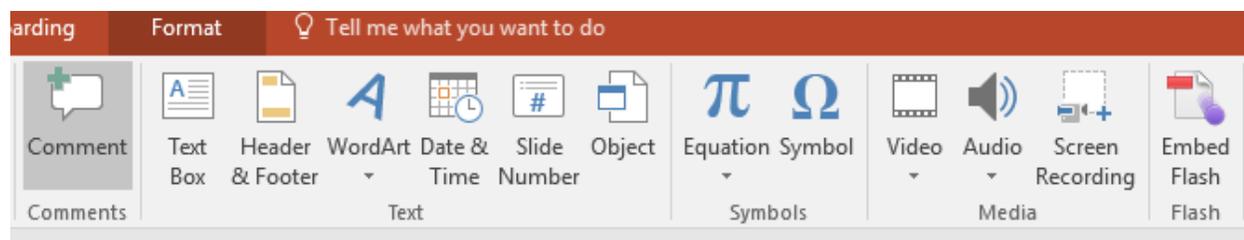
The Left Half of The Long PowerPoint Insert Menu



The left half of the insert menu lets you insert:

- New slides, and table containers for words or images
- Pictures from your computer, online pictures, screenshots of your screen
- Photo albums of multiple photos
- Many different geometric shapes and icons
- SmartArt graphics of hierarchies, chevrons, lists, infographics
- Excel spreadsheets and graphs and charts
- Active add-ins that show images, surveys, and web pages from within PowerPoint
- Hyperlinks to locations in your slideshow, files on your disk, or locations on the web
- Active actions that trigger actions on mouse movements or clicks

The Right Half of the Long PowerPoint Insert Menu



The right half of the insertion menu lets you insert:

- Comments for review or to make notes for the audience
- Custom text boxes to hold blocks of text
- Headers, footers, and Date/Time and Page Number fields for the whole show

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- Word art, equations, symbols, and Objects (whole documents, PDFs, files, etc.)
- Video clips, audio clips, screen recording clips, and Flash movies

Check out the many PowerPoint insertion possibilities by looking at each choice on the Insert menu bar shown above. Experiment with them on your own if you want to try them out.

Remember that the core of your story is in the story structure and narrative text or narration and not in the many kinds of things you can insert onto your slides (unless they are key parts of your story line).

Think of inserted objects as "special communication objects" that carry information in special ways (images, videos, equations, and special symbols). They can be *part* of your story, but they can't *be* your whole story.

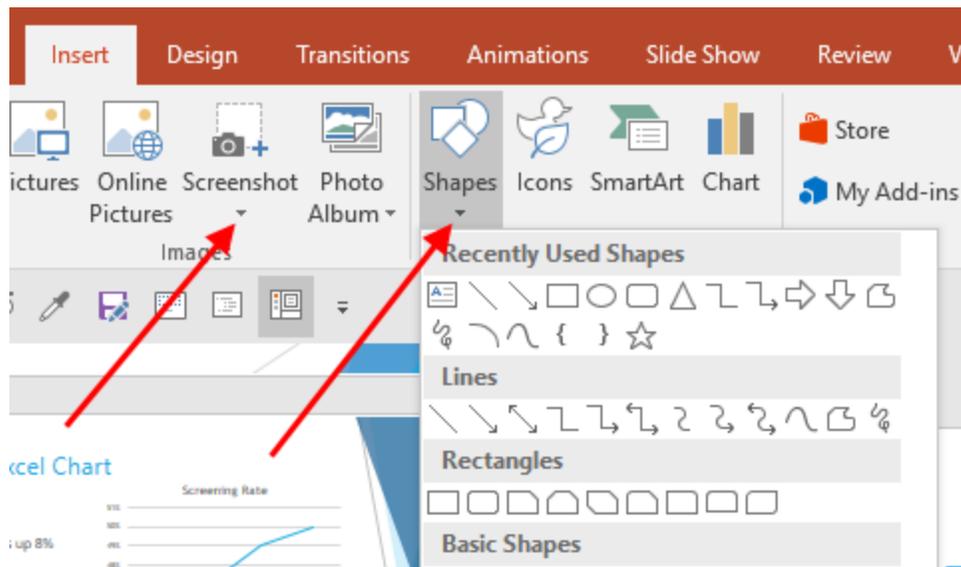
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Add Simple Images to Your Slides

Most of the insertion actions behave in the same way, so it is easy for you to experiment.

To insert an object:

1. Go to the slide you want to insert on.
2. Use Menu Insert and click on the item you want to insert. Some of the items have a tiny little arrow below them that expands into a gallery or menu of choices.



3. The inserted object appears on your slide, where you can adjust it for size, position, and properties. Right click the object to see your options.

Now you know the general insertion method, so we can look a few common examples.

Deleting Objects

To delete objects with multiple parts like charts and SmartArt graphics, click on the OUTSIDE border of the object. Then press the delete key to delete the object.

If you do not click on the outer border of multi-part objects, you will only delete one part of the object. Then you will have to delete a second time to get the rest of the object.

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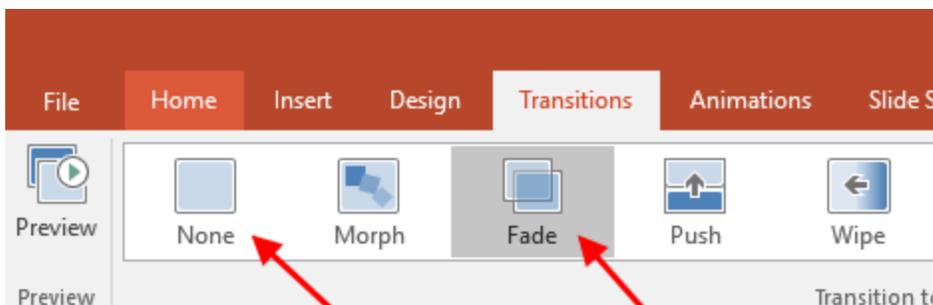
Add Transitions to Your Slides

Slide transitions can add some visual interest to your show, if they are appropriate and do not overwhelm your story. It is easy to go too far with animations and transitions that have too much intensity or sharpness. Start with simple fade transitions.

You can add a slide transition (such as a fade) to all slides, or to individual slides. Try adding a fade transition to all slides first. Using only one or two types of transitions maintains unity for your slide show.

In contrast, if you use too many different transition types, they can be distracting and reduce the unity of your show. The audience will concentrate on the next transition rather than on your story message.

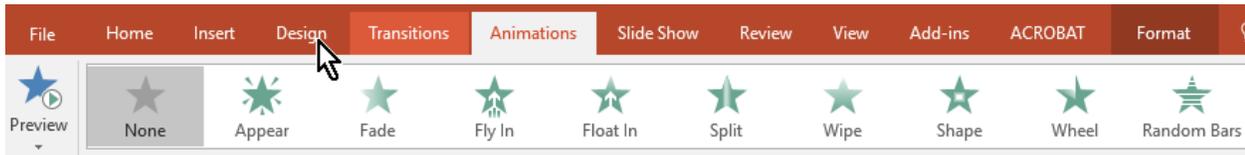
To add a transition to one or more slides, select the slides in the left navigation pane or in the slide sorter view. Then select the Transitions tab, and click on the desired transition type. The default transition type is None. In the screenshot below, a Fade transition has been applied to the first slide in the show.



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Add Animations to Your Images

Once you have an image (picture) inserted, you might want to add an animation to make it fade in or slide in to your show. Sometimes animations can make your story more visually interesting. PowerPoint has many different animations that you can apply to objects on your slides.



To preview an animation, click to select the object you want to animate, click an animation type from the gallery (e.g. Fly In), and then click the Preview button shown on the left side of the image above.

Be careful with image animations. They are special effects and can draw the audience's attention away from your main story. It is best to start with no animations, and then progress to simple fade animations (or beyond) only if you feel that you need them.

Play your whole slideshow frequently as you add animations and slide transitions. Then you can see what the audience will see when they see your presentation.

Add Titles and Bullets to Your Slides

Now you know the basic method of adding images (or other objects such as shapes or icons) to your slides. You also know how to animate images or objects with fade-ins, and how to add transitions between slides. Next, it is time to work on your story text.

It is easy to add your own story text to the class story deck.

Add Titles

Titles are important because they are the first thing viewers see.

The job of a title is to capture attention and state the key message of the slide.

For every slide in your story, carefully consider the key message you want to give to the audience, and put that message in the title. Keep your titles short. Two to six words are best.

A title with 10 words and 2 lines is NOT desirable—it is too difficult to read.

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- To replace the slide title text, click and drag your mouse pointer over the text to select it, and type in your own slide title text.

Add Bullets

Bullets are the most common type of content in slide shows.

- Bullets emphasize key points.
- Bullets are often sentence fragments and are not complete sentences.
- As a rule, a bullet should be short enough to fit on a single line.
- Indented sub-bullets decrease readability. Avoid two levels of indentation.

Good candidates for bullets are key phrases from your written and spoken story. You can emphasize key points by using identical words and phrases in both your narrated audio track and in your bullets.

Other good candidates for bullets are additional small facts or statistics that are short and easy to read in a fast glance. If you can find some of these, they can enrich your story a little bit and add more interest for your audience.

Your audience will be listening to your voice at the same time they are reading and viewing your slides. Do not give them too much text to read on a slide while they are listening to your voice, because some people will not be able to listen and read at the same time. They will either miss some of your voice or skip reading some of your bullets.

Keep your bullets short if you expect people to read them.

- To replace existing bullet text, click and drag your mouse pointer over the text you want to replace. Once it is selected, type in your own text.
- To delete a whole bullet paragraph, click the bullet icon to select the whole paragraph, and press the Delete key.
- To add a new bullet, click to place your cursor at the end of the previous bullet paragraph. Then press the Enter key to create a new bullet.

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Advanced Insertions

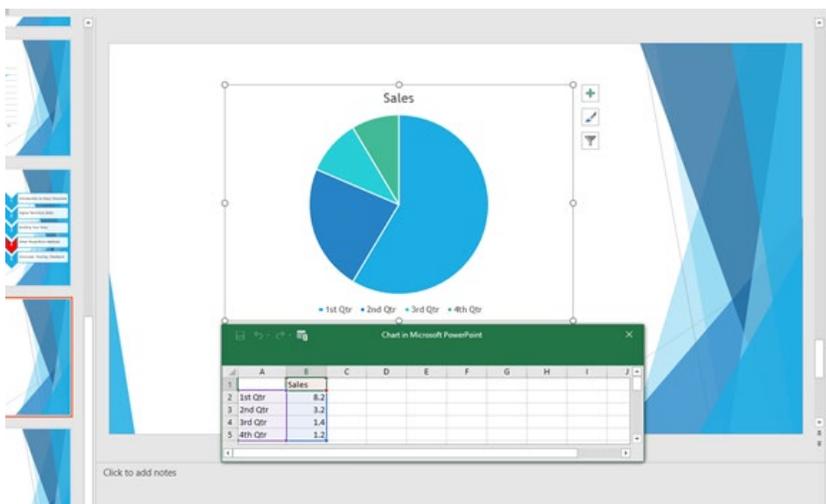
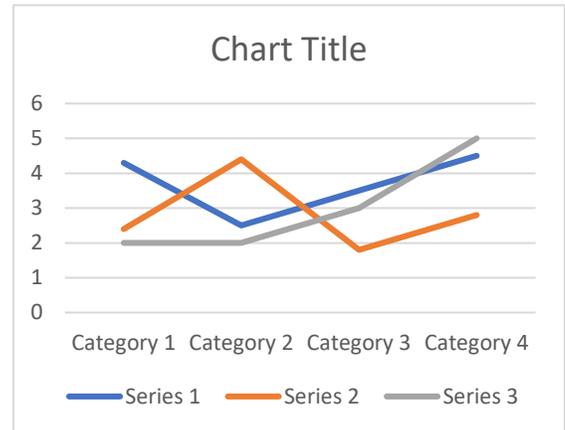
The following sections show some advanced insertion techniques for inserting background images on the background layer, and for adding text boxes on top of normal images.

Insert a Chart or Graphic

Inserting a chart is one of the most useful methods for improving your story with relevant graphics. Charts and tables can show increases in screening rates and other statistical data that is relevant to your CCC success story.

To insert a chart:

1. Click on the slide where you want the Excel table or chart to go.
2. Click Insert, Chart, and choose a chart type
3. Add the chart data to the mini-size Excel spreadsheet that appears.



4. Close the spreadsheet and format the chart the way you want it.
5. Click on the layout option icon  to wrap text around a chart or image.

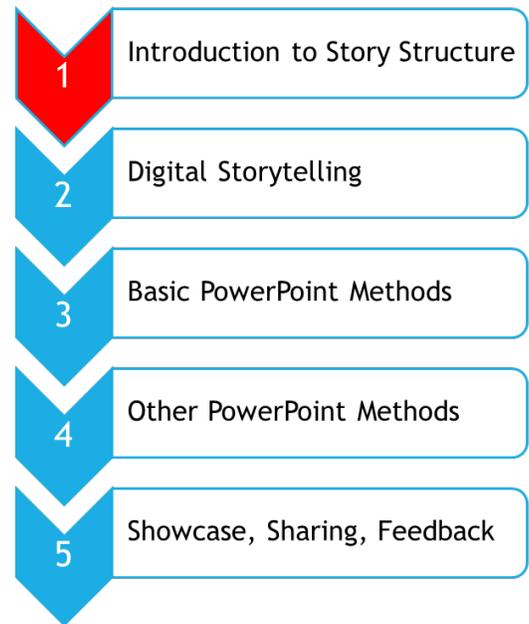
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Insert A SmartArt Graphic

All Microsoft Office programs allow you to insert a SmartArt graphic into your documents or slide shows.

To insert a piece of SmartArt:

- Click Insert, SmartArt and choose a graphic
- Format and color the graphic to fit your story.
- Click on the layout option icon  to wrap text around a chart or image.



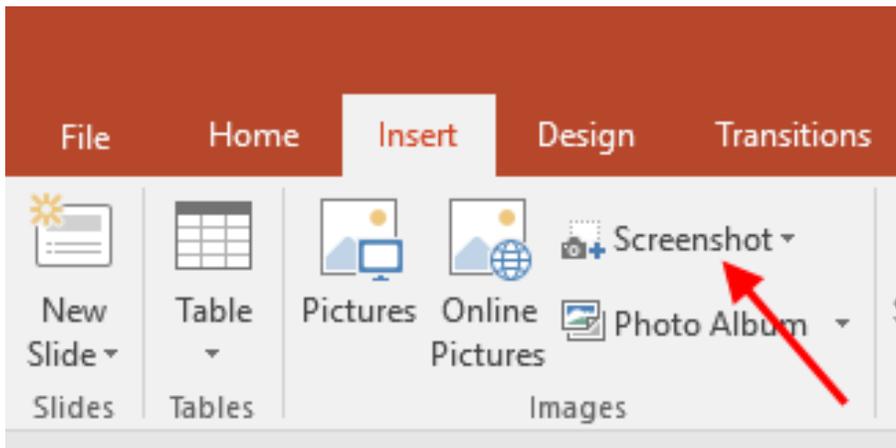
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Insert A Screenshot

Sometimes you want to insert a screenshot into your slide show. This can be useful when you want to take a snapshot of your new website, of an application running on your computer, or of something else you can see on your screen. PowerPoint creates a screenshot image by copying your screen pixels into a JPG file.

To insert a screenshot into your slide show:

- Click on the location where you want the screenshot to go
- On the menu bar select Insert, Screenshot.
- Click and drag to select the area of the screen that you want to capture. PowerPoint will take the screenshot and place it on your slide, where you can adjust it for size and location.



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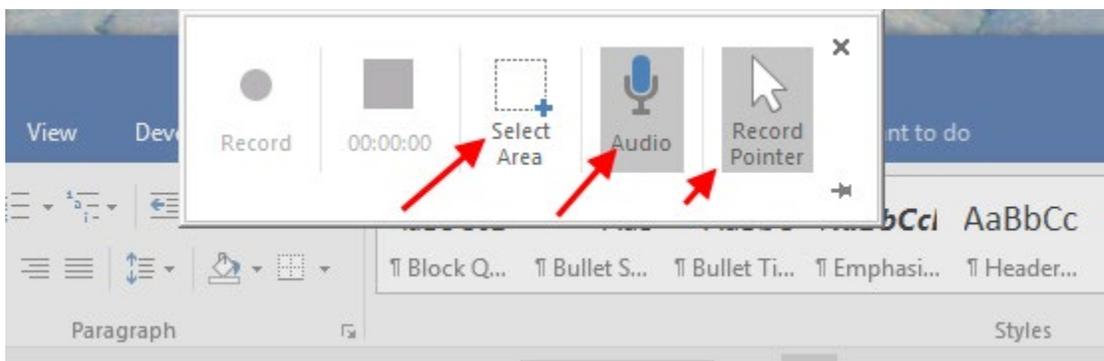
Insert A Screen Recording

Sometimes you might want to insert a video recording of your screen, so you can show your audience how to move their mouse around to perform a software function. The YouTube videos for this course were made by recording screen movements this way.

To insert a video recording of your screen into your slide show, click on the slide where you want the video to go, and choose Insert, Screen Recording.

The first time you use this feature, PowerPoint will automatically gray out the screen, so you can click and drag to select the screen area to capture in the recording. Thereafter, PowerPoint will remember the capture area for future screen recordings. If you want to change the captured area, select Set Area, and click and drag again.

In the screenshot below, the red arrows indicate the Select Area button to click to change the recording capture area. The Record Audio button is enabled, so the screen recording will record your voice as you narrate your mouse movements. The Record Pointer button is enabled, so PowerPoint will record your mouse pointer as part of the screen recording.



Insert a blank slide into your show and try to insert a screen recording on it. Experiment with the buttons. After you set the screen area, click on the round red Record button on the left to start recording, and on the square blue Stop button to stop recording.

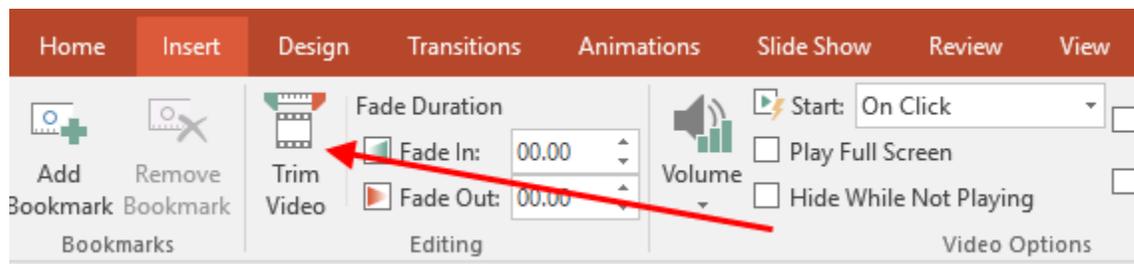
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How to Change Applications Before Recording a Screen Video

You can change applications with Alt-Tab (Windows) or CMD-Tab (Mac) before you start recording. When you are ready, click the red button to start the recording. To stop recording, press the following three keys to stop: WindowsKey + Shift + Q.

PowerPoint will place the video recording on your slide, where you can adjust it for size and location. If you want to trim either the beginning or end of the video, click the video to select it (this enables the Playback menu). Choose Playback, Trim Video to see the trim dialog.

It is also possible to fade the video in and out when it runs. Change the timings in the dialog below to set the length of the fades.



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Insert A Background Image

How to Insert a “Fake” Background Image That Is Not on the Background Layer

PowerPoint has two layer sets in each slide. The backmost layer set is called the background layer. Normally, you don't use this layer unless you want to insert an image in the background. If you do that, you can easily select and delete all objects on the foreground layer without disturbing objects on the background layer.

The frontmost layer set is called the foreground layer set. This is where you normally put your title, bullets, and various images. Each new image or object that you add to this layer set is placed on its own layer so that you can change the stacking order of the images. That way you can control which images are on the top layer.

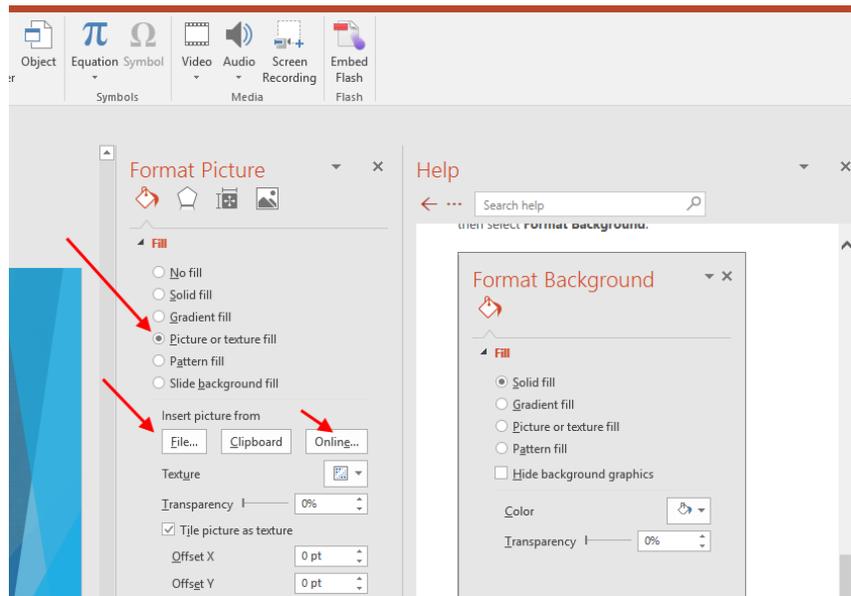
The easy way to insert a “fake” background image is to insert it as a normal image and then manually drag the corners to fill the complete slide. Then, push the full-size image to the lowest layer in the foreground layer set. That way, it will appear behind all other text and image objects on the slide.

The image will not truly be in the background layer set, but it will not matter if your goal is to only show a full-screen image of a park, a city, a group of people, or another subject.

How to Insert a True Background Image

It is possible to insert an image on the true background layer of a slide. Text and other objects inserted into the foreground layer set will appear in front of (on top of) the background layer.

- Right click **the thumbnail image** of the slide(s) you want to change.
- Choose Format Background. A side panel with format options will appear.
- If you want to use an image as a background, choose the Picture radio button.



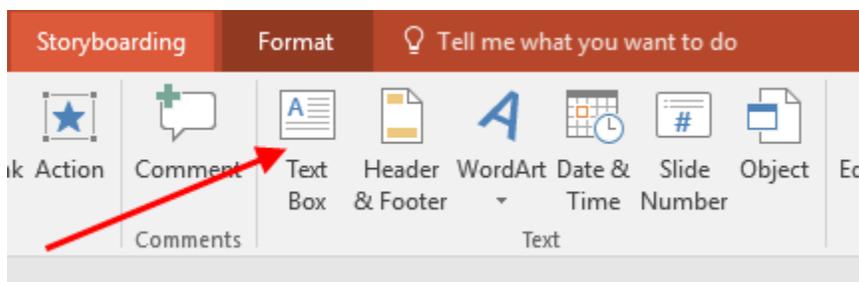
STORYTELLING FOR COALITIONS

Insert Text on Top of An Image

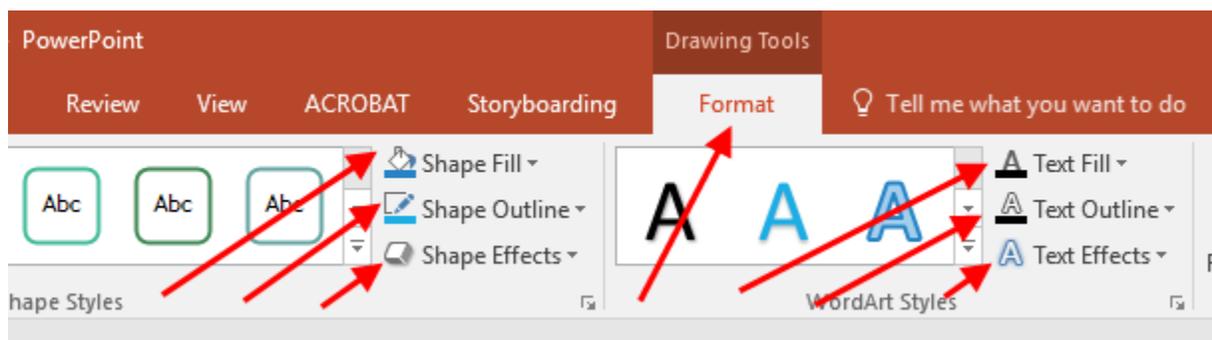
Sometimes you want to add some text on top of an image to add a quote or poem on top of an image of the seashore or mountains. You can do this by adding the image to your slide and adding (by click-dragging) a text box on top of the image.

To add text on top of an image:

- Insert an image on to your slide, and adjust it for size and position.
- Insert a text box on to your slide. Click and drag to set the dimensions of the text box.



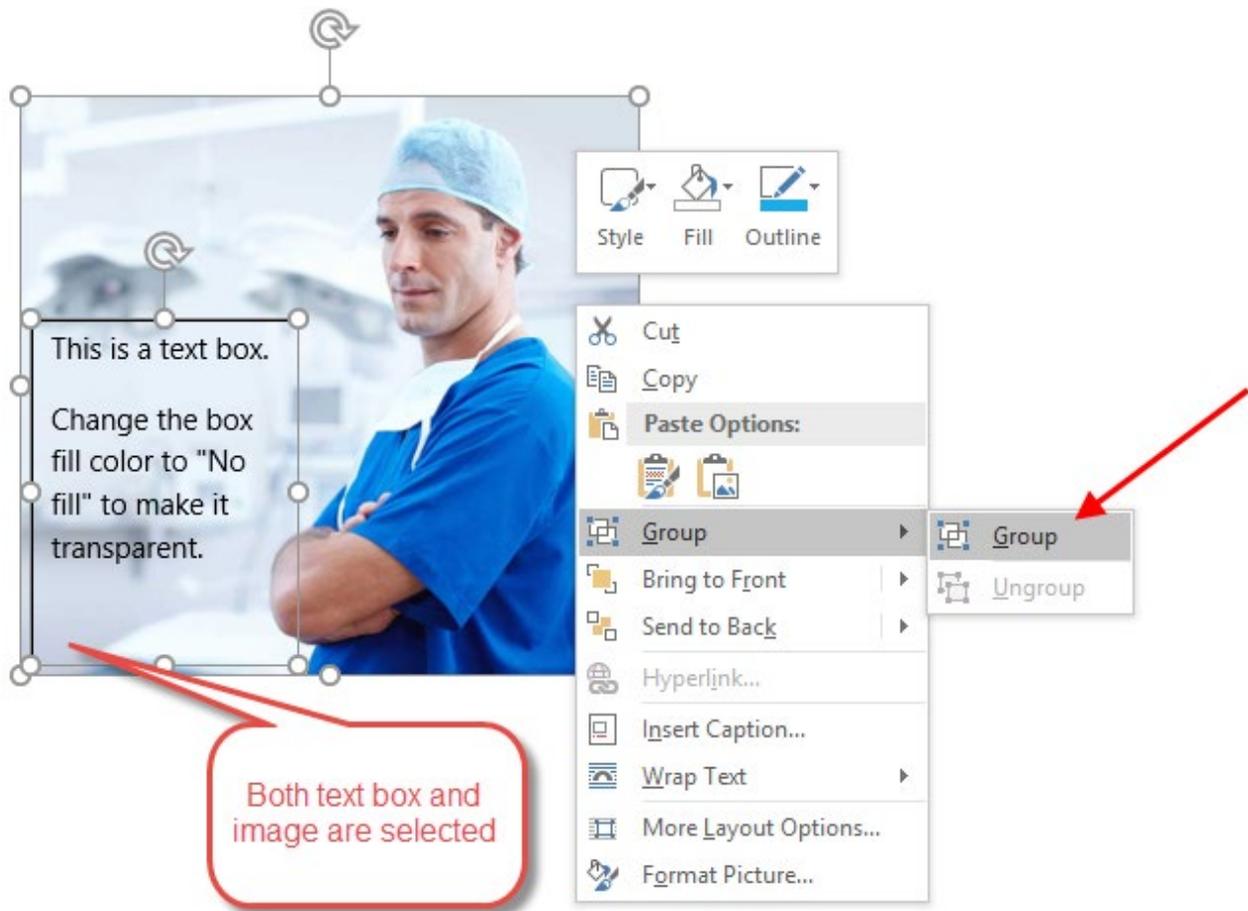
- Enter text into the text box. Change the color of the font to make it readable against the image background. For example, make the font color white if the image is dark or black.
- You will want to change the Shape Fill color and Shape Outline of the text box. To do this, select the box, click the Format menu, and use the Shape Fill and Outline menus.



Normally you will want to set No Fill and No Outline on text boxes, if you only want to see the text on top of the image. The example below uses No Fill (transparent) but kept the default black outline to show the presence of the text box for instructional purposes.

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- Group the text box with the image, so they travel together in lockstep when you drag the image to position it. You cannot change properties after grouping objects, so group them **after you set the properties of the image and text box** to your satisfaction.
- To group a text box with an image, select both image and text box by holding down the Shift key while clicking on the two objects. Then right click the selected objects, and choose Group from the right click menu.



The final image and text box will now travel together. Ungroup them to make changes, and regroup them when you are done.

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Soundtrack Options

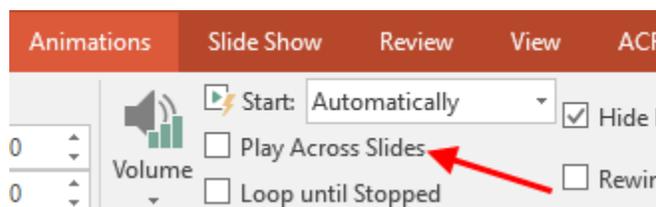
There are three ways of treating audio segments in PowerPoint.

- Audio runs with no gaps across multiple slides until it ends (recommended).
- Audio runs with gaps across multiple slides.
- Music runs in the background across all slides and can loop until the end of the slide show.

One Audio, Multiple Slides

This is the recommended method because it is simple and produces smooth results; it does not create sound gaps during slide changes for the audio track.

This method also gives you complete freedom to change slides and timings on slides 2 through N of your show, which is convenient as you experiment with visuals for your story. You can add or subtract as many slides as you want while the narration (soundtrack) runs, and you do not have to worry about losing a piece of narration if you decide to remove a slide.



Finally, this method is also an efficient way to use a soundtrack that has been recorded using a separate recording program such as Audacity (freeware). Using a program like Audacity allows you to remove pops, hisses, mistakes, and background noises from your spoken narrative.

One Audio, One Slide

In this method, you attach one piece of audio to each slide. The final show sounds like a recording of a normal slide presentation, with sound gaps where the speaker changes a slide.

The continuity of your narrative now depends on the presence, ordering, and speed of each slide. Changing the order of slides, removing a slide, or changing the timing on a slide may require you to redo part of your narrative. And sound quality can vary among slides since narratives will be recorded at different times.

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A Background Sound Track

PowerPoint can play a background music soundtrack through the whole presentation. The background track is separate from the audio elements on a slide.

Each slide can contain multiple audio elements. But there is only one background track.

If you are careful with audio levels, you can speak your narrative over top of a low-volume music background track. But it is probably not a clever idea to do that. Forcing people to listen to two simultaneous audio sources makes it more difficult to follow the story words. Interleaving non-overlapping music and narrative sources is a less confusing presentation approach.

Using a background music track is not the focus of this course, because the music is not a story narrative and carries no story structure. Instead, with a continuous music background track, the visuals must tell the whole story and carry the story structure. It can be done, but it is more difficult and not the focus of this course.

Record Your Story

This session shows you how to record your voice on the slides of your digital story.

Overview

There are two methods of recording:

- Record the whole story on Slide 2 (the first slide after the title slide).
- Record a bit of the story on each slide.

Recording the whole story on one slide produces the smoothest audio track but can be challenging for people who are new to recording.

Recording a bit of audio on each slide is simpler because it is very like giving a presentation in front of an audience.

Either method works. Use the one that you are most comfortable with.

USE ONE AUDIO CLIP FOR THE WHOLE STORY

You can record your entire story in one continuous audio clip on one slide of your presentation (usually Slide 2 after the title slide). This method gives you complete flexibility in adjusting the speed, content, and transitions of visual elements (images and slides).

It lets you treat the story slides, the soundtrack, and the visual images independently. You get to focus on one thing at a time.

- First, you get the story text right.
- Second, you add visual images to emphasize story elements.
- Third, you record the story to get the soundtrack right.

Overview Summary of Recording Steps

This section contains text instructions for recording your voice on PowerPoint slides. Use the text or the video instructions, or both, as you please.

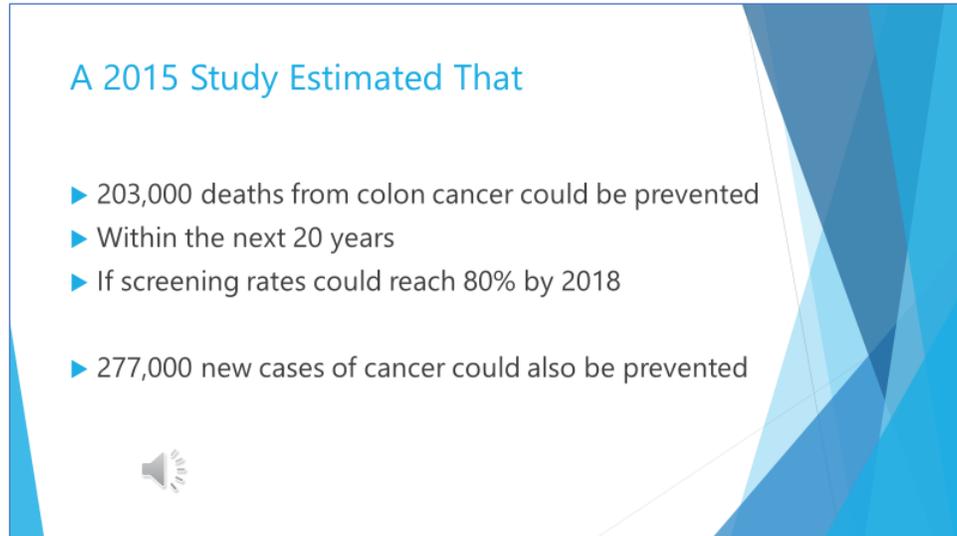
Here is an outline of the steps in this exercise.

- Listen to the example audio icon on Slide 2 of the Story Deck.
- Practice recording your voice in PowerPoint.
- Record the whole example story audio on Slide 2.
- Set the audio to play automatically when the slide is shown.
- Set the story audio to play continuously across slides as they advance.
- Rehearse timings to advance each slide to keep pace with the story audio.
- Play the automated slide show from the beginning.
- Export the final show as an MP4 movie file that you can share with others.

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Listen to Slide 2 Of the Story Deck

View slide 2 in the companion story deck shown below. Slide 2 carries the audio track for your story.



The slide already has an example piece of audio on it, as indicated by the small speaker icon in the corner.

To play the audio, select the icon and click the play button as shown. You can also select the icon and use Menu, Playback, Play to play the audio.



After you learn how to play the audio, delete it so that it will not conflict with the audio that you will create. (Right click and Cut to delete it.)

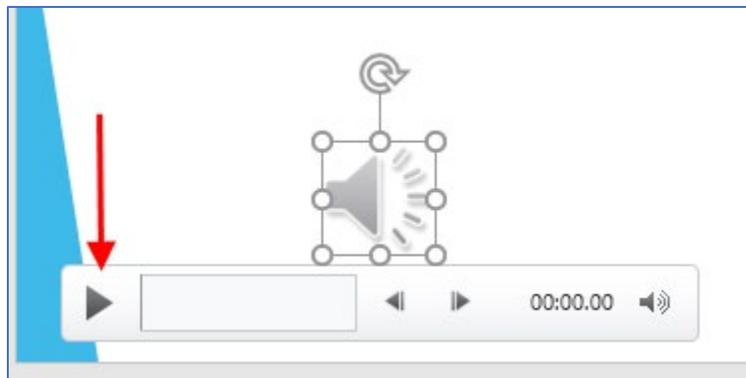
Now you are ready to record your own voice.

STORYTELLING FOR COALITIONS

Detailed Procedure for Recording Your Voice

To record your voice on any slide:

1. Go to the slide that will hold the audio
2. Choose Menu Insert, Audio, Record Audio
3. Click the red button to record and the square blue button to stop
4. Record 10 seconds of whatever you like – this one is just for practice.
5. Click play to hear what you have recorded
6. Repeat until you like the recording
7. Click OK to save the audio on the slide
8. The speaker icon holds the audio; click it to play it, as shown below.
Or click it, and use Menu, Playback, Play to play it.
9. When you are done, delete it.



You can record as much audio as you want on any slide.

You can even add multiple clips to one slide (e.g., voice and music).

Some people like to record a bit of their story on each slide, as if they were giving a live presentation in front of an audience.

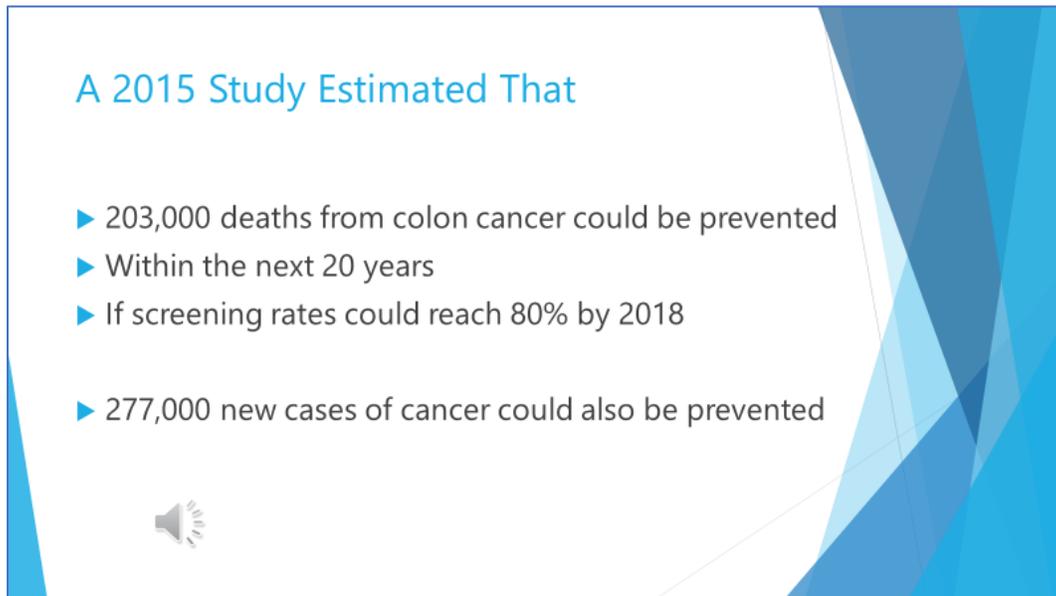
Other people prefer to record their entire audio story on one slide because it gives them more freedom to show multiple slides within one spoken sentence or paragraph. Their voice can play across multiple slides to give the audience a smooth audio experience while images (slides) change as necessary (as seen in movies or TV shows).

Record Your Voice on Slide 2

Now that you know how to record audio, you are ready to record the full story text.

STORYTELLING FOR COALITIONS

View slide 2 in the story deck as shown below. This slide will carry your audio track for the story.



If the slide still has an audio on it, as indicated by the small speaker icon, play it and delete it as shown in the previous steps.

Delete it so that it will not conflict with the story audio that you will record.

Slide 2 should now be ready to receive your voice narration of the example story (shown in the next step). Do not worry if you do not get the narration right at the beginning. It is easy to succeed once you get familiar with the process.



Record Your Full Story Text

Next, record the full story text into an audio track just like you did before. Only this time, read the full story text shown below into the audio track.

It is a good idea to print a hardcopy of the example story below. It will help you to record your voice now, and to mark slide changes later when you Rehearse Timings on the slides.

While you are learning, printing the story and reading from hardcopy is probably the easiest way to record smoothly and successfully. You can also put marks in the hardcopy text to indicate the locations where you should advance slides to keep pace with your narrated story voice.

STORYTELLING FOR COALITIONS

Sample Story Text

Record this text on Slide 2, titled "A 2015 Study Estimated That..."

A recent study from 2015 estimated that 203,000 deaths within 20 years could be prevented if the goal screening rate of 80% was achieved.

***Our local coalition** was formed in 2017 to help improve screening rates in our local community. **We set a goal** to increase our local screening rates by 10% within 2 years.*

***To reach the goal**, we first recruited a physician champion to talk to other providers, and then a patient navigator to guide patients through the screening process. Then we started to request donated colonoscopies from local practitioners.*

*Now, one year later, we **provide** four donated colonoscopies per month to members of underserved populations. Our work is all done by volunteers, in partnership with other organizations. Our records show that we **have caught 5 early-stage cancers** and **have probably saved several lives**.*

That's a good feeling of accomplishment for everyone.

STORYTELLING FOR COALITIONS

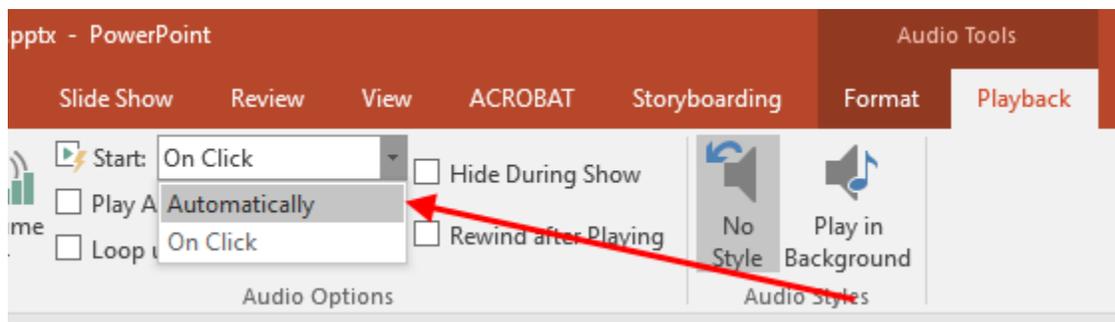
Configure the Audio Track

Now that you have the audio recorded, you must configure the icon to play automatically across all following slides.

Set Audio to Play Automatically

To make the audio play automatically when the slide is first shown:

1. Go to the slide containing the audio.
2. Click on the audio speaker icon.
3. Click on Menu, Playback to show the playback menu.
4. Choose Start Automatically in the dropdown box, as shown below.



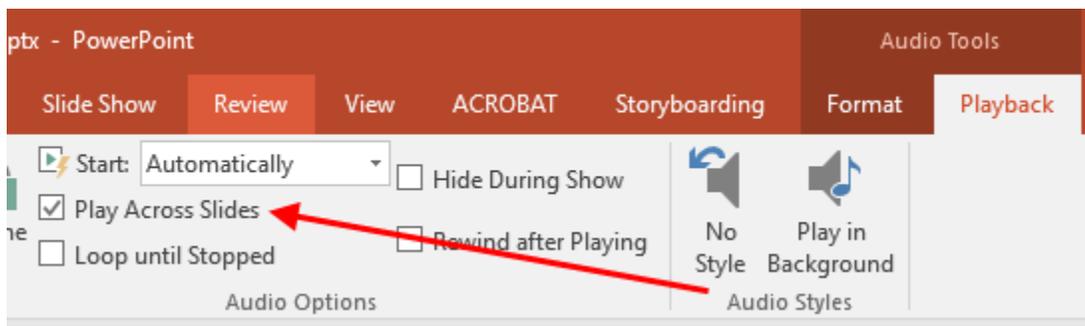
STORYTELLING FOR COALITIONS

Set Audio to Play Across Slides

Next, we want the audio track to play smoothly across slides in the remaining part of the show. If you do not enable this setting, your story audio will stop playing as soon as you advance to the next slide in the show.

To play audio across slides:

1. Click on the audio speaker icon
2. Click on the Playback Menu
3. Select Play Across Slides



Now your audio will start automatically when Slide 2 is shown and play across slides until the audio runs out or until the slide show ends.

STORYTELLING FOR COALITIONS

Rehearse Your Slide Timings

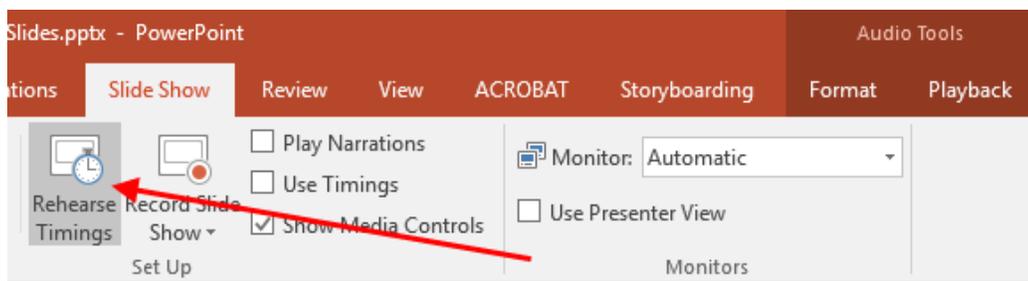
At this point, your audio work is done, and the rest is easy. All that remains is to advance the remaining slides so that they keep pace with your audio story. PowerPoint makes it easy to do that with the Rehearse Timings feature.

To use Rehearse Timings, you start the slide show playing, and click your mouse whenever you want to advance to the next slide. PowerPoint remembers the timing of your mouse clicks and gives you a chance to save them. Then it will automatically advance the slides for you using the same timings that you saved.

Don't worry, you can re-record the timings if you don't get them right. Just click on Rehearse Timings again, and repeat the process until you're happy with the timings.

To Rehearse Timings:

1. Menu: Slide Show, Rehearse Timings.
2. Click on the title slide to start the show. (Press ESC to stop at any time.)
3. Click anywhere to advance each slide, and to keep pace with your story voice.
4. Click the black screen at the end to End Slide Show.
5. Repeat the process until you think you like the timings.
6. Click OK to save the timings for the movie. You will check the timings in the next step.



STORYTELLING FOR COALITIONS

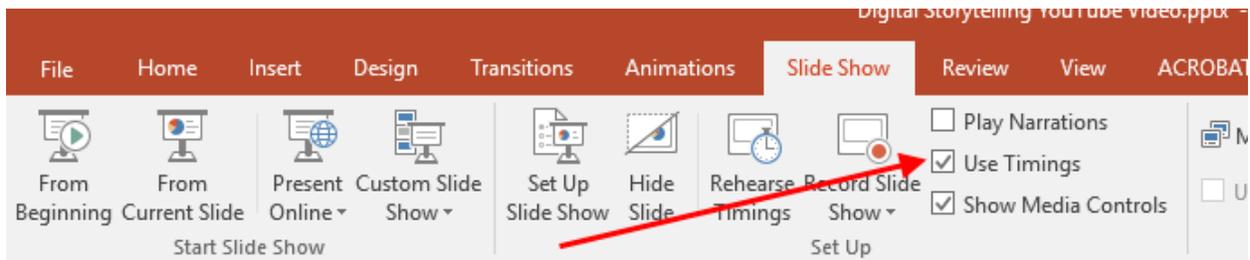
Play Your Show Automatically

Now you have an automated slide show that plays audio and automatically advances the slides. Let us do a final check to see if everything is working to your satisfaction.

Enable Use Timings

Before you can test your automated slide show, you must tell PowerPoint to use the timings you saved during the Rehearsed Timings session above. To enable Use Timings:

1. Choose Menu Slide Show
2. Check the checkbox to Use Timings

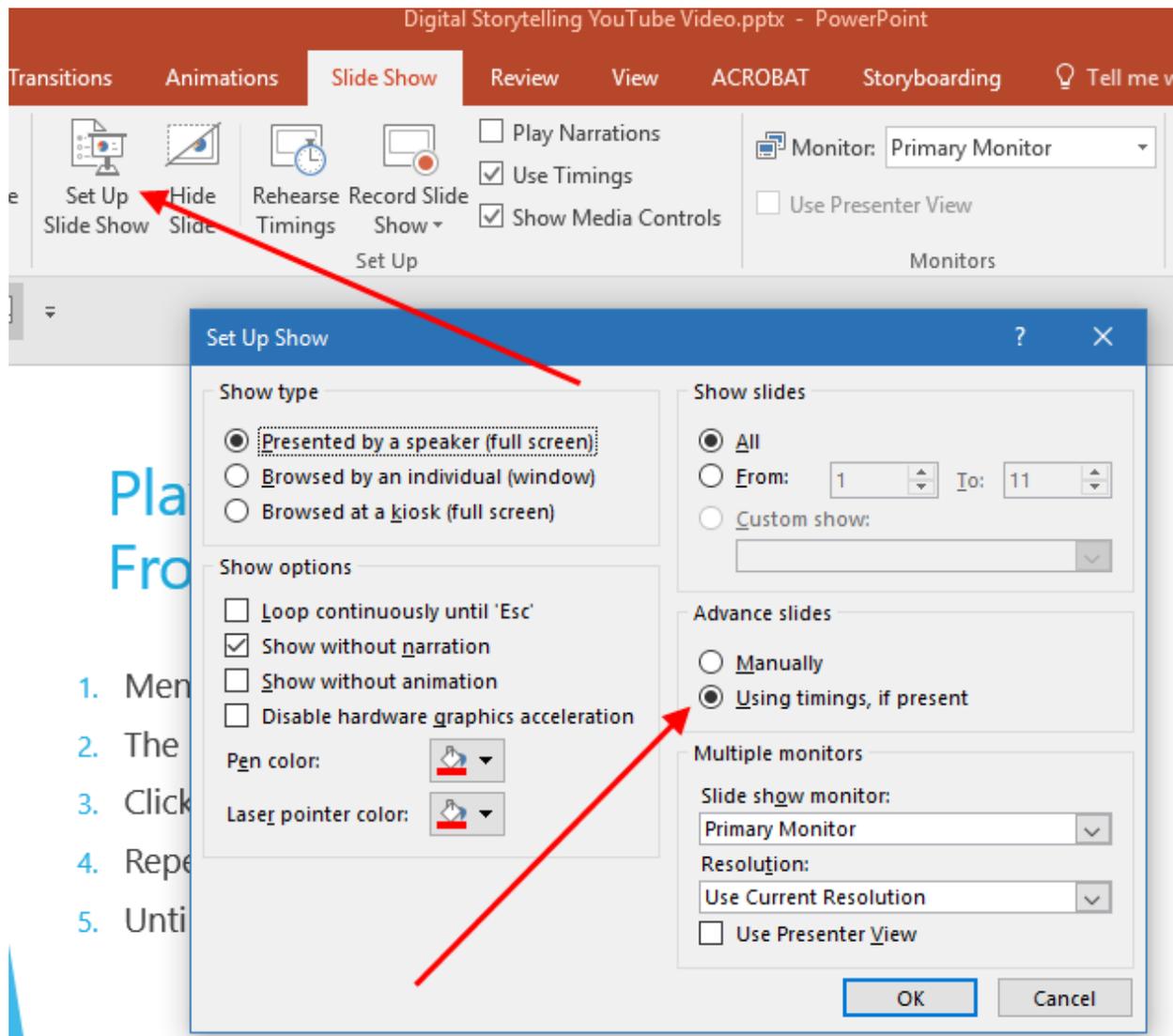


Also enable Use Timings in the Set Up Slide Show dialog, shown on the next page.

STORYTELLING FOR COALITIONS

Also ensure that the Use Timings setting is enabled in the Set Up Slide Show dialog:

1. Choose Menu Slide Show, Set Up Slide Show
2. Click the radio button to enable Use Timings



Now PowerPoint knows that it should use your saved timings for automatically advancing slides. You are ready to play your automated show.

STORYTELLING FOR COALITIONS

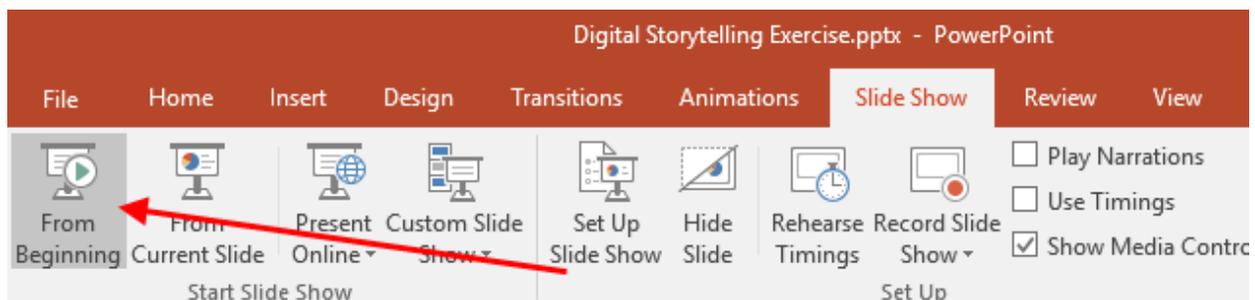
Play the Automated Show from the Beginning

At this point the automated slide show should be complete—you are happy with your voice recording, and you have rehearsed (and saved!) the slide timings that advance the slides to keep up with the story audio.

In this step, you will play the show one more time to ensure that everything is to your satisfaction.

To play the entire automated slide show from the beginning:

1. Choose Menu Slide Show, From Beginning.
2. The show should play automatically. **If it does not, check that you saved your Rehearsed Timings, and ensure the Use Timings checkboxes are enable as shown above.**
3. Click on the black screen at the end of the show to go back to PowerPoint.
4. Repeat your audio recordings or rehearsed timings if you do not like them.



At this point, you like your show and you are ready to make it into a movie that you can share with others or upload to YouTube. This next step is very easy.

STORYTELLING FOR COALITIONS

Export Your Story

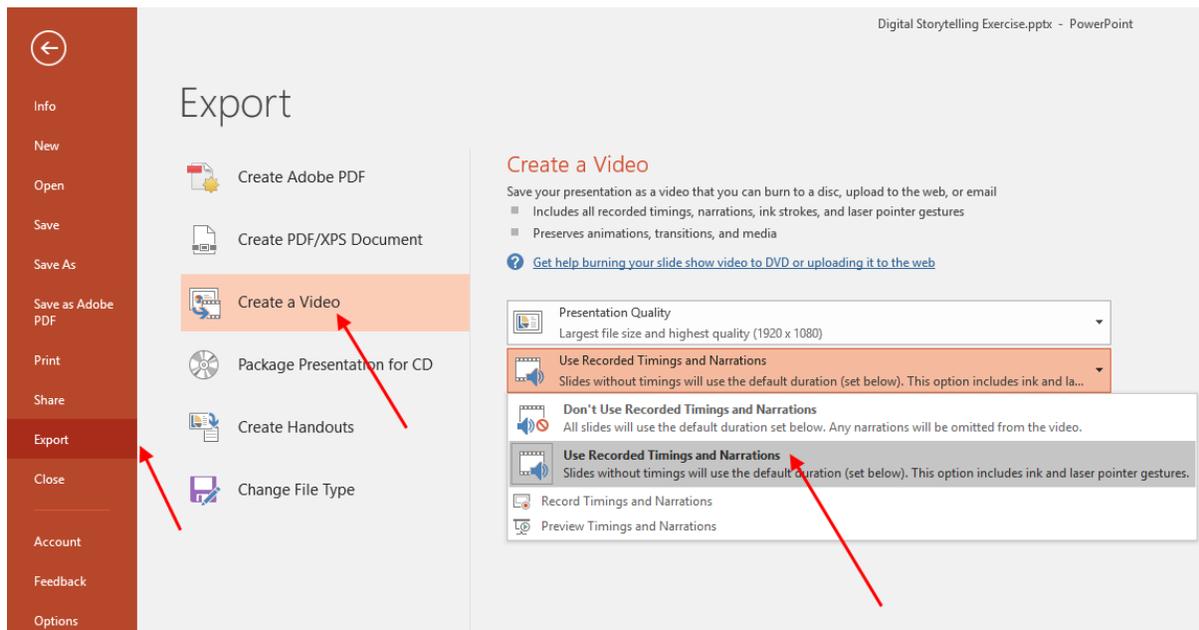
The final step in producing your movie is to export it as an MP4 movie file that you can share with others. PowerPoint makes this step easy—it is as easy as saving a file.

To export an automated slide show as an MP4 movie on Windows: (Choose MP4 as the output format on a Mac.)

1. Choose Menu File, Export, Create a Video
2. Select Use Recorded Timings (these were the timings you rehearsed).
3. Click to create the video.
4. Watch the progress bar in the bottom right corner of PowerPoint.



5. Double click the created MP4 file to play it.



Enhance Your Story

A YouTube Playlist for PowerPoint Skills

In this course we focused on using PowerPoint as a way to tell your story because it is an easy tool to use for a basic digital story.

You can find many free and helpful resources on the Internet to help you with your PowerPoint skills. Free teaching videos can show you simple techniques such as adding charts to your slide show or more advanced animation and design techniques to make your story look even more professional.

Have some fun learning these new techniques. You will become an expert with PowerPoint long before you run out of PowerPoint resources on YouTube.

Here is a YouTube playlist that is well-matched to this course. Search the Internet for “digital storytelling” if you want to find more resources or additional perspectives on storytelling.

- The Digital Storytelling Course Playlist
<https://www.youtube.com/playlist?list=PLliW67NMzKpw2EI3bpulz8aRu3aYufgMM>

The first two techniques that you might concentrate on are these:

- First, try to include some pictures or charts that immediately show your story point visually. People can absorb and understand good charts and pictures almost instantly. That also means they can participate almost instantly in your story.
- Second, try to make your phrases and sentences both concise and memorable. Simple and emotional words from your interviewed people are powerful. They can carry lots of emotion and make it easy for your audience to visualize themselves hearing the same words from that person.

Add Pictures, Animations, and Music

After you have your story outline and details in place, you have a basic story that is functional and usable.

Next, you can enhance it and polish it by adding visual elements such as pictures and animations. You might also decide to add some background music if you are not narrating the story at the same time.

There are a variety of PowerPoint techniques that you can use for these enhancements. See the link to the Digital Storytelling Playlist above for enhancement techniques that are well-matched to this course.

Avoid the Use of Copyrighted Images and Music

When you add pictures or music to your story, be careful to avoid the use of copyrighted material from the Internet. **Just because it is on the Internet does not mean that you can legally use it in your story.**

You should be especially careful if you are creating your story on behalf of your organization. If you use illegal material in your story, you might hurt the reputation of your organization or make it liable for copyright infringements.

Links to Free Images and Music

Do not worry about finding images and sounds for your story. You can find many websites that provide free images and sounds for your story. Here are a few links for examples. The Creative Commons license is one example of a license that permits general use by anyone.

- www.flickr.com/creativecommons/
- www.sxc.hu/
- www.freeimages.co.uk/
- www.public-domain-photos.com/
- www.pexels.com
- www.pixabay.com
- www.stocksnap.io
- www.unsplash.com

Here are some websites that offer copyright-free music:

- www.jamendo.com/en/
- www.royaltyfreemusic.com
- www.openmusicarchive.org