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## Embrace Your Inner Rachael Ray: What TV Chefs Can Teach Librarians About Presentation Style

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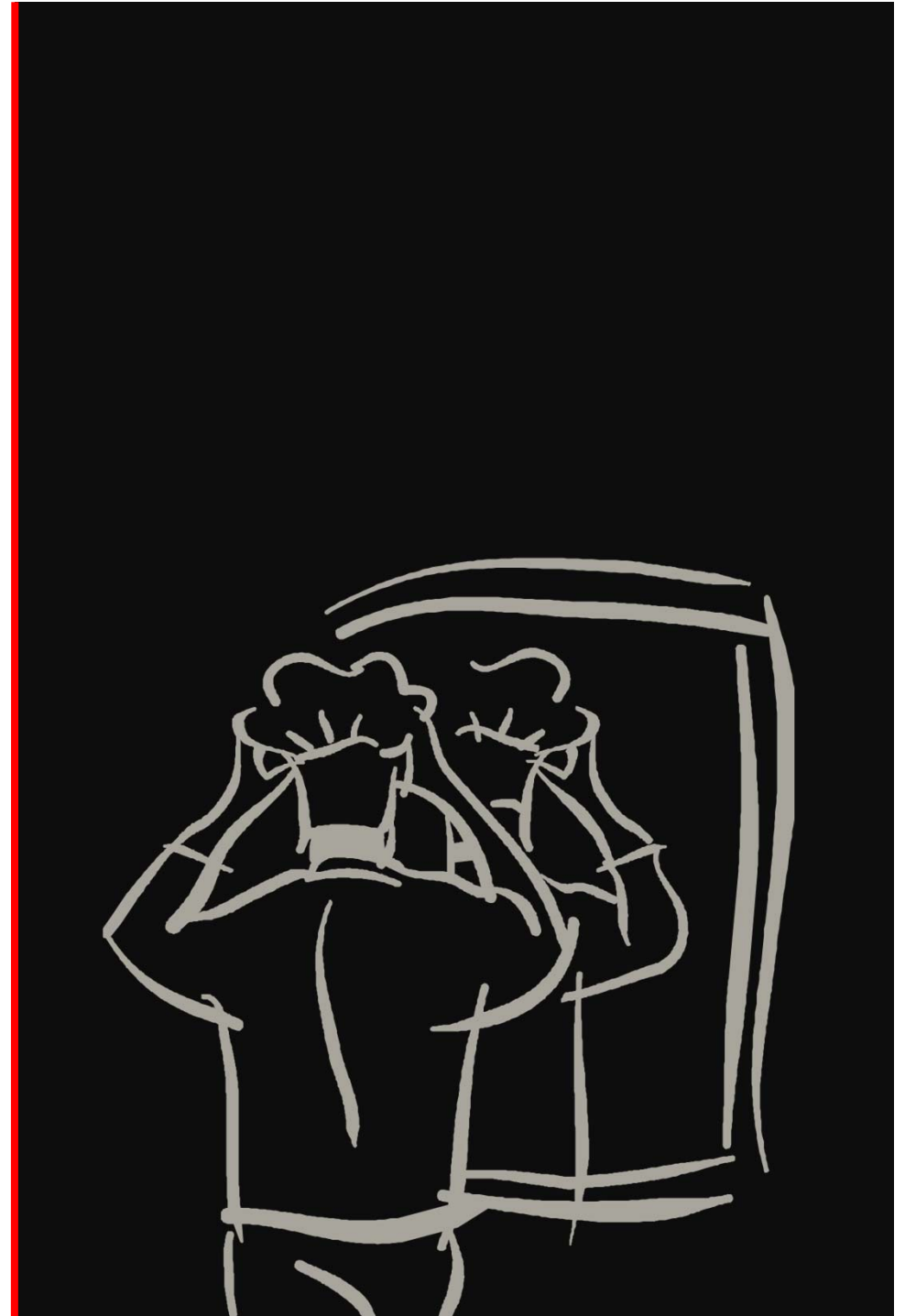
**Embrace  
your inner**

**Rachael Ray:**

What TV chefs  
can teach librarians  
about presentation style

**ANNA JOHNSON**

Library Instruction Coordinator  
Mt Hood Community College



## The Big Question:

When, how, and from whom  
do librarians learn public speaking skills?

## Quick show of hands:

*In my library job, I ...*

- facilitate trainings
- demonstrate resources
- teach or lecture to groups

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*In my library job, I ...*

- facilitate trainings
- demonstrate resources
- teach or lecture to groups

*In school, I ...*

- studied public speaking
- studied acting

## Public speaking is emotional:

*Imagine this:*

Your library director asks you if you can demonstrate a new database to a group of 30 people .... one hour from now.

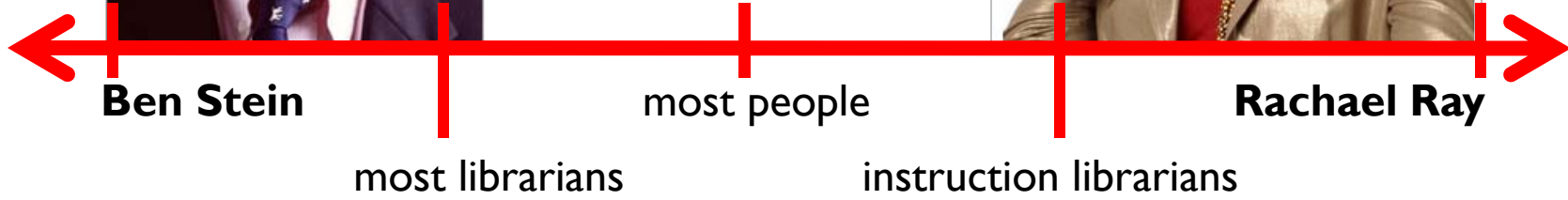
How do you feel?



**Ben Stein**



**Rachael Ray**



most librarians

most people

instruction librarians



**Ben Stein**



**Rachael Ray**



most librarians

most people

instruction librarians



## **TV chefs and librarians are both ...**

- Subject experts with years of proven experience

**and, when they're good, they're both ...**

- Eager and able to teach what they know
- Skilled at step-by-step demonstrations
- Energetic and enthusiastic presenters

## Two tools for a tastier library presentation:

- 1) The personality of a TV chef
- 2) The structure of a TV cooking show

Energy & enthusiasm (or an equal amount of passion for the topic)



Willingness to share stories about your own experiences



Expert knowledge from getting paid to do what you love



Ability to explain what you're doing (and why) while you're doing it



## Two tools for a tastier library presentation:

1) The personality of a TV chef

2) The structure of a TV cooking show

Explain what you'll be demonstrating and why your audience should try skills themselves





During demo, explain why you do things the way you do (and what to avoid)



Prepare examples ahead of time ...



... and be prepared to skip a few steps to maximize your time



## **RECIPE FOR TASTY LIBRARY PRESENTATIONS**

### **Personality ingredients:**

- Energy & enthusiasm (can substitute equal amount of passion for the subject matter)
- Expert knowledge acquired through years of getting paid to do what you love to do
- Willingness to share relevant stories about your own experiences with the subject
- Ability to explain what you're doing (and why) while you're doing it

### **How to assemble your presentation:**

- Explain what you'll be demonstrating and why your audience should try it themselves
- During demo, explain why you do things the way you do (and what to avoid)
- Prepare examples ahead of time, and be prepared to skip a few steps
- Every 10 minutes or so, recap what we've learned so far and what's coming up next
- Share a personal story relating your interest in and/ or experiences with this topic
- Encourage your audience to try it on their own, and tell them how to learn more

# THANK YOU

## CREDITS

- 1) Ben Stein headshot: *Shannon Fagan/Getty Images*
- 2) Rachael Ray headshot: [flickr.com/photos/alanbauman/3949657279/in/set-72157622308053651](https://www.flickr.com/photos/alanbauman/3949657279/in/set-72157622308053651)
- 3) Rachael Ray with Oscar: [endlessimmer.com/2009/08/25/hott-link-happy-barfday-to-rachael-ray/](http://endlessimmer.com/2009/08/25/hott-link-happy-barfday-to-rachael-ray/)
- 4) Video clips: [youtube.com/user/FoodNetworkTV](https://www.youtube.com/user/FoodNetworkTV)

EMBRACE YOUR INNER RACHAEL RAY:

What TV Chefs Can Teach Librarians About Presentation Style

Online NW Conference 2010

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