

Guidelines for Using Supporting Materials in a Presentation

General Guidelines

1. **Pertinence**
2. **Variety**
3. **Amount**
4. **Detail**
5. **Appropriateness**

Specific Guidelines

For Examples/Narratives:

- Is the example/narrative representative?
- Is the example/narrative sufficiently vivid?
- Is the example/narrative personalized?
- If necessary, was the source cited in the speech?

For Statistics:

- Is the source of the statistic reliable?
- Has the source of the statistics been cited in the speech?
- Has the statistic been used correctly?
- Have you rounded-off complicated statistics?
- Have you interpreted the statistic (explained in another way)?
- Have you done something to emphasize the statistic?
- Have you used statistics sparingly?

For testimony

- Is the source qualified to make the statement you're quoting?
- Is the quotation accurate?
- Have you attributed the testimony prior to the quote?
- Is the quotation brief?
- Have you clearly signaled where the testimony begins and ends?
- Are the source's conclusions reasonably free from bias?

For comparison/contrast

- Is comparison justified?
- Is the comparison meaningful?
- Have you avoided overdoing the comparison?