

Visual Dis-Aids

I have been disappointed in recent months by the visual aids even excellent presenters use. When I go to a presentation by an HRD expert I expect superior content to be matched by high-caliber visuals, but too often the visuals are so poor that the message is lost.

Let me cite some examples. By far the biggest weakness is the use of the overhead projector. It's shocking to see professionals display transparencies that:

- put too much typing on the sheet;
- use lettering that is hardly visible;
- make no (or poor) use of color;
- have poorly aligned lettering;
- use letters that are much too small to read;
- put more data on the sheet than can be seen.

I've even seen one presenter who didn't know how to focus the projector!

In the area of flip-chart use, many presenters don't realize that the color red doesn't carry or that most writing can't be seen in a large room. Flip charts and wall charts often are placed where participants can't see them. In general, handouts support neither the transparencies nor the flip-chart data.

One suggestion for anyone hiring a presenter is that the screening process require submission of copies of all handouts and transparencies, plus Polaroid snapshots of all flip-chart or wall-chart material the presenter intends to use.

You don't need to have the resources of a professional graphics department to make effective visual aids.

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Misled, Misquoted and Misrepresented

I am deeply saddened and humiliated by the editorial license taken with the facts and observations recorded in my original article that you recently published (July 1985) under the title, "Gone is the Corporate Doberman." Without my permission or knowledge, the original title—"Corporate Doberman? The Role of the Human Resource Professional"—and all subtitles were changed. I was misquoted, important information on my research design was omitted, sentences were transposed in a manner that created unintended meanings, and observations were changed to inferences and opinions. I am sorry to report I not only do not recognize the published article as my own, but it portrays me as violating many consulting principles and ethics to which I subscribe.

My original article was carefully written to describe a detailed research project that was two-and-a-half years in the making and became the thesis for my master of science in organization development. When the *Journal* accepted it for publication, I was told one paragraph would be deleted and one sentence added. I gave permission for these changes; unfortunately, I was never informed about the many substantive changes that appear in the published version. Sadly, I have been misrepresented to colleagues and clients, my client on this project has been misrepresented, and the readership of the *Journal* has been misled. I know the *Journal* is capable of much better.

Should any of the readership be interested in obtaining a copy of my original article, please write to me, and I will be happy to forward one.

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