

ADVANCED COMMUNICATION SERIES  
**PUBLIC RELATIONS**

Assignment #1:  
**THE PUBLIC RELATIONS SPEECH**

**Objectives**

- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.
- Favorably influence the audience by the skillful and friendly delivery of your talk.
- TIME : 5 to 7 minutes

**Note to the Evaluator**

The purpose of this talk is to present a 5-7 minutes speech of goodwill on behalf of Toastmasters International. The goodwill should derive from the useful information presented in the talk, in this case on the subject of public speaking, with the references to Toastmasters limited to the introduction, conclusion, or casual comments during the speech. In addition to your oral evaluation, please give written answers to the questions below.

**Evaluation Guide**

1. How did the audience react to the speaker? Did they seem warm? Friendly? Respectful? Uninterested?
2. How was Toastmasters mentioned in the speech? Was it brought in smoothly and naturally, or did it seem to be artificially included, like an advertisement?
3. Comment on the information presented. Did the speaker render a service to the audience?
4. Comment on speaker's delivery. Did it reflect favorably on the value of Toastmasters training?
5. Assuming you knew nothing about public speaking or Toastmasters, what would be your impression of the Toastmasters program after this talk?

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**Assignment #2:**  
**RESOURCES FOR GOODWILL**

**Objectives**

- Research the operation and benefits of an organization or company.
- Prepare a talk designed to build goodwill toward it by presenting factual information.
- Analyze the common interests of your audience and focus your presentation on those interests.
- Effectively use at least one visual aid to enhance the audience's understanding.
- TIME : 8 to10 minutes

**Note to the Evaluator**

The purpose of this 8-10 minutes talk is to build goodwill for a company, club organization, or other group by giving the audience positive information about its operation and community benefits. The talk should be tailored for this particular audience and should be supported by solid research. At least one visual aid must be used by the speaker. In addition to your oral evaluation, please answer the questions below in writing.

**Evaluation Guide**

1. How well did this speech fit the interests of the audience? Explain.
2. Comment on the speaker's research. Was it thorough? Relevant? Factual?
3. Assuming you had no knowledge of the speaker's subject, would you have been favorably impressed by the speech? Would you feel friendly toward the organization the speaker represented?
4. How did the visual aid(s) facilitate audience understanding? How effectively was it used?
5. If you were the organization president, would you choose this speaker to represent the organization in a series of community meetings? Why? Why not?

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**Assignment #3:**  
**THE PERSUASIVE APPROACH**

**Objectives**

- Direct a persuasive appeal to the audience's self-interests using a combination of fact and emotion in a speech delivered in such a manner that it appears extemporaneous.
- Persuade the audience to adopt your viewpoint by the use of standard persuasive techniques.
- TIME : 8 to10 minutes

**Note to the Evaluator**

The purpose of this talk is to persuade the audience to adopt a point of view advocated by the speaker in a speech of 8-10 minutes. The talk should be convincing on both the logical and emotional levels and should be delivered in an extemporaneous manner. The focus of the talk should be on the personal self-interests of the audience. In addition to your oral evaluation, please give written answers to the questions below.

**Evaluation Guide**

1. How convincing was the speaker's argument on his or her viewpoint?
2. How effective was the speaker's emotional appeal? Explain.
3. How closely did the presentation relate to the self-interest of the audience?
4. Comment on the smoothness and effectiveness of the talk. Was the talk sincere?
5. Was the speech persuasive? Why? Why not?

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**Assignment #4:**  
**SPEAKING UNDER FIRE**

**Objectives**

- Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue.
- Conduct a question-and-answer period on the speech subject.
- TIME : 6 to 8 minutes for speech - 8 to 10 minutes for question period.

**Note to the Evaluator**

The purpose of this talk is to present a 6-8 minutes speech to an audience assumed to be hostile to a position on a controversial issue. The speaker should attempt to lessen the opposition and persuade the audience at least to accept that the position has some merit. Following the speech, the speaker will conduct an 8-10 minutes question-and-answer period on the speech subject. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. How effectively did the speaker use logic in support of his or her viewpoint? How effectively was emotion woven in?
2. Would the speaker's approach generally tend to lessen an audience's hostility? Please explain.
3. Assuming you were initially opposed to the speaker's position, how would you feel after the presentation?
4. Were the questions answered skillfully? Explain.
5. Judging from the speech and the answers to questions, how well prepared did the speaker seem to be?

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**Assignment #5:  
THE MEDIA SPEECH**

**Objectives**

- Write a speech script on behalf of a social cause.
- Using the script, present the speech to persuade a general television audience.
- TIME : 8 minutes, plus or minus 30 seconds

**Note to the Evaluator**

The purpose of this talk is to present a written talk of 8 minutes, plus or minus 30 seconds, suitable for television broadcast. Please refer to “Your Project Speech” on the preceding page for details on how the speech is to be presented and recorded. After the talk, either the audio or the video tape should be played back for the club. Base your evaluation both on the speech presentation and on the way it comes across on playback. In addition to your oral evaluation, please write answers to the questions below.

**Evaluation Guide**

1. How did the speaker keep the talk general enough to interest a wide audience?
2. What was included to project speaker enthusiasm? Dramatic flair? Colorful word choice?
3. Comment on the speaker’s voice, gestures, and facial expressions. Were they used with moderation to avoid overpowering a television viewer? Was the voice modulated in pitch and volume?
4. How convincing was the speaker in advocating the cause? Did the talk seem to fit a broadcast format?