

# Public Relations

## 1. The Goodwill 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 skillful and friendly delivery of your talk
- Time: 5-7 minutes

## 2. The Radio Talk Show

Objectives:

- Prepare a talk designed to build goodwill toward it by presenting factual information
- Understand the dynamics of a successful talk show
- Prepare for the questions that may be asked of you during the radio interview
- Time: 3-5 minutes for presentation, plus 2-3 minutes for Q&A

## 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
- Use at least one visual aid to enhance the audience's understanding
- Time: 5-7 minutes

## 4. Speaking Under Fire

Objectives:

- Prepare a talk to persuade a hostile audience at least to consider your position on a controversial issue
- Demonstrate sincerity when presenting your viewpoint
- Time: 3-5 minutes for presentation, plus 2-3 minutes for Q&A

## 5. The Crisis Management Speech

Objectives:

- Learn strategies for communicating to the media about a company crisis
- Prepare a speech for the media about a company crisis that builds and maintains a positive image for the company
- Time: 4-6 minutes, and 3-5 minutes for the Q&A

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Questions:

**1. Why did you choose this manual?**

I thought it might be a good idea to learn how to give PR speeches as this might be useful for me later, either for myself or for helping promote non-profit organizations that I was committing my time to.

**2. How did you find the topic and content? Can you give an example?**

I found topics in daily life and causes that I wanted to let people know about and of course in Toastmasters. At that time, in 2006, Second Chance Animal Aid just had started its work in Shanghai. As care for stray animals was a new concept in China I wanted help spread the word, especially among my Chinese Toastmasters friends. (Resources for Good Will). For "Speaking under Fire" I choose "Ban smoking from Restaurants" as I was so annoyed that people where smoking while having a meal and I had to suffer from it

**3. What are the challenges you've encountered? How did you resolve them?**

The challenge related to "The Goodwill Approach" was that I wanted to introduce a new concept to an audience with a different cultural background then myself. So I had to do more research and try to find some common grounds to bridge the gap. Using powerful descriptions, inviting them to "imagine" they were in that situation, and exaggerating worked quite well.

The biggest challenge in "Speaking under Fire" was to deal with the audience. I had not expected that some of them would be so hostile; I even felt some of them really wanted to see how far they could go, almost like they wanted to show off to other audience members. I had observed so far that the Toastmasters audience in Shanghai did not respond too well to a more emotional approach which I had used the years before in Germany. So I decided to use a more logical approach which then was criticized by my evaluator. And I lost control at the end according to my evaluator. To be honest: this project did not go well at all.

**4. What have you learned after you've accomplished the manual?**

I feel that I have learned a lot and that I am well prepared for giving PR speeches. I have to stick to my own approach which is speaking from the heart and being emotional rather then logical. I have learned that sometimes the Toastmasters audience exaggerates and some members try to play "mean" and want to see how far they can go in disturbing or interrupting me. I can handle situations like these now with more confidence and calmly and I am more poised.

A little side note: in "Speaking under Fire" I wanted to persuade the audience to ban smoking from restaurants. In 2006 that was unthinkable. And now, in 2010 we have a partial ban of smoking in restaurants in Shanghai! I have learned from this that you never can be too bold. If you stick to topics that you are passionate about, just go for it!

Shanghai, November 2010