

CHAPTER 13

Researching, Writing and Delivering Effective Speeches

So, you have to prepare a speech for an executive in your firm or organization. What should a strategic communicator/public relations practitioner do to guarantee the speech won't disappoint the audience?

Opinion surveys consistently reveal that public speaking is the number one human fear – even more than death. In fact, at least one poll shows twice as many people are more afraid of speaking in public than of dying.

Are you up to meeting the challenge of researching and preparing a speech that effectively communicates the intended message by hitting the bull's eye or will it be uninspiring and miss the mark?

Communications trainer and television host, Steve Adubato says superior public speaking skills are learned. He and such other television executives as, Roger Ailes and his associate, Jon Kraushar, earn their livings evaluating people and working with them to overcome their fears, build confidence and develop a “can-do” attitude.

Organization is crucial. Most speeches have three parts: an introduction, body and conclusion. Start by explaining to the audience what your message will be, deliver the message and conclude by reminding them of the two or three major points (key messages or key message points – KMPs) they were just told.

One of your challenges as the organization's communication specialist is that you are probably writing the speech (personalizing it) for someone other than yourself. Therefore it takes another one of those *step-by-step* plans that public relations practitioners prepare for such situations.

David R. Voss of Voss and Associates, Sarasota, Fla. suggests establishing a speech objective:

- If I can persuade them that _____
- And can help them _____
- Then they will _____

The next step, according to Voss, is to list the conclusions your *audience* must reach for you to reach your objectives.

Before you read another word, go online and watch, listen to and/or read The Rev. Martin Luther King Jr.'s "I Have a Dream" speech delivered at the Lincoln Memorial in Washington, D.C. on August 28, 1963. It is arguably one of the great historical speeches.

Ingredients of a Successful Speech

- What message do we want to get across (communicate)?
- Who is your audience?
 - Why are they here (did they choose to attend or were they forced)?
 - What are the demographics?
 - Are they expecting a particular topic?
 - Are there any subjects to avoid (be politically correct)?
- What type of speech are "we" going to deliver? (Will it inform, entertain, inspire or all three?)
 - **Informative** – Offers information that can be easily understood by the audience.
 - **Persuasive (or promotional)** – Attempts to convince an audience of an idea or action or to support a person.
 - **Goodwill** – Leaves listeners feeling good about the company, organization, topic or product and it helps to build audience confidence. Uses numerous positive examples.
 - **Entertaining** – Intended to entertain by giving the audience a pleasant experience while communicating your organization's message.
 - **Technical** – Goes beyond basic information. It might need visuals to support oral presentation.
 - **Brief remarks** – Might be welcoming remarks, thank yous or words of acceptance.
- Where is our speaker on the agenda?
 - Is he/she first, middle, last or the only speaker?
 - Will the audience still be listening when it is our turn to speak?

- Now it is time to sit down with the person actually giving the speech (the person you are writing for). Interview him or her.
- Research
 - View and listen to previous speeches.
 - Delivery cadence
 - Mannerisms
 - Idiosyncrasies
- Writing the speech itself (style is important).
 - Put yourself in the deliverer's shoes.
 - Get a feel for the audience and localize the message to meet its needs. (It doesn't hurt to flatter or play to the audience.)
 - Establish the speech with some light humor early. (More may be interspersed throughout body of the speech, as well.)
 - Humor:
 - Creates interest.
 - Makes speaker appear more human.
 - Must be relevant.
 - Should help reinforce a point rather than confuse it or interrupt the train of thought.
 - Should be in good taste and politically correct. (Know your audience.)
 - Should be current.
 - Establish subject matter (*Introduction*).
 - Be a namedropper of local people known by many.
 - Go deeper into subject matter (*Body*).
 - Stress the points that must be made.
 - Use real-life situations or experiences to stress some points.
 - Use some more light humor, but don't belittle the subject matter.
 - Intersperse simple and complex sentences – long and short sentences.
 - Choose the “right” words.
 - Speak to communicate (express), not to impress.
 - Use easy-to-understand words.
 - Avoid jargon (unless research indicates that is what the audience expects – usually in technical speeches).
 - Repetition – don't be afraid of repeating to stress some points.
 - Identify with the audience by using “we,” “our,” “us.”
 - When using statistics, keep them simple and use visuals. The ear cannot process as quickly without the assistance of visuals.

- Use only to enhance the speech.
- Be certain of effectiveness.
- Must be easily seen and read by audience (sometimes difficult with large audiences).
- Use bullets to make visual information more organized.
- Today’s speeches are interactive – short bites, flip charts, PowerPoint®, Q&A, etc.
- Wind down.
- This is the homestretch (*Conclusion*).
 - Summarize, by stressing those main points the audience should remember most. In other words, bring the audience back – much as radio and television news writers do. Some refer to this as a “tie-back” to the introduction.
 - Rephrase the statement of purpose.
 - Give the audience a challenge, a plan of action or something specific they can do.
- End on a very positive UP note.

PR Play 13-1

Components of an Effective Speech

- Beginning (Introduction)
- Middle (Body)
- End (Conclusion)

As part of the training and preparation for giving the speech, which should include using video, have the speech giver practice eye contact with someone or several people in the audience. Many people have difficulty focusing on others. If (your) speaker can’t look someone directly in the eye, use the practice of focusing on one’s nose or chin. When delivering a speech, by selecting one or two people to look at in each section of the room, it communicates to the audience that the speech giver is talking directly to each of them.

PR Play 13-2

Types of Speeches

- Informative
- Persuasive
- Goodwill
- Entertaining
- Technical
- Brief Remarks

Will your speech

- Inform
- Entertain
- Inspire
- or
- All three

Delivering a Speech

Former KYW-TV magazine host, Ray Murray once said, “Television is about a single viewer. The producer (or host) and viewer have a direct relationship.” Much the same can be said for the person who delivers the successful speech. Look back at Presidents Obama, Clinton, Reagan and Kennedy. Each has been dubbed a “great communicator” because of their special ability to engage viewers in what some thought was a one-on-one conversation.

PR Play 13-3

“Television is one on one. It’s just you and me, my friend.”

Fred Rogers – Mister Rogers’ Neighborhood

“Most of the time, public speaking is a learned skill which people are trained to do well,” says Aduabato. It requires what he calls the three P’s: preparation, practice and a positive “can-do” attitude.

Melissa Connell and Joseph White, Rowan University master’s degree graduates and who went on to successful careers, compiled basic techniques to consider once the decision has been made to craft and deliver a speech:

- Show your pearly whites
 - Typically, a smile deems the speaker intelligent and confident.
 - A smile indicates warmth and compassion.
- Eye contact
 - Speaker should focus on individuals, not the audience as a whole.
 - Implies speaker respects audience and views them as individuals.
 - Allows presenter to read the audience’s reaction.
- Have a course of action
 - Know what action the speaker wants the audience to take as a result of the speech.
 - Use examples to stress a point is good, but be careful of going off on tangents that could cause a loss in focus.
- Be honest
 - Audiences forgive almost anything if the speaker conveys sincerity, candor and frankness, and an obvious interest in the topic.
 - Don’t force the audience to relate to the topic.
 - Effective speakers develop their own style.

PR Play 13-4

T.J. Walker of Media Training Worldwide® suggests there are roads to take in speech preparation:

The Hard Way (lol) or the Easy Way

The hard way...

1. Gather every fact you can on the subject.
2. Ask all of your colleagues for all of their files and documents on the subject.
3. Create giant file folder to hold all of the documents and charts.
4. Digest all of your subject matter into 279 specific bullet points.
5. Cut and paste all of the bullet points and place into a PowerPoint document.
6. Email the PowerPoint to all of your colleagues around the world and ask for input.
7. Gather and collate the additional 1079 bullet point suggestions given by your thoughtful colleagues.
8. Sift through the new and old bullet points to narrow it down to a mere 356 bullet points that fit on 72 PowerPoint slides.
9. Tinker with the size of each bullet point.
10. Tinker with color of the PowerPoint background.
11. Tinker with dissolves, builds and other special effects to swish the PowerPoint bullets onto the screen.
12. Redo entire PowerPoint presentation.
13. Rewrite PowerPoint presentation to make it “flow” better.
14. Schedule rehearsal session for speech from 9 p.m. to midnight the night before you are to give the speech.
15. Have every intention of rehearsing your speech.
16. Gather more input from colleagues on additional PowerPoint slides to add from 9 p.m. until midnight the evening before you give your speech.
17. Proclaim to everyone that you meant to rehearse your speech but that you “just ran out of time.”
18. While feeling anxious and nervous, give your speech, which consists of you dumping data very quickly because you thought you would have more time.
19. Bore your audience and communicate nothing.
20. Cement your reputation as a mediocre speaker.

Approximate time: 100 hours.

Or

cont.

PR Play 13-4 continued

The easy way...

1. Brainstorm on every important message you could say on the topic.
2. Narrow the list to no more than five messages.
3. Think of an example for each message.
4. Think of a story involving a real conversation with a real customer, client or colleague that vividly demonstrates each message point.
5. Find a picture, image or graph (without any text) that makes each message come alive and use that for your PowerPoint.
6. If you can't come up with a visual for a PowerPoint slide for any one point, then you just do without.
7. Create a final one-page outline that lists your five key points, your main examples, and a one or two word phrase that reminds you of the relevant story for each message.
8. Rehearse your speech in front of one or two colleagues.
9. Ask your colleagues what they remember from your speech.
10. Throw away any slides they didn't remember.
11. Give your speech, confident that you are going to be interesting and memorable to your audience.
12. Bask in the glory of knowing you have enhanced your reputation as a great communicator.

Approximate time: 3 hours.

www.presentationtrainingworkshop.com

- Watch the “ahs,” “likes,” “ums” and “you knows”
 - Avoid “space-fillers” or voice detractors that do nothing but distract from the speech.
- Avoid aggravating mannerisms
 - Speakers shouldn't “play” with glasses, tap a pencil, scratch their head, adjust their clothing, wobble from side to side or “play” with change in their pocket.
- Homework (research, research, research)
 - Know the audience's background and interests.
 - Preparation communicates sincerity, enthusiasm and confidence.

- Make it a point to visit the actual room in which the speech will be given to become familiar with its environment, layout, sound system and other equipment, etc. (Gives the opportunity to request changes if necessary.)

Walker and others have developed procedures speechwriters and their subjects should follow to assure success:

- About a month before the speech or as early as possible, have an initial meeting about the three to five key message points (KMPs) you want conveyed to the audience.
- Hold a brainstorming session to gather examples, stories and personal conversations the speaker has had that are relevant to the KMPs in the speech.
- Establish deadlines for both the speaker and speechwriter understanding that the speech will go through a series of drafts.
- Once the speech is completed, the speaker should do a videotaped rehearsal of the speech with the speechwriter in the room as part of the rehearsal team. Together, the speaker, the speechwriter and others on the team can evaluate what works and doesn't work so that the speech can be edited and improved.
- Do at least one more rehearsal with the final speech. (The speechwriter should be present.)
- When the speaker gives the speech, the speechwriter should be present. If that is not possible, the speechwriter should be provided with a videotape of the speech for evaluation.
- A post-speech analysis with the speaker and the speechwriter should always be held. Three major questions should be asked: What worked? What didn't? How can we improve things for the next speech?
- The more time the speechwriter spends with the speaker and the more previous speeches he views, the more the speechwriter can capture the natural voice of the speaker and incorporate real stories from the speaker's life. For best results, the speechwriter should try to meet informally – over lunch, dinner or coffee – with the speaker. It can help gain certain insights.
- If you treat your speechwriter like he or she is the cleaning lady who is delivering a commodity service like emptying your trash cans, then that is what you will get: a commodity speech. And it won't make you look good or enhance your career.

- The final product should be a collaborative effort resulting in a speaking performance to change, maintain or enhance the audience's behavior – after all, that should be your goal.

Presenting the Speech

Memorizing the speech

- Only for those who are comfortable doing so.
- Not necessarily recommended.
- Could take too much time.
- Risky for the inexperienced.

Reading the speech

- Could be boring.

Using note cards

- Good compromise for many presentations.
- Serve as physical and psychological crutch.
- Demonstrates speaker has done his or her homework.
- Speaker is able to maintain eye contact.

The very best speakers memorize their “script” or use bulleted talking points. But they are the minority. That means most will use 8 ½ x 11 sheets of paper or index cards. Here are a few musts:

- Never use staples to keep speech together. If staples are used, remove them before beginning the speech. Carrying the speech in a folder or loose-leaf book (three-ring binder) is acceptable. But try turning the pages inconspicuously. Do not allow the sheets to make noise as the pages are turned.
- Number the pages whether using full sheets or note cards. (What could be worse than a speech that is dropped or whose pages are out of order?)
- Use larger type. It is much easier to read. It makes no difference to the audience whether the speech is 10 pages or 20 or 100 note cards rather than 50. They do care that it doesn't run too long (20 minutes is a good goal), that the speaker is persuasive about the topic and that it is a pleasant experience for all involved (not boring).

Keep in mind that reporters might be covering a speech. In that case, give them a copy – but remind them that the actual speech may differ from what they've been given. And, if reporters do not stay for the actual speech and major changes are made, be sure to notify them so that neither

PR Play 13-5

Mayo Clinic

Public speaking is the number one fear for most people. But the Mayo Clinic HealthQuest newsletter offers simple steps to ease the jitters.

- Determine your audience and the message you want to deliver so that it is received with clarity (exactly as you intend it to be interpreted).
- Research your topic and find out what people want to know about it.
- Outline what you want to say.
- Practice your presentation – in the room where you will be giving the speech, if possible. Tape the rehearsal and play it back.
- Shortly before your presentation, make sure the equipment and props are ready.
- Take a short, brisk walk before your presentation. Breathe deeply and slowly. Drink water.
- Have confidence you will do well.

side is embarrassed as occurred some years ago when a New Jersey state senator completely left her text, changed her KMPs and an incorrect story appeared in newspapers only to be corrected the next day – not with a small correction, but with entirely new stories explaining the mix up.

If reporters do cover the speech, offer to give them one-on-one interviews after the speech. (TV reporters appreciate it.) Remember, KMPs must be stated in sound bites that run no more than 20 seconds (see Chapter 10).

Elevator Speech

An elevator speech is a strategic message delivered quickly and simply (no more than 30 seconds – 75 words – about the duration of an elevator ride) that communicates a brand promise, mission or other main element about you or your organization. The elevator speech or “pitch” must be clear and concise and communicate the core aspects of your business – touch briefly on the products or services you sell, what market you serve, and your competitive advantage. It must be brief and clear. Employees and stakeholders should know their organization’s elevator speech.

If the elevator speech is about you, identify your personal attributes and quickly explain their benefits – benefits that might just get you a job or a promotion. The challenge: selling yourself in 30 seconds.

According to author and business coach, Rhonda Abrams, it takes quite a bit of thinking and practicing to decide what to mention in an elevator speech. Because it must be short, you have to decide what must be left out. “Often,” she says, “these can be the things you are most excited about.”

You’ll find you use your elevator speech more than just in elevators. Says Abrams, “You will turn that 30-second speech into emails to prospective customers and investors, to introduce yourself at organizational meetings or when running into an old friend at a ballgame. Who knows? You may even use it if you meet a potential customer in an elevator.

PR Play 13-6

Sample Elevator Speech

Rowan University is a dynamic Top Tier regional university serving high-achieving students through a combination of teaching, research and project-based learning. The school’s reputation for academic distinction is aided by its small class size, focus on interdisciplinary work and technologically-advanced facilities.

“So,” she advises, “go out and find a three-story building with an elevator, ride up and down and practice your pitch. That way, you’ll be prepared the next time someone asks you, ‘What do you do?’”

Political consultants James Carville and Mary Matalin are married to each other, although Carville advises Democrats and Matalin, Republicans. While their political philosophies differ, their approach is the same. As mentioned in Chapter 8 – You, Too, Can Conduct Successful Campaigns, they suggest, “Speakers must be optimistic and communicate a passion for their topic.”

Each issue should be approached in three segments:

- Set up
- Conflict
- Resolution

They suggest some points to keep in mind while delivering the speech (message):

- Simplicity

- Relevance (can audience relate?)
- Repetition (keep hammering away)

Television executive Roger Ailes offers these four essentials of a great communicator: Be prepared, make others comfortable, be committed and be interesting. He suggests, “You will get what you want by being who you are.”

In Closing

The effective speaker will communicate to an audience that he knows his topic as well as he knows his own name. If you are the strategic counselor and your speaker leaves that impression, you have “hit a home run.” It is a wonderful feeling.

PR Play 13-7

Examples of S-R-R messages are:

“Do unto others as you’d have them do unto you.”

The Golden Rule

“You can pick your friends, but not your family.”

“You can’t judge a book by its cover.”

PR Play 13-8

10 Tips for Successful Public Speaking

Feeling some nervousness before giving a speech is natural, healthy and even beneficial. It shows you care about doing well. But too much nervousness can be detrimental. Here’s how you can control your nervousness and make memorable presentations:

Some proven tips on how to control your butterflies and give better presentations – from Toastmasters International:

1. **Know the room.** Be familiar with the place (layout, environment and culture) in which you – or your “client” – will speak and/or present. Arrive early, walk around the speaking area and practice using the microphone and any visual aids. Walk the room to get a feel for its ambiance.

cont.

PR Play 13-8 continued

2. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
3. **Know your material.** If you are not familiar with your material or are uncomfortable with it, your nervousness will increase. Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
4. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words. Practice, pause and breathe. Practice with a timer and allow time for the unexpected (anticipate).
5. **Relax.** Ease tension by doing exercises. Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand." Pause. Begin.) Transform nervous energy into vitality, positive energy – enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence. When you visualize yourself as successful, you will be successful.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you. They don't want you to fail.
8. **Don't apologize.** If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed. Keep silent.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience. Your nervousness will dissipate.
10. **Gain experience.** Mainly, your speech should represent you – as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

<http://www.toastmasters.org> or email: tminfo@toastmasters.org

PR Play 13-9
Speech Evaluation Form – No. 1
SPEECH EVALUATION FORM

Speaker's Name _____

Evaluator's Name or Code No _____

PART 1: THE SPEAKER (circle the appropriate number)

- | | | | | | |
|---------------------|-------------|---|---|-------------|---|
| 1. Eye contact: | 1 | 2 | 3 | 4 | 5 |
| | poor | | | effective | |
| 2. Voice: | 1 | 2 | 3 | 4 | 5 |
| | monotonous | | | varied | |
| 3. Posture: | 1 | 2 | 3 | 4 | 5 |
| | poor | | | natural | |
| 4. Gestures: | 1 | 2 | 3 | 4 | 5 |
| | distracting | | | appropriate | |
| 5. Self-confidence: | 1 | 2 | 3 | 4 | 5 |
| | nervous | | | poised | |

PART 2: THE SPEECH (circle the appropriate number)

A. Overall performance

- | | | | | | |
|--|------|---|---|----------|---|
| 1. Speaker's knowledge of the subject – carefully researched; factual errors; missing details: | 1 | 2 | 3 | 4 | 5 |
| | poor | | | superior | |
| 2. The speaker's language – too technical; filled with clichés or slang expressions; or crisp and descriptive: | 1 | 2 | 3 | 4 | 5 |
| | poor | | | superior | |

cont.

PR Play 13-9 continued

3. Use of visuals – too many or too few; well-placed; appropriate size; handled with care; interfered with speech:

1	2	3	4	5
poor				superior

B. Parts of the speech

1. The introduction – brief and attention getting; informative about topic:

1	2	3	4	5
poor				superior

2. The body – carefully organized and easy to follow; appropriate amount of information; message developed and conveyed clearly:

1	2	3	4	5
poor				superior

3. The conclusion – brief, effective summary of the main points:

1	2	3	4	5
poor				superior

PART 3: YOUR FINAL REACTION

1. The speaker's main strengths were:

2. The speaker needs to improve on:

PR Play 13-10
Speech Evaluation Form – No. 2

SPEAKING AND PRESENTATIONS

Presenter:

MEASUREMENT TOOL

Session/event:

Group/audience:

TOTAL SCORE _____

Date:

Score each element on a scale of 1 through 5 representing the following:

5 = Superior. Exceeded all criteria and expectations.

4 = Excellent. Met all criteria and expectations.

3 = Good. Met most criteria and expectations.

2 = Needs improvement. Met some, but not most, criteria and expectations.

1 = Poor. Met none, or very few, criteria and expectations.

Criteria

1. A strong opening

Score _____

The opening statement grabbed the audience's attention. People knew what the speech was about and why they should listen. The audience had a road map for where the speech was going. The opening included a clear and memorable message.

Comments _____

2. Direct eye contact

Score _____

The speaker's eyes supported and helped communicate the message. The speaker made contact with members of the audience one at a time. The speaker looked at people on both sides of the room, front and back. The eye contact was sincere and penetrating.

Comments _____

cont.

PR Play 13-10 continued

3. Vocal energy and variety Score _____

There was sufficient energy to match the importance of the message. The speaker's words flowed easily with natural breaking points. Key messages were highlighted by changing pace or pitch. Silence was used effectively to break up key elements or to bracket main messages.

Comments _____

4. Gestures and facial expressions Score _____

Hands and body movements enhanced the message and helped achieve the presentation's goals. Facial expressions changed to accurately reflect different messages. The speaker usually had a natural and open face. There were no major distractions, such as pacing, bad habits or noises.

Comments _____

5. Organization Score _____

The content of the speech or presentation was delivered in a logical order. The audience was able to follow the direction. The speaker appeared to put some thought into the organization.

Comments _____

6. Visual aids Score _____

Visual aids were used and they supported and supplemented the words. (When no visual aids are used, give a score of 4 if that was a good decision and 2 if it was not.) The visual aids were large enough for everyone to see. They were simple enough for everyone to understand. The audience moved easily from the visual aid to the speaker.

Comments _____

cont.

PR Play 13-10 continued

7. Content for audience Score _____

The speaker's words indicated he/she had analyzed and understood the audience. The needs of the audience were addressed. The content provided the right amount of depth, information and major points. The speaker adjusted, if necessary, to the reaction of the audience.

Comments _____

8. Language Score _____

The speaker delivered a clear and memorable message. The speaker used short conversational sentences. Word pictures, concrete terms, stories or analogies helped the audience relate. The speaker avoided jargon, acronyms, inappropriate jokes or off-color language.

Comments _____

9. Strong closing Score _____

The speaker provided a review, reminder or reference to major points. If appropriate, the speaker provided action steps for the audience to follow. The speech ended on a positive, upbeat or hopeful note.

Comments _____

10. Final impression Score _____

The audience knows and understands the main message. The audience has a feeling about the speaker that supports the main message. The audience would be favorably inclined to take action.

Comments _____

Adapted from Voss and Associates – Sarasota, Fla. – www.vossandassociates.net

PR Play 13-11

Communicating With Older People

Communicating with older people often requires extra time and patience because of physical, psychological and social changes.

Some suggestions:

- Reduce background noises.
- Talk about familiar subjects.
- Keep your sentences short.
- Give the person a chance to reminisce.
- Allow extra time for a response.

Speech Examples (with pauses and emphases noted)

Speech Example No. 1

Teamwork Speech (Delivered by M. Larry Litwin on Sept. 12, 2001)

Before yesterday's vicious attack on New York City and near Washington, D.C. – the attack on the United States – I had already decided to talk tonight...about **Teamwork**.

It's a term that we hear so much about, but too many times, we do not fully grasp its meaning. **Teamwork** is a cooperative effort by members of a team to reach a common goal. Yesterday, in New York City and at the Pentagon, we witnessed **true...Teamwork**.

Firefighters, police officers, paramedics, by-standers, hospital personnel and others...working together to achieve a common goal – attempting to save lives.

Rowan University's PRSSA (Public Relations Student Society of America) members, who are enrolled in our capstone courses – Case Studies and Public Relations Planning – heard this word – teamwork – in class last week.

If they didn't know the importance of it last week, they do tonight. As you enter your careers as public relations professionals, your success WILL depend on that word – TEAMWORK. Thank goodness, more times than not, your reaching a common goal will not be a matter of life or death...as it was yesterday. But let's talk for a few moments *about* **TEAMWORK**. To communicate my message, I will be dropping in a number of key words.

The first of those key words is **success**.

To be a success in our profession, IT IS going to mean being a part of a team. Let's put it into perspective.

Might I ask,...how is your teamwork going on your team? Is everybody working together? Or do you have some superstars who think they're a little bit better than somebody else? Or worse, do you have some players who refuse to carry the ball and depend too much on others?

Like yesterday, teams that are successful in sports don't allow that to happen. Historically, there are the New York Yankees, Dallas Cowboys and Boston Celtics. How about those Philadelphia Flyers from the Stanley Cup years?

Like rescuers in Manhattan and at the Pentagon, those teams believed in teamwork. Everybody — part of his or her team. No one more important than anybody else. No one less important than anyone else. Everyone...making a contribution in his — or her — own way. **Teamwork** is vital. No superstars. Just everybody...a part of the team.

Jim Tunney, a former schools' superintendent in Los Angeles and a former NFL Referee once suggested — Sometime when you're feeling important, sometime when your ego is in bloom, sometime when you've taken for granted you're the best qualified in this room, sometime when you feel that *your* going, would leave an unfillable hole, follow this **simple** instruction and see how it humbles your soul.

Take a bucket, fill it with water, put your hand in it up to the **wrist**...pull it out...and the hole that's remaining is the nature of how **you** will be **missed**.

You see, said Dr. Tunney, you can splash all you please when you enter. You can stroke the water galore. But stop, you'll find in a minute...that it looks quite the same as before.

The moral of this example is to do just the **best** you can, be proud of yourself...but remember...there is **no** indispensable man. Be proud of yourself, but remember...there is **no** indispensable person.

Everybody is part of that team. And, in the professional world, we must play to win — or we may not be able to feed our families. Unfortunately, yesterday, winning or losing was a matter of life or death.

Let's take a quick look at some other key words as we work together to reach our public relations goals and goals in life —

In all of my years working with successful professionals – whether it be in sports, radio and television, education or public relations – they've taught me to practice the meanings of these six words:

- **Sacrifice**
- **Respect**
- **Desire**
- **Discipline**
- **Passion**
- **Commitment**

The **sacrifice** is of yourself. Because as an athlete or...as a successful person in business, there are certain times when you must make self-sacrifices to be a success. Just look at those firefighters, police officers and rescuers in Manhattan.

Respect – You must respect others...your coaches, your teammates, your bosses, your clients – but especially you must have respect for yourself.

You must have **desire** – the desire to always try to be the best at what you do. Without the desire, you probably don't deserve to succeed.

Discipline – Winning and being a success means disciplining yourself. There are times, when you'll probably have to do things that you won't want to do...and more importantly...there are times when you won't want to do some things that others may want you to do for your own good.

Passion – It's been said that you should never love anything that can't love you back. But in this instance, loving what you do for a living – your profession – will make life so much better...and fulfilling...for you.

And how about **commitment**? Most importantly, there's **your** commitment. You must commit yourself to specific goals in life so that you will have something to strive for.

Never make the goals easy ones to achieve. Make your goals difficult, **but** achievable. Make them something that you must work hard at...in order to achieve them.

Even though thousands of lives *were* lost yesterday, the members of those rescue teams *were* successful...because they did save thousands more lives...because **THEY** made a commitment to others and to themselves. **THEY** worked together. Like those rescue workers—**Your grasp should always exceed your reach.**

Those six words:

- **Sacrifice**
- **Respect**
- **Desire**
- **Discipline**
- **Passion**
- **Commitment**

were words taught to me by my coaches – by my teachers – by my bosses – by my parents – people instrumental in helping me to be a success in my career.

I'd like to close today by singing you a little song – but – as many of you know...I can't sing.

The song is a great one...that talks about your **confidence**, your **trust**, and the **ability** and the **competence** and the **integrity** that you must possess – those of you...those of us – who are strong. Those of us who want to be successful. This song is about those rescue workers who, yesterday, risked **THEIR** lives to save others.

As Dr. Tunney has said in the conclusion of his speeches and Frank Sinatra sings...Here's to the winners, lift up the glasses. Here's to the glory still to be. Here's to the battle...whatever it's for...and asks of the best of ourselves...then give much more. Here's to the heroes...those who move mountains. Here's to the miracles that make us see. Here's to all others. Here's to all people. But especially...here's to the winners that all of us can be.

Speech Example No. 2

(Written for Cherry Hill, N.J. Mayor – June 2004)

Thank you all for being here today to hear from our former mayor and now Commissioner of the Department of Community Affairs, Susan Bass Levin. Commissioner Levin will discuss Governor Jim McGreevey's proposals for badly needed property tax relief and reform. I want to personally thank the Commissioner for being here on behalf of the Governor so that residents of Cherry Hill Township have the opportunity to express their views about property tax reform and to learn more about the Governor's plans.

A number of Cherry Hill residents...maybe some of you here today...have expressed their concern to me over rising property taxes. My administration has gone to great lengths to try to alleviate the burden of property taxes on our residents. We have introduced

new and innovative ways to increase our municipality's non-tax revenues. We work every day to increase efficiency in government and to find new ways to stretch our limited dollars. We do it through prudent spending, grants – many from the DCA – corporate sponsorships, competitive bidding, and cooperative purchasing agreements.

I commend Governor McGreevy for taking the lead to help municipalities lower the tax burden faced by their residents. The efforts he has made to reach out to municipalities across the state to seek their input on how best to combat this problem has been remarkable.

Last year, the governor began a series of property tax forums...similar to this one...in different regions of our state. In January of this year, I wrote a letter to the governor asking him to host one of these forums here in Cherry Hill so that our residents could have the opportunity to communicate their views on this subject. I'm so glad that he responded to my letter by sending Commissioner Levin to Cherry Hill so that our residents know that their views count and that their voices are being heard.

Soaring property taxes are a state-wide problem. I look forward to working with the governor, the commissioner and our legislators as they tackle the challenges of property tax reform, school funding and new and alternative revenue sources. I am confident Governor McGreevey will lead the way to a more equitable tax plan – a plan most of us can live with.

Now I would like to introduce the chairman of the Cherry Hill Committee for Property Tax Reform, Mark Markos. Mark has been the Chairman since the committee's inception in 2002. This committee joined the state-wide coalition of Citizens for Property Tax Reform shortly after they formed. Mark has been a Cherry Hill resident for 39 years and an active and valuable member of this community. I praise him for his efforts in making sure that residents and taxpayers have a voice in changes that could be a benchmark for many other states. Mark...

Speech Example No. 3

Remarks of M. Larry Litwin, APR – Chair, New Jersey Privacy Study Commission – Dec. 20, 2004

The time has come for me, as chair, to thank every member of the commission for their **dedicated** service as we worked hard to research, debate, recommend and adopt a number of reports that

are the framework for a **final** report to be sent to the Acting Governor and then – onto the Legislature.

The Privacy Study Commission was created under the Open Public Records Act – OPRA – to study the privacy issues raised by the collection, processing, use and dissemination of information by public agencies – balancing the recognized need for openness in government with concerns for personal privacy and security.

Over nearly two years, **all** of us participated to study the privacy issues in light of the recognized need for openness in government – while, at the same time – protecting the privacy rights of individuals.

As charged by the Governor, we studied home addresses and telephone numbers, the use of personal information by commercial entities for title searches, mortgage and other loan applications, **and** information used by private investigators and other firms that use personal information for such publications as printed and on-line directories. We spent a great deal of time studying technology and **its** effect on the way government operates.

We are making specific recommendations that we deem appropriate to strike a balance between openness in government and – protecting the individual.

We appreciate all the assistance of staff members, Marc Pfeiffer, Paul Dice, Susan Jacobucci and Erin Mallon Knoedler, but especially, **early on** – our attorney...Catherine Starghill – who compiled a matrix consisting of legislation in **every** state and ranked them by **effectiveness**. I could not place a value on Catherine's help.

In drafting, debating and adopting our reports, we reviewed the collection, processing, use and dissemination of information by State and local government agencies here in New Jersey and in many **other** states.

My personal objective was for us to work together – as a commission – so that we would achieve the overall goal of striking **that** balance between an individual's right to privacy and the public's right to know. It was a **major** challenge – one this commission has met.

Thank you to all of the chairs – Grayson Barber for chairing the Special Directive Committee on Home Addresses and Telephone Numbers – and for presenting a document that met with unanimous

approval, Tom Cafferty for his work as chair of the Commercial Use Committee and Bill Kerns for Chairing the Technology Committee.

Judge Rosemary Karcher-Reavey chaired the Public Interest Committee, which handled the public hearings and made recommendations for the website. Also, Karen Sutcliff for chairing the Committee on New Jersey Practices and Ms. Barber, again, for chairing the Committee on Practices Outside of New Jersey.

While they are the chairs, none of our work could have been completed without the input of George Cevasco, Richard DeAngelis, Edith Fulton, John Hutchison, Pamela McCauley, Jack McEntee and Lawrence Wilson.

And, thank you to any DCA – Department of Community Affairs – staff members I may have missed. Thank you to Commissioner Susan Bass Levin for the confidence she has shown in us – and my personal thanks to Tara Bennett, the Rowan University graduate who served as my intern and became a DCA staff member.

Every person in a leadership role should have a Tara.

While our final report may not be perfect in everyone's eyes, I see it as a benchmark that other states could emulate.

It has been an honor to serve as commission chair.

EXERCISES

PR Challenge 13-1

Select a topic of your choice and research and write a 20-minute speech. Select the audience and venue.

PR Challenge 13-2

Your instructor will select a topic for you to research and have you write a speech to be delivered by your superior. Your instructor will select the audience, venue, time and the “person” for whom you are writing the speech.

