

Public Relations

1. The Public Relations Speech

- Time: 5-7 minutes
- Objectives:
- Prepare a talk that will build goodwill for your organization by supplying useful information of interest to the audience.

2. Resources for Goodwill

- Time: 8-10 minutes
- 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.

3. The Persuasive Approach

- Time: 8-10 minutes
- 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.

4. Speaking Under Fire

- Time: 6-8 minutes, plus 8-10 minutes (Q&A)
- 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.

5. The Media Speech

- Time: 8-10 minutes, plus 30 seconds
- Objectives:
- Write a speech script behalf of a social cause.
 - Using the script, present the speech to persuade a general

television audience.

Note: For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.