

Advanced Manual – Public Relations

The Public Relations Speech

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

Time: 5-7 minutes

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 audiences understanding.

Time: 8-10 minutes

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: 8-10 minutes

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: 6-8 minutes for speech
8-10 minutes for question period

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: 8-10 minutes, plus or minus 30 seconds