

Index

• A •

- abbreviations, humorous, 243–244
- acknowledgments, 65
- acronyms, 221, 243–244
- active voice, 87
- Adams, John (Texas Commerce Bank Chairman and CEO), 97
- affirmative debate side, 206–208
- affirmative debate side, against, 208–211
- agenda, virtual meetings, 231
- Agnew, Spiro (U.S. Vice President), 97
- alcohol, 122
- alliteration, 97
- allusion, 97
- Americans, need for care in use of term, 220
- analogies
 - extended, 42
 - humor, 241
 - statistics and numbers, conveying, 58
 - supporting materials, 60
- analyzing audience, 20
- Anderson, Kare (virtual meetings consultant), 227–235
- anecdote
 - impromptu speech, 191, 192
 - introductions, 69
 - personal, 31, 239–241
 - in *The Wall Street Journal* articles, 30–31
- angry-at-previous-speaker audiences, 171
- announcements, virtual meetings and, 231
- anonymous authority, 215
- answering questions, 152–158, 201
- anticipating
 - debate arguments, 208
 - questions, 148
 - stage fright, 126
- anxiety. *See* nervousness
- apologies, never begin with, 67
- appeal to authority, 215
- appearance. *See* body language; clothing
- argument
 - anticipating, 208
 - establishing early, 215
 - evidence, supporting with, 206–207
 - with hecklers, 174
- arm lifts, 124
- arriving early, 126, 223
- Asian audience, 135, 222
- Astor, Nancy (women’s rights proponent and British House of Commons member), 175
- attack dog heckler, 173
- attacking arguments, in debates, 210–211
- attention
 - audience’s waning, 176–177
 - transitions getting, 91
 - volume, voice, 146
- attitude, 21–22, 155
- audience. *See also* questions
 - analyzing, 19–20
 - beliefs, attitudes, and values, 21–22
 - benefits, highlighting, 26
 - bringing to public meetings, 184, 188
 - cueing in advance about
 - conclusion, 76
 - demographics, 20–21
 - depth perception, awareness of, 141
 - emotional and logical appeals, 51–52
 - handling, 12
 - imagining naked, 122
 - international, culture of, 217–218
 - knowledge, 22–23
 - looking at few members to quell
 - stage fright, 126
 - mood music, 111
 - perception of speech, 76, 147
 - PowerPoint as barrier to connecting with, 104
 - provoking with introductions, 72
 - putting into picture, 23–26

audience (*continued*)
seating arrangements, checking
 before speech, 250
sending on mission, 81
statistics and numbers, relating,
 56, 57
talking to in introductions, 195
testimonials, 115
understanding, 120–121
audio conferencing, 228
audiovisual equipment, 112–113, 248
Auerbach, Loyd (LexisNexis
 corporate trainer and
 professional mentalist), 144–146
Augustine, Norman (Lockheed-Martin
 President and CEO), 243, 245
authoring systems, multimedia, 114

• B •

background, necessary for
 introductions, 64
Baker, Brent (U.S. Navy Rear
 Admiral), 59
Baker, Dexter (Air Products and
 Chemicals, Inc. Chairman,
 Executive Committee, Board
 of Directors), 58–59
Baldwin, Robert (*The Book of
 Similes*), 98
bandwidth, virtual meetings and,
 229, 235
bar graphs, 102, 103
Basch, Reva (*Researching Online
 For Dummies*), 33
beliefs, audience's, 21–22
benefits, highlighting, 26
big picture, keeping in mind, 216
blah words, 94
body language
 clothing, 137–139
 entrances and exits, 139–141
 eye contact, 136–137
 gestures, 132–134
 importance, 12, 129–130
 international, 134–135, 225
 moving around, 141–142
 at podiums, 142–144
 posture, 131–132

power position, 142
questions, answering, 153
reaction, reading audience's, 166
video conferencing, 228
voice, 144–146
bonding, jargon and, 95
The Book of Similes (Baldwin and
 Paris), 98
books, recommended reading
 The Book of Similes (Baldwin and
 Paris), 98
 *Multimedia and CD-ROMs For
 Dummies* (Rathbone), 112
 PowerPoint For Dummies (Lowe), 112
 Researching Online For Dummies
 (Basch), 33
 Singing For Dummies (Phillips), 145
Bravo, Martin Gonzalez (Hewlett-
 Packard marketing executive),
 221

breathing exercises, 123
breathing, rehearsing speech and, 86
Brenner, Daniel (UCLA School of Law
 program director), 244
brevity
 answering questions, 153
 international speeches, 219
 in introductions, 195
 quotations, 55
 transitions, 92
bridge, building through answer,
 157–158
Brune, Rachel (professional
 designer), 103, 116
budget constraints, virtual
 meetings, 230
Bull, John V.R. (*The Philadelphia
 Inquirer* Assistant to the Editor),
 71–72
bumper stickers, humorous, 246
Burns, George (comedian), 143
business clothes, 138–139
buying time, 190–191
buzzwords, 88

• C •

Caesar, Julius (Roman emperor), 99
calm, appearing, 124–125, 153, 174

- Cantu, John (comedy coach)
 applause, getting, 176
 emotional appeals, 29
 hyperbole, example of, 97
 on personal experiences, 24
 reading audiences, 166
 rehearsing, 127
 sources, gathering, 30
 timing, polishing, 46–48
 captive audiences, 168–169
 cards
 reviewing, 144
 trembling hands and, 125
 writing ideas on, 47–48
 Carpenter, Ronald (University of Florida at Gainesville English professor), 94
 Carter, Jimmy (U.S. President), 130
 cartoons, 242–243
 Casey, Albert (Resolution Trust Corporation President and CEO), 81
 catch phrases, creating, 96
 cause/effect speech organization, 42
 charts, 101–103
 Chase, Bob (National Education Association President), 246
Chase's Calendar of Events, source material from, 32, 72
 children, effectiveness at public meetings, 188
 children's book, 30, 108
 chronological speech organization pattern, 41
 circular argument, 215
 clichés, 88
 Clipart.com, 37
 closure, 76
 clothing, 137–139, 232
 color words, 94
 colors
 international differences in meanings of, 222
 in visual aids, 106, 108
 common bond, developing in introductions, 73
 common ground with hostile questioners, 162–163
 comparison to other members on panels, 197–199
 complimenting questioner, 152
 computers
 color differences from slides and overheads, 106
 databases, searching, 32–33
 equipment, multimedia, 112, 248
 conclusions
 common mistakes, 78–79
 famous, 77, 80
 help, asking for, 81
 importance, 75
 impromptu speeches, 192, 193
 mission, sending audience on, 81
 poem, reciting, 80–81
 purpose, 76
 question, asking, 79–80
 question-and-answer period, 151
 with quotation, 79
 retaining when speech cut, 47
 sounding like, 77
 speech, 10, 148
 story, telling, 80
 timing, 46
 writing out, 77, 125–126
 connection, virtual meeting choice and, 229–230
 constructive speech, in debate, 206
 contact information, virtual meetings, 232
 context, putting question in, 157
 conversational language, 85–86
 coordinating introductions with subject, 195
 counterplan, 209, 212
 credibility
 building bridges versus evading questions, 158
 guessing at answers, 150
 for introductions, 64
 sources, 20, 207
 cueing audience in advance to conclusions, 76
 culture, 219, 224
 cutting speech, 7
- D •
- databases, 32–33
 date, events happening on current, 32, 71–72

dates, international formats, 223
Day and Date Book, 32

debates

- affirmative, 207–208
- against affirmative, 208–211
- big picture, keeping in mind, 216
- described, 14
- establishing arguments early, 215
- evidence, supporting argument with, 206–207
- fallacies, common logical, 215
- key terms, 206
- practicing, 214
- rebuttal, 211–212
- repeating arguments, avoiding, 216
- structure and organization, attending to, 213
- time, managing, 213–214
- types, 205–206

deciding whether to speak, 15–16

definitions

- answering questions, 154
- humor, 243
- supporting materials, 58–60

delivery

- answering questions, 155
- described, 11
- international speeches, 223–225
- panels, 200–201
- Web research, 38

demographics, audience, 20–21

design rules, visual aids, 105–106

dictionary definition, 58

Dimma, William (Royal Lepage Limited Deputy Chairman), 244

DiNucci, Joe (high-tech executive), 167

directions, checking before speech, 251

disadvantage, creating in against affirmative debate side, 208–209

Disraeli, Benjamin (British Prime Minister), 56, 175

distractions

- hecklers, argument with, 174
- potential, checking before speech, 250–251
- rathole questions, 160
- virtual meetings, 233

dress. *See* clothing
 dumb questions, 153

• E •

editing

- introduction, 66
- language choice, 85–88
- multimedia software, 113–114

electricity, checking before speech, 249

e-mail meeting, 228

emergency laughs, international speeches, 221

emotion

- acknowledging, 26
- appeals based on, 29, 52
- public meetings, 187

empathy, with questioner, 162

emphasis, using voice to create, 145

ending. *See* conclusions

energy level, gauging audience's, 165–166

Engler, John (Michigan Governor), 80

entrances, 139–140

equipment, multimedia

- foreign voltage, 225
- input devices, 112–113
- projectors, 113
- public meetings, 183
- virtual meetings, 232

ERIC Database (educational research), 33

Esrey, William (United Telecom/ U.S. Sprint Chairman), 96

European audiences, 135, 221

events

- asking questions about, 18
- currently distracting audience, 170–171

- introductions, 32, 70–71
- speeches, archive of, 38, 72

evidence, supporting argument with, 206–207

exaggeration, 97

examples, supporting materials, 60–62

exercises, stress-busting, 123–124

exits, 140–141

expectations, setting audience's, 63–64

experiences. *See* personal experiences

eye contact, 136–137, 153, 155

• F •

facial expressions, 130
 fact debate, 205–206
 facts, startling, 70
 fallacies, common logical, 215
 falling asleep or in trancelike state
 audience, 177
 false analogy, 215
 false-assumption question, 159
 fear, facing directly, 123
 FedNet, 38
 feelings. *See* emotion
 fidgeting, 125
 firsthand accounts, 27
 Fisher, Walter (rhetoric professor), 53
 Fivash, Scott (CEOMedia CEO),
 203–204
 flipcharts, 107–109
 flow charts, 102
 flubs, verbal, 145–146
 fonts, visual aids, 106
 food, eating, 224
 forced choice question, 158–159
 foreign voltage, 225
 foreign words and phrases,
 88, 223–224
 form of the question, 158
 format
 dates, international, 223
 outline, 43
 roundtable, discerning, 202–203
 speech, assessing, 18
 Freeman, Harry (The Freeman
 Company President), 72

• G •

gestures, 132–134
 ghostwriters, 67
 Gladstone, William (British
 Parliament member), 45, 175
 goals, 17, 230–231
 government public information
 officers, 34
 Grace, J. Peter (W. R. Grace & Co.
 Chairman), 81
 Grant, James P. (UNICEF Executive
 Director), 72

graphics. *See* images
 graphs, 101–103
 Greek classical rhetorical devices, 96
 greeting cards, 245–246
 greetings, 65
 group decision-making, 230
 guessing at answers, 150
 Gwenn, Edmund (actor), 80

• H •

handouts
 appearance, 115–116
 information, including right, 116
 message, international speeches,
 222–223
 public meetings, 186
 timing, 116
 virtual meetings, 231–232
 hands, trembling, 125
 hardware. *See* equipment, multimedia
 Harris, Allatia (Dallas County
 Community College District
 Director), 44, 116
 Harris, James III (Sony Electronics
 executive), 202
 Harvey, Paul (radio personality), 70
 head rolls, 124
 hecklers, 172–174, 175
 help
 audience volunteers, 178
 conclusions, asking for, 81
 with hecklers, 174
 hidden agenda, exposing, 157
 historic events. *See* events
 History Channel Archive of
 Speeches, 38
 holiday references, 222
 honesty in answering questions, 154
 hostile questions, 161–163
 hot buttons, 25–26
 housing starts, creating material
 on, 28
 Howard, Dr. Barbara
 (communications guru),
 155–158, 201
 humility, 223

humor

- abbreviations and acronyms, 243–244
 - about long-winded speakers, 48
 - analogies, 241
 - audience, permitting to laugh, 167
 - bumper stickers, 246
 - cartoons, 242–243
 - definitions, 243
 - events occurring on same date, researching, 32
 - greeting cards, 245–246
 - in international speeches, 220, 221
 - laws, 245
 - offensive, 67
 - personal anecdotes, 239–241
 - quotes, 241–242
 - researching, 35
 - signs, 244
 - timing, adjusting, 47
- hyperbole, 97
- hypothetical question, 159

• 1 •

idea, picking one for impromptu speeches, 191

idioms, omitting from international speeches, 220

image, clothes conveying right, 138

ImageFinder, 37

images

- computer hardware to handle, 113
- editing software, 113–114
- international speeches, 222
- numbers and statistics, conveying through, 57–58
- visual aids, 105

impromptu speeches, 189–193

inconsistency, logical fallacy, 215

infonics, 96

informal meetings, dressing for, 138–139

information

- about speaker for introductions, 193
- announcing through virtual meetings, 231
- essential, getting, 17–19
- handouts, including right, 116
- new, presenting at public meetings, 185

inherency of problem, 207, 210

inoculation, 162

input devices, multimedia, 112–113

interests, audience's, 23

internal dialogue, 121–123

international body language, 134–135

international speeches

audience, culture of, 217–218

crafting message, 218–223

delivery, 223–225

described, 14

interruptions, questioner, 159

interviews, 29–30, 194

introductions

audience, provoking, 72

background, necessary, 64

bond, developing, 73

briefness, 195

common mistakes, 66–67

conclusion referring back to, 79

coordinating with subject, 195

date, events happening on current, 71–72

described, 13

errors, avoiding, 195–196

events occurring on same date, researching, 32

facts, startling, 70

greetings and acknowledgments, 65

historic events, 70–71

importance of subject,

emphasizing, 73

impromptu speeches, 192

interesting, 194–195

knowledge of audience, displaying, 72–73

length, 65

purpose, 63–64, 74

question-and-answer period, announcing, 64, 195

quotations, 68

researching speaker, 193–194

rhetorical questions, 68

show biz formula, 66

speaker's name, getting right, 195

statistics, startling, 69–70

story or anecdote, 69

talking to audience, 195

title, 72

transition to body of speech, 90

tuning, 65
writing out, 65–66, 125–126

• J •

jargon, 95, 221
jaw breaker exercise, 124
jewelry, 134, 138
Johnson, Rich (Sierra Madre, California, school board member), 185, 187, 188
Johnson, Samuel (writer), 191
Johnson, William (Ambassador University Associate Dean of Academic Affairs), 58
Jones, Franklin P. (wit), 141
Jones, Julia Hughes (Arkansas auditor), 71

• K •

Kampelman, Max (attorney), 98
Kennedy, John F. (U.S. President), 94
key terms, debate, 206
King, Larry (talk-show host), 149
King, Martin Luther Jr. (civil rights leader), 98, 100

• L •

language. *See also* text
domestic speeches, 86
international speeches, 218, 221, 223–224
jargon, 95, 221
laws, humorous, 245
leading from one idea to another, 89–90
length
conclusions, 77
introductions, 65
sentence, 87
speech, 45–46, 48, 78
Levitt, Arthur (Securities and Exchange Commission Chairman), 98
Lewis, John (Squire, Sanders & Dempsey Managing Partner), 68

library research, 30
Lidstad, Richard (3M Vice President), 242
lighting, checking before speech, 249
Lincoln, Abraham (U.S. President), 86, 99
line graphs, 102
line-by-line debate rebuttal, 212
listening
to other panelists, 200
to questions, 149–150
to speech in rehearsal, 86
lists, organizing speeches with, 43
location, speaking, 18
logical appeals, 51–52
logos, 106, 115
Lombardi, Vince (football coach), 22
Lowe, Doug (*PowerPoint For Dummies*), 112
Ludwig, Eugene (U.S. Comptroller of the Currency), 241
Lukaszewski, Jim (management communications advisor)
audience, making comfortable, 167–168
on audience's point of view, 23–24
podiums, 143–144
positive examples, benefits of, 62
storytelling, 53
verbal pause, 146
word choice, 94, 95

• M •

Magill, David (Lower Merion School District, Pennsylvania, Superintendent), 245
Mahoney, Richard (Monsanto Company Chairman), 243
Manshell, Warren (Dreyfus Corporation Investment Banker and Ambassador to Denmark), 68
Marotta, George (Stanford's Hoover Institution research fellow), 59
Mason, James O. (U.S. Public Health Service Head), 244
material, selecting right, 10
meetings, public. *See* public meetings
memorable last words, 77

- message
 - conclusions, 76
 - emphasizing importance of, 73
 - introductions, 63–64, 195
 - preparations, 16–17
 - questioner, don't let define, 154
 - quotations, relating to, 55
 - speaking at public meetings, 185–186
 - virtual meetings, 231
 - message, international speeches
 - brevity and, 219
 - colors, 222
 - emergency laughs, 221
 - graphics, 222
 - handouts, 222–223
 - numbers, 221
 - quoting from audience's country
 - or culture, 219
 - simplicity and, 218
 - substance and style, adapting to
 - cultural needs, 219
 - things to avoid, 220–221
 - message, panel
 - answering audience questions, 201
 - delivery, planning, 200–201
 - interacting with other members, 201
 - moderator, handling, 202
 - preparing, 199–200
 - sound bite as secret weapon, 202
 - timing, 200
 - your role, 199
 - metaphor, 42, 97
 - microphone
 - panels, placement among
 - members, 201
 - public meetings, 185
 - taking off, 140–141
 - testing, 247–248
 - Microsoft PowerPoint. *See* PowerPoint
 - Middlebrook, Stephen (Aetna Life & Casualty Senior Vice-President and Executive Counsel), 99
 - Miller, Dale (Sandoz Crop Protection Corporation President and CEO), 243
 - misconceptions, audience, 154
 - mission
 - asking board or council members
 - for the order, 186
 - sending audience on, 81
 - moderator, panel, 202
 - money, international symbols for, 223
 - monotony, 145
 - more-educated- or more-experienced- than-you audience, 169
 - moving around, 124, 141–142
 - Multimedia and CD-ROMs For Dummies* (Rathbone), 112
 - multimedia visual aids
 - equipment, 112–113, 225
 - permissions, getting, 114
 - software, 113–114
 - techniques, 115
 - multipart question, 159
 - Murphy's Law, 245
 - Museum of Humor.com, 35
 - museum research staff, 34
 - music, 111
- N ●
- naked audience, imagining, 122
 - name
 - famous, quoting, 241–242
 - getting and pronouncing correctly, 66–67
 - greetings and acknowledgments, 65
 - public meetings, giving at, 185
 - questioner, referring by, 152
 - of someone in or related to group,
 - using, 25
 - speaker's, getting right, 195
 - The National Inquirer*, 56–57
 - Nations, Howard (trial lawyer), 96
 - negative debate side, 206. *See also*
 - against affirmative debate side
 - nervousness
 - controlling, 66, 124–125, 127
 - movements, 142
 - questioner, 152
 - networking opportunities, roundtable
 - discussions, 204
 - news archives, 37
 - nonresponsive audience, 175–178
 - non-virtual rules, 231–232
 - North American audiences, body
 - language, 135
 - note-taking
 - cultural differences, 224
 - encouraging, 116, 168

Novello, Antonia C. (U.S. Surgeon General), 74

numbers

- graphs and charts, 102–103
- international speeches, 221
- paraphrasing in debates, 206–207
- questioner, disputing, 154
- supporting materials, 56–58

• O •

obvious speech pattern, 40–41

occasion, referring to in

introductions, 74

offbeat audiences, 168

offstage, getting, 140–141

Olesen, Douglas E. (Battelle President and CEO), 70

O'Malley, Shaun (Price Waterhouse Chairman), 74

one-upper heckler, 172–173

online. *See* Web conferencing; Web research

Online Speech Bank, 35

onstage, getting, 139–140

operators (human), checking before speech, 249

order, asking for, 185–186

organization, debates, 213

organizational charts, 102

organizing speech

described, 10

effectiveness, 47–48

impromptu, 191–193

outline, 43–45

packaging and bundling, 43

patterns, 39–42

timing, 45–47

outline, 43–45

overheads, 104

• P •

pacing, 88, 125

packaging speech, 43

panels

comparison to other members, 197–199

described, 13

message, controlling, 199–202

roundtables versus, 203

paraphrases, 206–207

Paris, Ruth (*The Book of Similes*), 98

passion. *See* emotion

pattern

idea cards, organizing, 48

impromptu speeches, 191–192

organizing speech, 39–42

Paul, James (Coastal Corporation President and CEO), 100

pauses, 146

paying attention but bored or puzzled, 176

permissions, getting for visual aids, 114

personal experiences

anecdotes, 31, 239–241

audience's, 24

sources, gathering, 28–29, 31

storytelling, 53

person-on-the-street interviews, 111

Philips, Pamela S. (*Singing For Dummies*), 145

phone numbers, international audiences, 223

physical location, 41

pictures. *See* images

pie charts, 102, 103

podium

body language at, 142–144

checking before speech, 248

pounding on, 177

poem, reciting, 80–81

point of view, audience's, 23–24

points

committing, impromptu speeches, 191

conclusion, 78

focusing in public meetings, 184–186

main, number of, 45

talking, for roundtable discussions, 203

in visual aids, 106

writing out key, 184

policy debate, 205–206

polishing timing, 46–47

popularity, logical fallacy, 215

positive examples, 62, 185

post hoc ergo propter hoc, 215

- posture, 131–132
 - power position, 142
 - power words, 94–95
 - PowerPoint (Microsoft)
 - presentations, 104–105, 114
 - printing out as handout, 116, 231
 - templates, 37
 - testing out computers, 248
 - PowerPoint For Dummies* (Lowe), 112
 - practicing
 - debates, 214
 - speech timing, 46, 184
 - stage fright and, 127–128
 - storytelling, 54
 - warming up voice, 145
 - praise, speaking invitations, 16
 - pre-empting opposing arguments, 212
 - preparing speeches
 - audience, analyzing, 20–23
 - deciding whether to speak, 15–16
 - goals, setting specific, 17
 - impromptu, 190
 - information, getting essential, 17–19
 - lack of, not admitting, 67
 - message, panel, 199–200
 - PowerPoint and, 104
 - public meetings, 183–184
 - topic, agreeing on, 19
 - why you're speaking, 16–17
 - previous talks, relating introductions to, 74
 - Price, Kevin J. (Free Enterprise Education Center Executive Director), 73
 - primary sources
 - interviews, 29–30
 - secondary versus, 27
 - problems, anticipating and solving, 126
 - problem/solution speech
 - organization pattern, 41
 - product information, handouts, 116
 - product sales, 230
 - professional complainer, 187–188
 - projectors, 113, 248
 - pronunciation, 145
 - protocol, international speeches, 225
 - PSYCHINFO (database of psychological-related articles), 33
 - public domain materials, 114
 - public information officers, 34
 - public meetings
 - common mistakes, 186–188
 - getting to speak, 181–182
 - live broadcasts from U.S. House and Senate, 38
 - points, focusing, 184–186
 - preparing, 183–184
 - special situations, 13
 - time limits, 182
 - visual aids, 182–183
 - purpose
 - conclusions, 76
 - deciding whether you have something to say, 16
 - introductions, 63–64
 - preparations, 16–17
 - questioner, don't let define, 154
 - quotations, relating to, 55
 - speaking at public meetings, 185–186
 - virtual meetings, 231
- *Q* ●
- Quayle, Dan (U.S. Vice President), 61, 88
 - questioner, treating nicely, 152–153
 - questions
 - announcing during introduction, 195
 - answering, 151–155
 - anticipating, 148
 - audience perception of speech, 147
 - availability for, 78
 - common types, answering, 158–159
 - conclusions, asking, 79–80
 - dominating audience members, avoiding, 148–149, 160
 - at end, 148
 - ending strongly, 151
 - guessing at answer, 150
 - hostile, 161–163
 - listening to, 149–150
 - reaction, reading audience's, 166
 - rehearsing, 128
 - repeating, 150
 - roundtable discussions, 204
 - speech-making by audience members, 149
 - taking, 12
 - virtual meetings, 234

quips, 174
 quotations
 from audience's country
 or culture, 219
 conclusions with, 79
 dividing, 42
 humor, 241–242
 introductions, 68, 194
 relating to point, 55
 supporting materials, 55–56, 61,
 206–207

● **R** ●

rambling, 78, 161
 Rathbone, Andy (*Multimedia and
 CD-ROMs For Dummies*), 112
 Rafter, Dan (television news
 anchorman), 137
 rathole question, 160
 reaction, reading audience's, 165–166,
 224–225
 reading speech aloud, 86
 Reagan, Ronald (U.S. President), 25
 rebuttal, debate, 206, 211–212
 red herring, 215
 redirecting question, 156
 reference librarians, 33–34
 referring back
 to opening in conclusions, 79
 to speech in answering questions,
 154, 159
 rehearsing speech
 stage fright, 127–128
 storytelling, 54
 warming up voice, 145
 relationships, virtual meetings
 and, 234
 repeating
 arguments, avoiding in debates, 216
 evidence, avoiding in rebuttal, 212
 key numbers, 57
 questions, 150, 160, 191
 yourself in public meetings, 186–187
 repetition rhetorical device, 100
 rephrasing question, 156
 research
 described, 10, 27
 evidence problems, 208
 by others, 33–34

 on public issues, 183
 sources, gathering, 27–33
 on Web, 34–38
Researching Online For Dummies
 (Basch), 33
 Resnick, Dr. Steven (psychiatrist and
 stress management expert),
 122–123
 resolution, debate, 206
The Rest of the Story radio program, 70
 restrooms, checking before
 speech, 249
 revelation, 162
 reverse-image audiences, 171
 reversing question, 156
 rhetorical devices, classical, 96–100
 rhetorical questions, 68, 98–99
 rhyme, 93
 rhythm, 86, 100
 Rindlaub, John (Wells Fargo Bank
 officer), 73
 rings, Web, 36
 Ritchie, C.E. (The Bank of Nova Scotia
 Chairman and CEO), 69–70
 roadmap for debate rebuttal, 211
 Roman numeral outline, 43
 Roosevelt, Franklin D. (U.S.
 President), 86
 roundtable, 13, 202–204
 Ruckelshaus, William (Browning-
 Ferris Industries Chairman and
 CEO), 59
 rudeness, 152–153, 187
 rule of three rhetorical device, 99

● **S** ●

sales, product or service, 230
 Sanders, Alexander Jr. (South
 Carolina Court of Appeals
 Chief Judge), 239–240
 Schall, James V. (Georgetown
 University Professor), 242–243
 script, estimating speech length
 from, 46
 search engines, 32–33, 36
 seating arrangements, checking
 before speech, 250
 second, knowing your, 201

- Sedgwick, John (General in Union Army), 80
- selecting material to include in speech, 39–40
- sense, making to audience, 11
- sentence length, 87
- shoes, 138
- show biz formula, introductions, 66
- sick audiences, 172
- significance of problem, 207, 210
- signs, humorous, 244
- Silas, C.J. (Phillips Petroleum Company Chairman and CEO), 72–73
- simile, 98
- simplicity
 - domestic speeches, 86
 - international speeches, 218
- Singing For Dummies* (Phillips), 145
- singing, introduction by, 65
- size, audience, 20, 107, 250
- sleeping audiences, 103–104, 177
- slides, 103, 111, 249
- smiling, 130
- Smith, Al (New York governor), 175
- SOCIOFILE (database of sociology-related articles), 33
- software, multimedia, 113–114
- solvency of problem, 207–208, 210
- sound
 - alliteration, 97
 - computer hardware to handle, 113
 - software, multimedia, 113–114
- sound bite, 202
- sound system, 247–248
- sounding like conclusions, 77
- sources, gathering
 - databases, 32–33
 - described, 27
 - inaccuracies, 61
 - interviewing people, 29–30
 - personal experiences, 28–29, 31
 - printed materials, 30–32
 - quotations from unusual, 55–56
 - statistics, credibility of, 56–57
- South American audience, body language and, 135
- speaker, introducing, 193–195
- speaking on the fly, 13
- speaking slowly, 224
- specificity
 - editing for, 87
 - hostile questions, answering, 163
- speech-making by audience members, 149
- spelling errors on visual aids, 105
- sports metaphors, using
 - appropriate, 221
- stage fright
 - apologizing for, 127
 - arriving early, 126
 - audience's view of, 120–121
 - conclusion, writing out, 77
 - described, 12, 119
 - ineffective popular ideas, 122
 - internal dialogue, 121–123
 - introduction and conclusion, writing out, 125–126
 - looking at few audience members, 126
 - nervousness, controlling, 124–125
 - problems, anticipating and solving, 126
 - rehearsing speech, 127–128
 - stress-busting exercises, 123–124
 - success, visualizing, 121
 - using nervousness, 127
- starring in roundtable, 203–204
- statistics
 - paraphrasing in debates, 206–207
 - questioner, disputing, 154
 - supporting materials, 56–58
- statistics, startling, 56, 57, 69–70
- status quo, debating, 209
- Stegemeier, Richard (Unocal Corporation Chairman, President, and CEO), 57
- stock issue
 - affirmative debate side, 207–208
 - against affirmative debate side, 209–210
- stop talking, impromptu speeches, 193
- storytelling
 - conclusions, 80
 - introductions, 69
 - supporting materials, 53–54
- straw man logical fallacy, 215
- stress-busting exercises, 123–124
- structure, debate, 213

- style
 adapting to cultural needs, 219
 adding, 11
 importance, 93
 jargon, 95
 power words, 94–95
 word choice, polishing, 94
 subgroups, identifying, 26
 subject. *See* message
 subpoints, transitions to, 90
 substance, adapting to cultural needs, 219
 success
 stories about, 54
 visualizing as key to quelling stage fright, 121
 summarizing
 conclusions, 76
 transitions, 89, 90–91
 supporting materials
 basic rules, 52–53
 definitions, 58–60
 examples, 60–62
 logical fallacies related to, 215
 quotations, 55–56, 61
 statistics and numerical data, 56–58
 storytelling, 53–54
 virtual meetings, 231
 sweating, 125
- **T** ●
- tables, numerical data, 102
 tactics, affirmative debate side, 208
 Taft, William Howard (U.S. President), 175
 talking to audience in introductions, 195
 teaser, 91
 technical difficulties, virtual meetings, 229–230
 television commercials, 110
 television, creating material on, 28
 templates, presentation, 37, 105
 testimonials, 109–110, 115
 text
 flipcharts, 107
 software, multimedia, 113–114
 visual aids, 105, 106
 theory/practice speech
 organization, 42
 thesaurus, 87
 thoughtful pauses in impromptu speeches, 190–191
 time
 to absorb statistics, 56
 buying, 190–191
 debates, managing, 213–214
 introduction relative to speech length, 65
 to make speech, assessing schedule, 16
 time limit
 going over, 78
 public meetings, 182, 184
 timing
 handouts, 116
 length of speech, 45–46, 48, 128
 message, panel, 200
 polishing, 46–47, 184
 rebuttals, 211
 virtual meetings, 232, 233
 title, introductions, 72
 tone
 importance, 93
 jargon, 95
 word choice, 94–95
 tongue twisters
 recovering from, 126
 rehearsing, 86
 verbal flubs, 145–146
 topic, agreeing on, 19
 topic pattern speech organization, 42
 tough audiences
 already-heard-it, 171–172
 angry-at-previous-speaker, 171
 captive, 168–169
 current-event-distracted-them, 170–171
 didn't-come-to-see-you, 170
 hostile-to-your-position, 169–170
 more-educated- or more-experienced-than-you, 169
 offbeat, 168
 reverse-image, 171
 sick, 172
 training, virtual meetings and, 230
 tranquilizers, 122

transitions

- attention-getting, 91
- common mistakes, 91–92
- how to use, 89
- importance, 88
- leading from one idea to another, 89–90
- summarizing, 90–91

turn, debating, 210

Twain, Mark (humorist), 61

• U •

universality of personal experiences, 24

unprepared speakers, 187

unrepresentative sample logical fallacy, 215

• V •

value debate, 205–206

values, audience's, 21–22

verb usage, 87

video, 109–111

video conferencing, 228

vignettes, video, 110

Villa, Pancho (Mexican fighter), 80

virtual meetings

- budget constraints, 230

- described, 14

- goals, considering, 230–231

- non-virtual rules, 231–232

- participating, 233–234

- technical difficulties, avoiding, 229–230

- teleconferences, 234–235

- type, choosing, 227–229

Virtual Reference Desk, 35

visual aids

- audio, 111–112

- charts and graphs, 101–103

- design rules, 105–106

- flipcharts, 107–109

- handouts, 115–116

- multimedia, 112–115

- overheads, 104

PowerPoint presentations, 104–105

public meetings, 182–183

slides, 103

statistics and numbers, conveying, 58

use of, 11

video, 109–111

Web research, 37

voice, 144–146

volunteer, audience, 178

• W •

The Wall Street Journal, 30–31, 56–57

Web conferencing, 228

Web research, 35–38

Weiner, Allen (Communication Development Associates President)

- international body language, 134–135, 219

- podiums, 143

- stage fright, managing, 121, 124–125

Whalen, Shawn (San Francisco State University Director), 205–214

White, Patty (Piedmont, California, official), 182

word choice

- catch phrases, creating, 96

- rhetorical devices, classical, 96–100

- tone and style, 93–95

words, dividing, 42

worldwide examples, 220

wrapping up. *See* conclusions

• Y •

yes or no question, 158

York, Alexandra (American Renaissance for the Twenty-First Century Founder and President), 69

• Z •

Zachmeier, Bill (San Jose State University Professor), 65