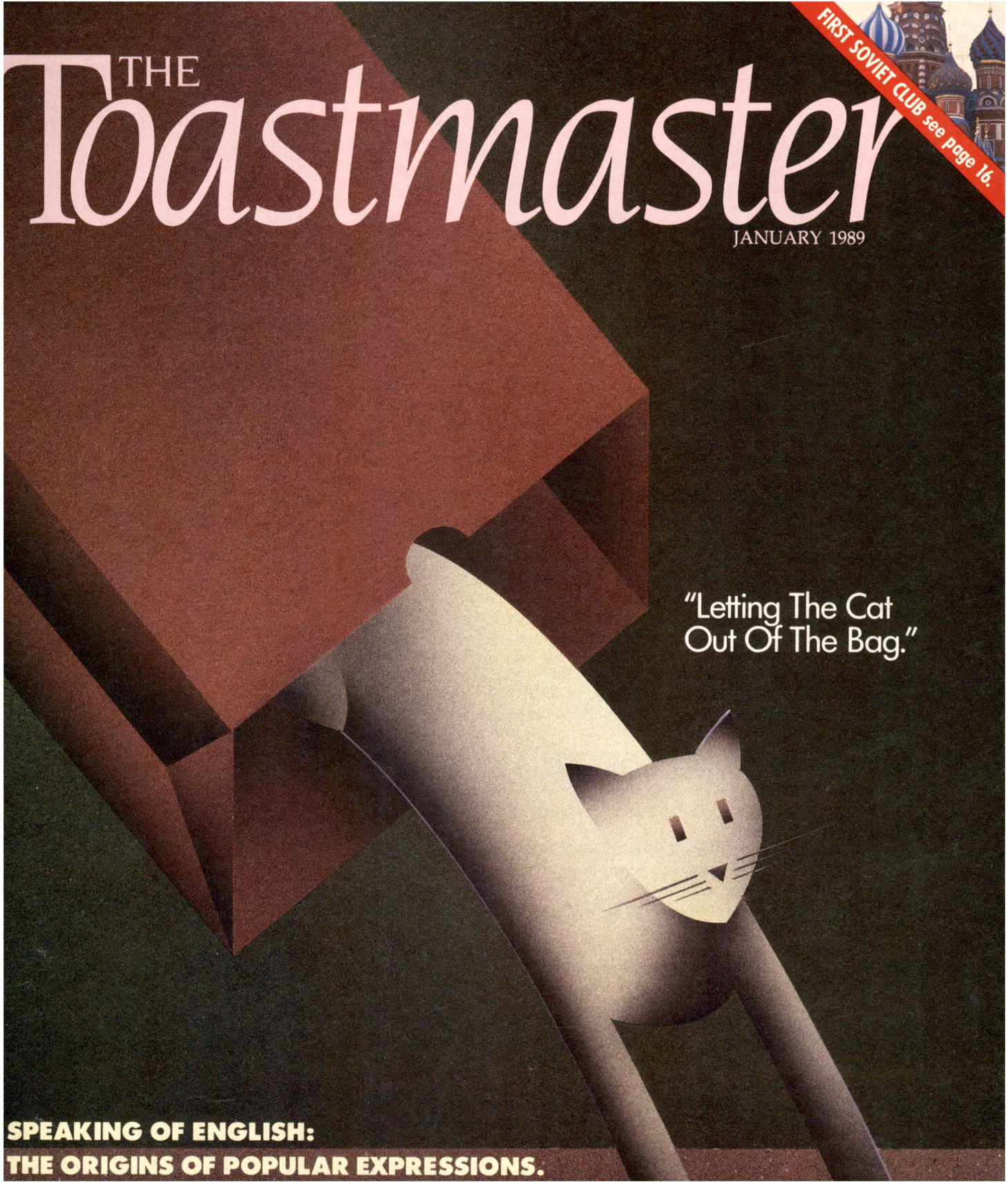


THE Toastmaster

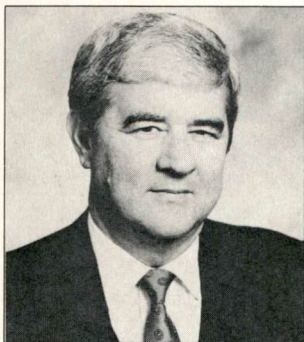
JANUARY 1989

FIRST SOVIET CLUB see page 16.



"Letting The Cat
Out Of The Bag."

**SPEAKING OF ENGLISH:
THE ORIGINS OF POPULAR EXPRESSIONS.**



Everyone is a Winner

find the beginning of the new year particularly exhilarating. It's a clean slate, a new chapter in our lives. It is a time to on reflect past accomplishments as well as areas for improvement. People often discuss how quickly time flies, and how they often fail to accomplish what they set out to do. A common reason people don't succeed is a lack of focusing in on their goals.

Some believe that if they "keep everlastingly at it"—in the words of Dr. Sidney N. Bremer—they will succeed. This is not necessarily true. Working without a plan is as foolish as going to sea without a compass. The ship must be directed to a definite port, for which its cargo is appropriate and in demand, and it must aim steadily for that port through sunshine and storm, through tempest and fog.

Likewise, people aiming for success must plow straight through the rough seas with only one thing in view: their destination port. They must not only steer straight toward this port when the ocean is smooth, when the currents and winds are favorable, but also when enveloped in the fogs of disappointment and winds of opposition.

The key word in the planning process—the decision on a destination—is goals.

A goal is a need, want or desire that you intend to fulfill. Goal setting is the process that enables you to consciously shape your future. Goals are important because they give direction to your dreams and help channel your energy and resources. Most importantly, they help keep you focused on your target.

To set goals, ask yourself these questions: What do I want or need? How will I benefit? What obstacles can keep me from realizing my goals? What skills/knowledge will I need? With what individuals and/or organization do I need to work to reach this goal? What is my plan of action? What is my target date? When will I reach my goal?

What will 1989 bring for you? Will you take a class, lose weight, get involved in a physical fitness program, make new friends, serve on a community project? What will '89 bring for you as a Toastmaster? Will you finish a manual, serve as an officer, lead a Youth Leadership Program, enter a speech contest, speak outside your club? And what about your club? Will you zero in on the critical success factors such as maintaining 20 members, attracting new members, training officers, following the Club Management Plan?

I strongly believe in goal setting in my own life and set them each January in personal, career, physical, mental, spiritual and social areas of my life. I write them down and review them often. In the words of Henry David Thoreau: "If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours..."

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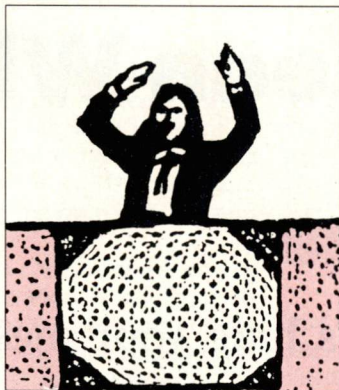
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Say What You Mean, Mean What You Say

Don't let your words hide your message.

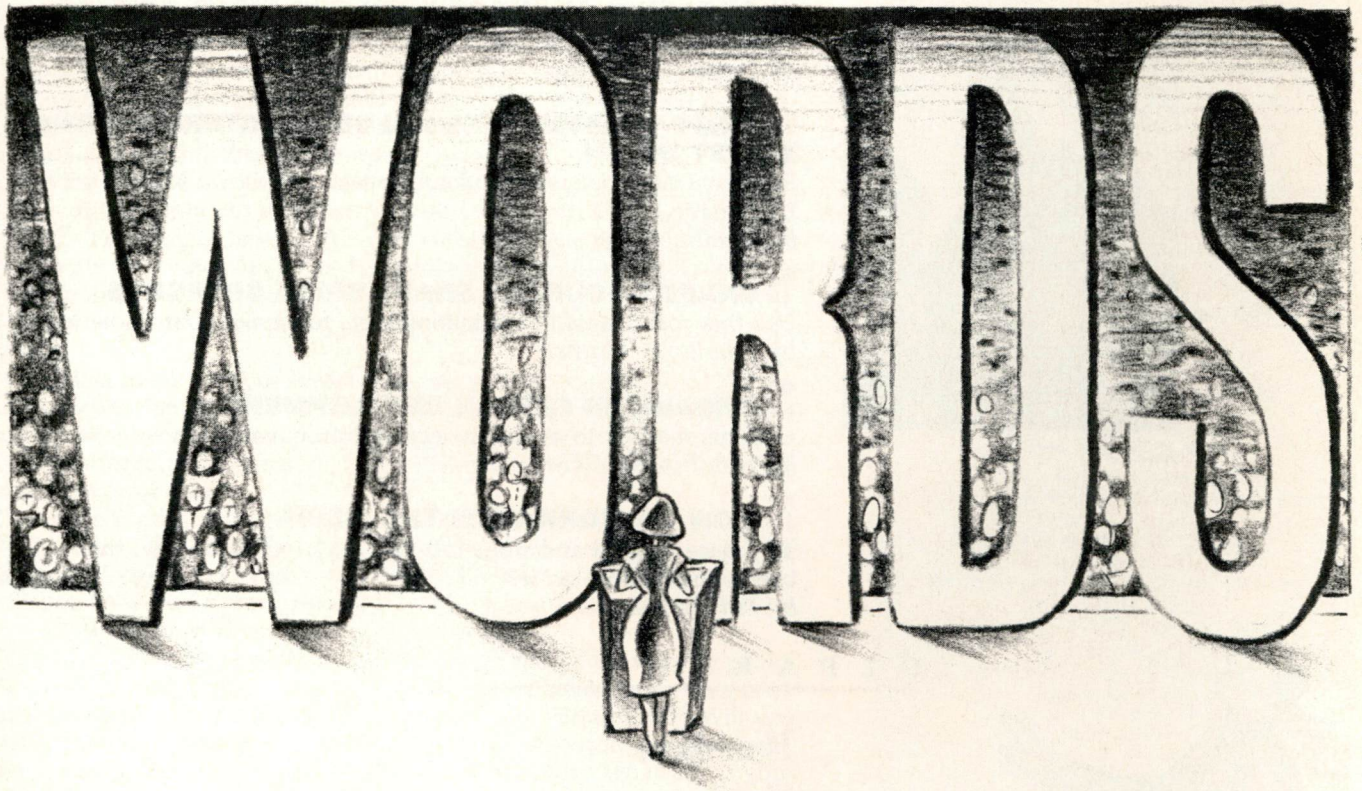


Illustration by John Dickenson

BY GALE S. GILL

Nobel Prize winning author Hermann Hesse once said, "Words are really a mask. They rarely express true meaning; in fact, they tend to hide it."

If this is true, how can we who aspire to be great communicators learn to "un-mask" our words to more clearly express our thoughts? For starters, we should ask ourselves four questions about the words we use:

- (1) Are we being *specific*?
- (2) Are we saying what we *mean* to say?

- (3) Are we saying *all* we mean to say?
- (4) Will our audience *understand* the words we use?

If I tell you, "Washington, D.C., is an interesting place; you must visit it sometime," can you decide whether or not you'd like to go there?

If I say, "The streets in Washington, D.C., are laid out in a series of spider webs. The city is beautiful, with many grand buildings containing documents, artifacts and treasures of our nation's history. You can visit the White House

and Congress and observe our government in action," don't you have more specific information on which to make a judgment?

Over and over, I hear and read that we must have a good, healthy environment in which to live. When I pursue the matter to find out what is meant by that, I find out more about what it is *not*: we must *not* have the noise and pollutants that come from industry and cars, etc.

I have yet to be convinced that this or any future generation is going to attempt to return to the horse and buggy days. Besides, if you don't think horses pollute, you don't know horses.

Cliches don't relay our meaning either, because they are too general and we are immune to their meaning due to overexposure. If I tell you that learning to become a good speaker is "a hard row to hoe," do you really understand the extent of the work? But if I expound on the requirements for becoming a good speaker, how you must study words and how to put them together; and then teach your body skills that will make your delivery of those words effective; and that all this takes much study and practice, don't you have a better picture of the difficulties involved?

Some cliches don't apply at all. For example, "round as a ball" — a football? "hot as a pistol" — pistols are cold and hard; or "slept like a baby" — babies of my acquaintance (I had four of my own) wake up pretty frequently.

Tell the truth, the whole truth and nothing but the truth.

Two reports about a recent Persian Gulf incident showed how important it is to say all you mean.

First, I heard a one-sentence report

Your audience must understand your words or you can't expect them to understand the message.

that went something like this, "The captain of the American ship Vincennes fired two missiles at an Iranian civilian air bus over the Persian Gulf and all passengers and crew were killed."

Later, it was reported that the captain fired after receiving information based on advanced radar reports that a military aircraft was heading toward his ship. The report mentioned that he was in combat with Iranians and that timing was a crucial factor.

The first report did not give all the meaning; yet it was not in error.

Your audience must understand your words or you can't expect them to understand the message.

An elementary school principal would not announce to the teachers, "I will interface with you at sixteen hundred hours next Tuesday, and down load the input I will have in my data bank from upper level management. Prepare to re-program your banks for a new configuration," if she wanted to let them know about the new school policies resulting from her meeting with the school superintendent.

How should we choose the proper words? Oliver Wendell Holmes said,

"We must think things not words, or at least we must constantly translate our words into the facts for which they stand, if we are to be able to keep the real and the true."

Try to think in terms of pictures. I sometimes mentally climb outside of myself and ask myself, "What are you really trying to say?" It helps.

Think places; like Washington, D.C. Imagine exactly how it looks, smells, tastes, feels and sounds. Train yourself to observe with your whole body, not just your eyes.

Let's not be like the man Robert Louis Stevenson described: "Man is a creature who lives not on bread alone, but principally on catch words."

If we want to communicate effectively, we must mean what we say and say all we mean. □

Gale S. Gill, is a one-year member of Goodmorning Texarcana Club, 1111-25. She is a potter and owner of The Boulevard Art Bazaar, which sells fine crafts and artworks.

"Whenever I feel like exercise I lie down until the feeling passes"

-Robert Maynard Hutchins

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Concerning Your Concentration



Illustration by Joe Crabtree

Concentration is the ability to voluntarily focus attention, to ignore irrelevant proceedings and to fix power and effort to a single goal. Concentration is a time management tool that can be increased through practice.

Common distractions abound. If you're looking for a reason not to get a job done or not to concentrate on a task, plenty exist. In fact, anything can distract you if you allow it to happen. Distractions dissipate your energy level and reduce your productivity with a resulting increase in your level of stress. Dr. Ari Kiev of the Life Strategy Workshop points out that "ironically, when people know they must concentrate on a task, they often fail because they make the mistake of concentrating on concentration."

Contemporary society's tendency toward immediate gratification is a major factor affecting inability to concentrate. A task that takes some focused thought and attention and may not bring feedback for weeks or months is less likely to be finished than a task that brings immediate positive feedback.

One way to increase your ability to concentrate on necessary tasks is to list the short- and long-term benefits of finishing each task. This visualization will remind you that the long, involved tasks frequently have benefits commensurate with their length.

Fatigue is another important factor which lessens your ability to concentrate. You can be at your desk until midnight three or four days in a row trying to work. But if your body and mind are tired, it doesn't matter how long you sit. You'd be far better off getting some rest and coming back to the task fresh and

Learn to handle distractions
and become more effective.

BY JEFFREY P. DAVIDSON

alert. You'll get more done in less time when you feel rested.

Eliminate Distractions

Taking control of your life is the first step toward increasing your ability to concentrate, and will also increase your confidence. You are in charge, not those who call you on the telephone or otherwise fritter away your time.

- **Hold your telephone calls**—to the degree that you can—and post notices on your office door. One association executive was so bothered with constant phone calls that he instructed his secretary to tell all callers that he would take calls only between 3 and 5 p.m. This was the time of day he felt least able to concentrate on planning and supervisory duties and most comfortable talking to people. Within three weeks, his phone never rang before three o'clock. People calling didn't mind; they just readjusted their schedules. If you think about it, probably 90 percent of your calls can wait a few hours. As long as you have time set aside for answering calls, you'll be aware of any emergency.

Another advantage to answering telephone calls later is that you have time to arrange the information you may need for the call. Have the appropriate folder on your desk when you return a call.

- **Use transition time.** The time it takes you to get to work can be used to increase your concentration. This time, often spent daydreaming or worrying, can be used to focus your attention on the meeting or task to come. If you anticipate a rough meeting, there's no need to become frantic. Just think about the upcoming chore, put it into an overall perspective, and acknowledge its importance to your plan of action.

- **Visually say no.** If you find yourself having trouble saying no to unwanted social obligations or business commitments that distract you from your major goals, create a mental picture of yourself overcoming the distraction.

Elisavietta Ritchie, a professional poet, puts the word "no" on her telephone and at the desk where she answers her mail, to help her turn down speaking engagements and requests for writing advice that become destructive to her own time.

- **Avoid the watch.** Use an alarm clock rather than a wristwatch or clock to keep track of time. The temptation to

"Ironically, when people know they must concentrate on a task, they often fail because they make the mistake of concentrating on concentration."

look at the time every five minutes is greater than most of us can resist. An alarm clock with its face hidden, across the room, or even tucked in a drawer, will alert you when it's time to move on to another task or to end your day.

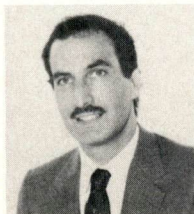
- **Promise yourself.** If you absolutely can't bring your attention back to a task, let it go for that day, but promise yourself to return to it with a new focus the next morning.

- **Challenge yourself.** If a task is boring, making it difficult to concentrate, turn it into a challenge. How many envelopes can you stuff in ten minutes? This technique will make the time pass faster.

Concentration pays off in more time.

The ability to concentrate will result in enhanced performance of tasks you undertake, peace of mind that comes with doing a job well, and more available time to do the things you enjoy. Increased concentration also will lead to added power of the senses. If your mind is trained to concentrate, it will pick up more easily on clues given by any one of your senses.

Keeping your concentration focused is an important career and life skill. It will help you handle the mundane and routine tasks as well as the large and challenging ones. □



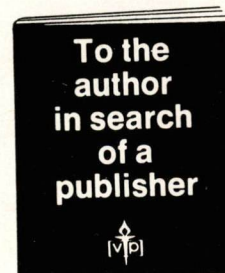
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Market Your Career and Yourself (AMACOM), and *Marketing Your Consulting Services (John Wiley)*.

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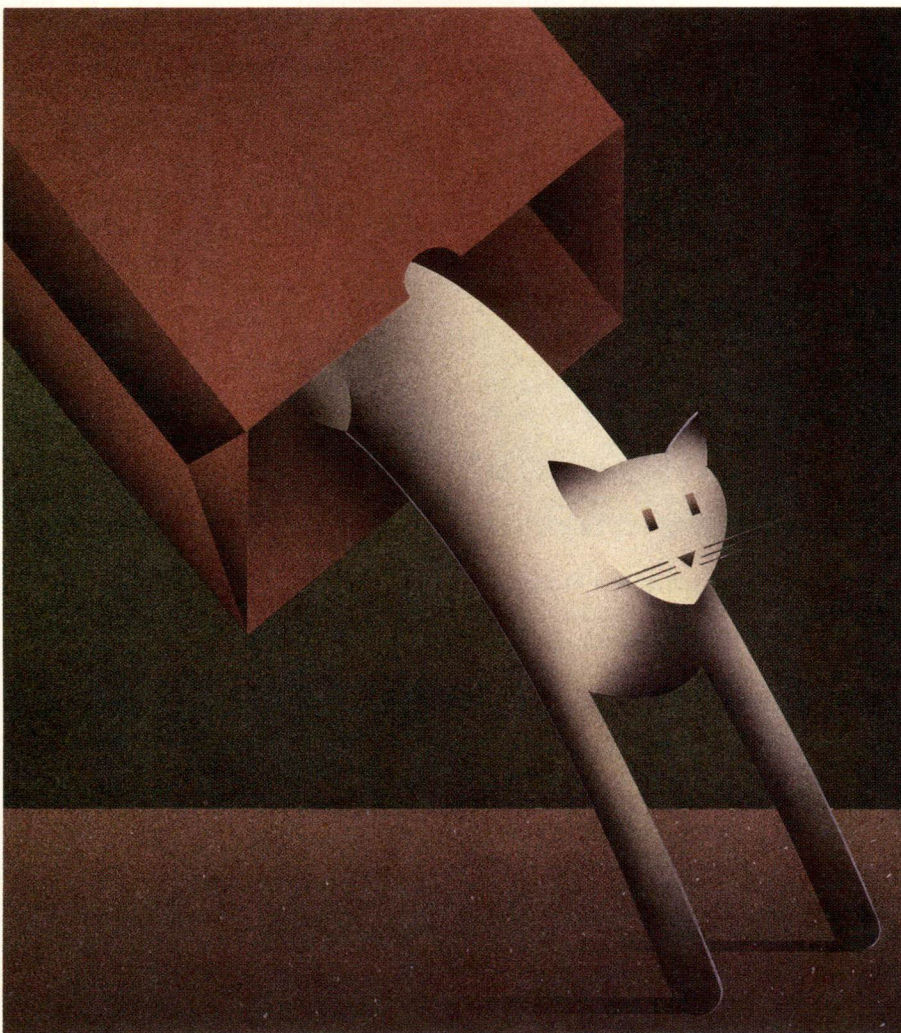
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Speaking of English

Ancient Roman soldiers, 16th century pirates, 20th century cartoonists all have added color to the English language.



BY CHARLES DOWNEY

English, an obscure Germanic language once known only in a tiny circle of the globe, has become a tongue spoken worldwide. That's appropriate, because English owes much of its color and richness to the many lands from which its words are taken. Even native speakers of English, however, use phrases, sayings, expressions and words whose original meanings have been lost in the mists of time.

When you claim to be sincere, for instance, you're actually saying you are "without wax."

In ancient Rome, sculptors had access to several grades of stone. The cheaper stone often cracked, so the maker filled the cracks with wax of *cere*. More reputable sculptors advertised their works as *sin cere*, or—without wax.

Illustrations by Jeff Koegele

English also took "mob," shortened from *mobile vulgus* (fickle rabble) from the ancient Romans.

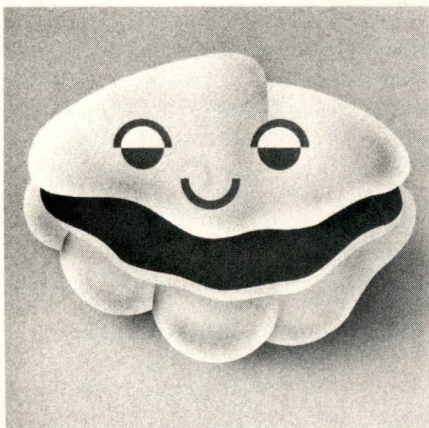
However, you might be "worth your salt" and not fickle at all. Part of the pay given to Roman soldiers was in salt. Later, the Latin *salarium* (of salt) came to mean payment for services rendered. Today, the Latin *sal* (salt) shows up in the English "salary."

If you spend too much of that salary on intoxicating beverages, someone might advise "taking a little hair of the dog." The Romans believed the best cure for a dog bite was the burned hair of the dog that bit you. Their belief was *similia similibus curantur*: "like things cure like."

Later on in Rome, when a candidate for sainthood was represented at the papal court, the *advocatus diabolloi* (devil's advocate) gave every possible argument against canonization. Speaking for sainthood was the *advocatus dei*.

Naturally, the two advocates were "at loggerheads." The first loggerheads were long-handled instruments with large metal cups on the end, which were used to melt tar over open fires. In naval battles during the Middle Ages, sailors heated pitch and tar in loggerheads and flung the contents at attacking ships.

Even today, English-speaking persons sometimes must assault something, "come hell or high water." Actually, they're speaking of a ghastly death sentence, not a stubborn will. At Execution Dock in Wapping, England, 16th and 17th century pirates, including the notorious Captain Kidd in 1701, were hanged by their wrists in a pit at low tide and left exposed until three tides had submerged them.



Such a pirate was hardly "happy as a clam at high tide," because the

mollusks can be dug up only at low tide.

"All languages use favored expressions—even if the original meaning has been lost—because people in every culture find tradition and ritual comforting," says Alan Dundes, professor of anthropology and folklore at the University of California, Berkeley. "In England or America, when you're talking about a person and that person shows up, the expression is: 'Speak of the devil!' But in France, one says, 'Speak of the wolf!' In India, it's 'Speak of the tiger!'"

In England, a needless task is "bringing coals to Newcastle." In Greece, the phrase is "bringing owls to Athens."

The phrase "stealing my thunder" originated with an English restoration-era playwright, John Dennis, who devised realistic thunder to accompany his play. His play, however, wasn't popular and closed early. Later, when Dennis saw a production of *MacBeth*, he heard his sound effects used for the witches' scene.

He exclaimed: "They won't let my play run—yet they steal my thunder!" The English expression "mad as a hatter" was popularized not by a play but by a character in *Alice in Wonderland* and was a common expression for insanity in the 1880s. Workers in the hating industry used mercury, the exact hazards of which were still unknown. What was known, however, was that hatters often went insane after plying their trade for many years.

The first place in England where some of those hatters and other insane persons received care was at Bedlam Hospital in London. Several centuries ago, the insane were considered a source of amusement. The carryings-on of inmates were exhibited for entertainment; nearby, the violently insane, who struggled and screamed were chained to walls. Soon, vast confusion, noise and din came to be known as "bedlam."

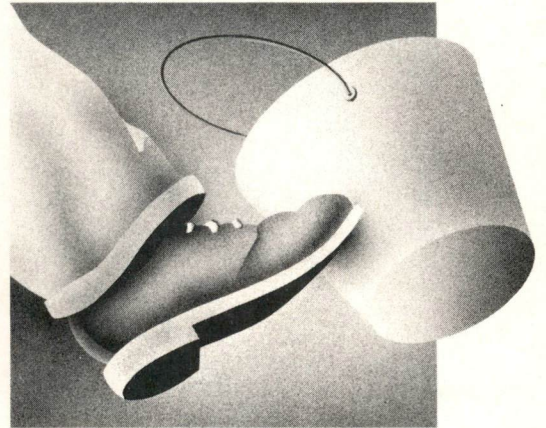
The inmates of Bedlam were engaged in "tomfoolery." The nicknames "Tom o' Bedlam" and "Tom Fool" were used for favored inmates who liked playing to the audiences visiting Bedlam.

Unfortunately, some of those mistreated inmates eventually "kicked the bucket" and were "dead as a doornail."

In Old England, the "doornail" was the knob against which a heavy metal knocker struck. Because of repeated rapping, it was assumed there was no

life whatsoever in it. The expression was used in the 14th century just as it is today.

The frame from which a freshly killed pig was hung was known as a "bucket." If the pig thrashed about, it kicked the



bucket. Also, during that time, a common form of suicide involved a distraught person who stood on an upside down pail with one end of a noose tightly fastened to his neck and the other tied to a beam. His last act in this world was "kicking the bucket."

If a product, such as a type of bucket, "can't hold a candle" to a similar item, (such as a better bucket) you originally were talking about financial ruin, not a comparison. In the 1550's, all-night gamblers needed someone to hold a candle to their cards to see their assortments of hearts, clubs, spades, diamonds, and one-eyed jacks. So a few pence were paid to servants or stableboys to hold the lights. But when a gambler had lost his money, other players, as a term of contempt, said the broke player was "not able to hold a candle." By the late 16th century, card players had discovered that cheating was more difficult if all the playing cards were kept in plain view on the table top, or "aboveboard."

If a card cheat were caught, he may have felt there was "the devil to pay." The phrase, however, first referred not to a comeuppance but to doing a very difficult task. The full phrase, used by 17th-century sailors, was "the devil to pay and no pitch hot."

The "devil" referred not to Satan but to the ship's longest seam, running from stem to stern, just below the main deck. "Pay" was seaman's talk for putting caulking into a seam and covering it with pitch. The job was done by lower-

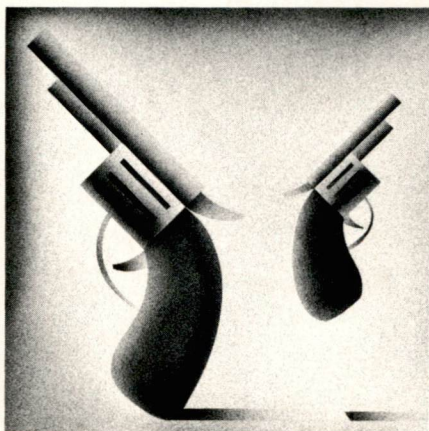
ing a seaman over the side on a bosun's chair with a bucket of hot pitch. As the pitch cooled, the work became rougher and downright impossible when the material was cold.



Too many days of paying the devil might end with a seaman drinking too much and being "three sheets to the wind." In nautical terms, a "sheet" is a rope attached to the lower corner of a sail. By tightening or loosening that line, the sail is controlled. But when the sheets are not tied down, the sail flaps uselessly and is "to the wind." When all three sheets are to the wind, the sails flutter and give no guidance to the ship.

Or perhaps a drunken sailor was "taken down a peg." In the British Navy in the 18th century, a ship's colors were raised by a system of pegs with the highest peg being the most honorable. If a flag was lowered a peg, its honor was reduced.

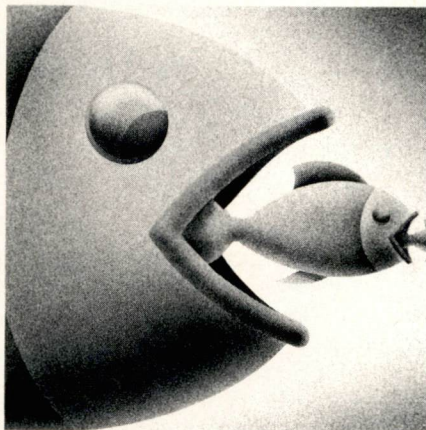
When a mast broke on a ship at sea in a storm, the captain had to decide whether to save it or let it go. If the rigging were cut loose, it was let "go by the board."



The phrase "son of a gun" began when sailors and officers of seafaring nations took their womenfolk with them on long voyages. Births at sea became common. Sometimes, when a woman was having a difficult delivery, she was taken out to lie by the vessel's cannon. When she least expected it, the gun was fired, startling the laboring woman and giving her the necessary impetus to give birth to the infant.

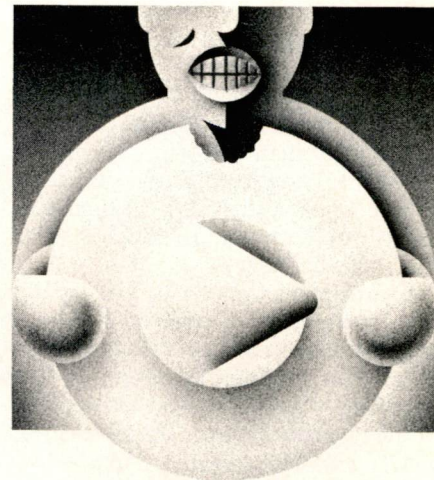
Later, sea voyages became more "posh" and carried doctors to deliver children. "Posh" came into the language when some passengers preferred to travel on the side of a ship away from the weather. They paid extra for "port side outward bound" and "starboard side homeward bound." That expression eventually was shortened to "port outward, starboard home," and an acronym was born.

Naturally those well-to-do travelers wanted to "sleep tight." This phrase refers not to a pair of tightly closed eyes but to a sagging mattress. In the American colonies, mattresses were made of ropes suspended from bed frames. It was a nightly routine to use a large, key-like device to tighten the ropes that had become droopy from the weight of the bed's previous occupant.



Some expressions, such as 'Big fish eat little fish,' 'Pour oil in the waves' and 'Rome wasn't built in a day,' are common to all European languages because they stem from the Bible or from Greek," according to Wolfgang Mieder, proverb scholar and chairman of the Department of German and Russian at the University of Vermont in Burlington.

"I'll eat my hat" first meant consuming a large amount of a costly staple. In the 17th century, sugar was extremely



expensive and was sold in small, cone-shaped packages known as "hats." Naturally, the taste was much sweeter than eating a hat worn on the head.

"Beat to a pulp" first meant recycling—not receiving a terrible beating. Several centuries ago, a few sheets of paper cost a week's pay. Because rags were the raw material for making paper, the cloth first had to be "beat to a pulp." That was done not with clenched fists but with stone or iron tools.

And if you "read between the lines" on that "rag" paper, you were not looking for hidden meaning but saving valuable space. In those days, when a letter was written, the correspondent wrote from top to bottom, turned the page upside down, and wrote between the lines on the opposite side.

In early America, prayer books and church calendars printed religious holidays and days of saints in red ink.

Thus a special occasion was known as a "red letter day." But half-hearted celebrations may not have been "worth a tinker's dam" or not "worth a dam." Years ago, tinkers used bread pellets to block holes in pots and pans while the solder was poured to permanently stop the leak. When the solder hardened, the useless dam was tossed aside.

To "keep up with the Joneses," you would have to have new, not repaired pots and pans. First released in 1913, the comic strip *Keeping Up With the Joneses* was an ironic casualty of the Great Depression in 1931.

Perhaps that comic strip was printed in the "yellow press." Many persons assume that "yellow journalism" is so named because of cheap paper which quickly turns yellow. Actually, the

phrase comes from yet another comic strip.

One of the first successful comic strips was the *Yellow Kid*, which began running in the sensational New York World in 1895. To attract attention to the feature, the paper used yellow ink. Readers then called the publication "the yellow paper."

Probably the most widely exported Americanism is "OK" for "okay." Some scholars have ascribed the semiliterate expression "oll korrekt" to common use as far back as the American Revolution. Others say the phrase originated in 1840 when Martin Van Buren campaigned for the United States presidency.

Van Buren's nickname was the "Kinderhook Fox" for his birthplace—Kinderhook, New York. Later, he was known as "Old Kinderhook" and sometimes used just the initials O.K. A campaign phrase—"The Republic will be all right with O.K."—became popular.

But Robert Clairborne, author of *Our Marvelous Native Tongue: The Life and Times of the English Language*, thinks OK stems from the West African expressions *o-ke* or *waw-ke*, which means "Everything is all right!"

Other linguists think OK is a seaman's term. In days of yore, sailors putting into the port of Aux Cayes in Haiti brought back many bottles of rum. The particular taste of the rum was said to be "Aux Cayes."

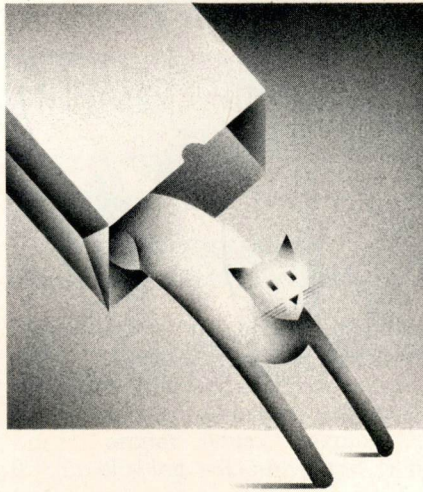
On occasion, when a sailor tasted too much rum, he got into a "donnybrook." Donnybrook, a city southeast of Dublin, Ireland, staged annual fairs from medieval times to the middle of the 19th century. The fairs were noted for riots and fisticuffs.

Whoever began the fight probably "got the third degree" from the police. The highest order of freemasonry is the

third degree, the master mason. Candidates for that rank had to pass rigorous tests with many questions.

"Private eyes," of course, are expert in giving the third degree. Private eye began as underworld slang for a hired policeman when one of the first American detective firms, the Pinkerton Agency, used an all-seeing eye on its letterhead.

Naturally, those detectives quickly "got down to brass tacks" in their investigations. In the 19th-century-era general stores, brass tacks were driven into the counter to mark an exact yard. The length of cloth was not guessed but "put down to brass tacks."



That cloth was so carefully measured because nobody "buys a pig in a poke." "Poke" means "bag" or "sack" in regional dialects in the US and England and is the word from which "pocket" comes. At country fairs a century ago, a common fraud occurred when a sharpster claimed he had—at a bargain price—a suckling pig in a burlap bag. Actually, the poke contained a cat. But if the farmer was clever, he inspected the bag's contents, thereby "letting the cat out of the bag."

Other English expressions came into the language with the transfer of African slaves into the United States.

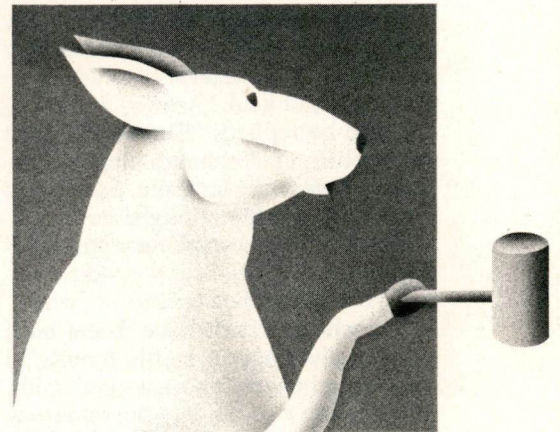
The musical expression "boogie-woogie," for instance, likely comes from the West African word *bogi*—to dance. In another African language, *hipikat* means an aware person. American hipsters know that a person is a "hep-cat" or "hipcat." *Jitaw-gaba* (a frightened or agitated person in the African language) eventually became "jitter-

bug." The African *bugu* (annoy) later became "Don't bug me."

Americans in the South know peanuts as "goobers." Africans knew the same staple as the *nguba*. The African *jiga* (flea) became the American chigger or jigger. Mandingo people in the western Sudan has a high priest, *Mumbo Jumbo*, who allegedly had the power to protect villages from evil spirits with long spells and incantations.

American soldiers living in Japan after World War II picked up the Japanese word for big boss, *honshu*. It later became both a verb and a noun, with GIs (taken from "government issue") saying both "The sergeant is the honcho" and "You will honcho that job."

Charles Earl Funk, author of *Thereby Hangs a Tale*, says "kangaroo" actually means "I don't know." British captain James Cook first saw and named the large marsupial in 1770, but later explorers were unable to find any tribesmen who knew the creature as a "kangaroo."

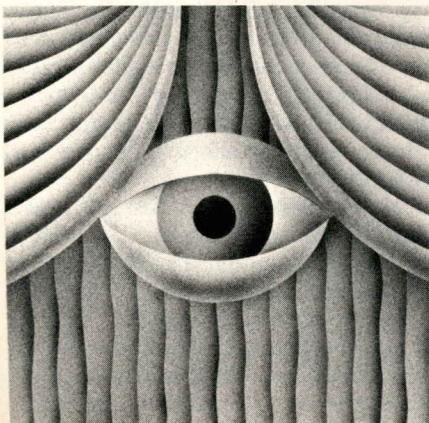


In the language of one tribe, however, *kangaaroo* did mean "I don't know." Whatever words the many tribes did use for the animal were dropped in favor of the English kangaroo. "Kangaroo court," an illegal or sham trial, originated several centuries ago when Australia was a penal colony for the British Empire.

And if you "dig" all this, then you *degu* it. *Degu* is a West African word that means "comprehend." □

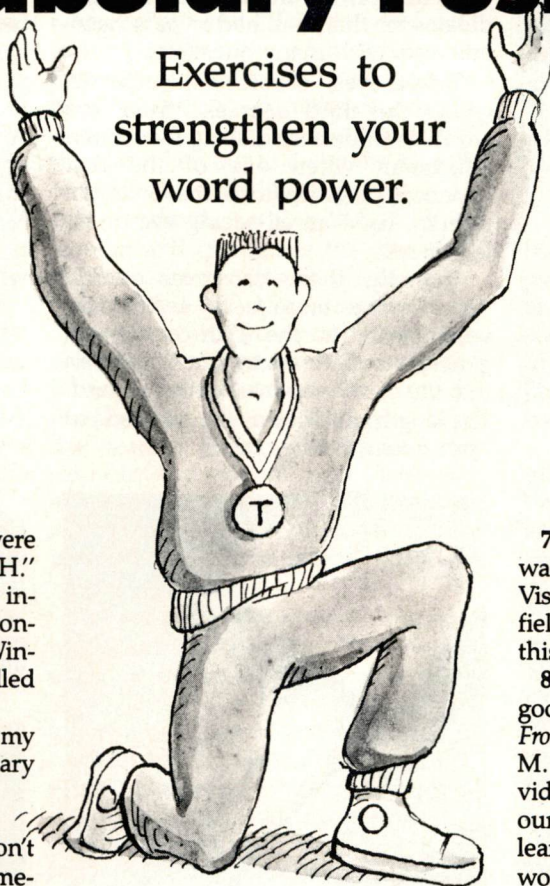
Charles Downey is a professional freelance writer based in Fawnskin, California.

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Vocabulary Pushups

Exercises to
strengthen your
word power.



A fellow Toastmaster and I were watching a rerun of "M.A.S.H." on TV when the wealthy, intellectual and snobbish Bostonian, Dr. Charles Emerson Winchester III, burst into a tirade and called an assistant a "cretin."

At the next commercial break, my friend said, "I wish I had a vocabulary as rich as Winchester's."

"You do," I said.

"No," he replied. "The words don't always turn up at the right time. Sometimes I have to dig for them. Sometimes I can't dig quickly enough."

"You need to do vocabulary pushups," I said.

"What is that?"

"Winchester may have been born with a silver spoon in his mouth," I said, "but he wasn't born a wordsmith. You develop a vocabulary the same way you develop muscles—by exercise. 'Vocabulary pushups' are exercises to strengthen your vocabulary.

"Here are some examples:

1. Have a dictionary at your side when you read. Look up every word you can't confidently define.

2. Keep a notebook handy when you read. Write down each new word and its definition. If you are violating rule number one, at least jot down the word and look it up later.

3. Never violate rule one and two at the same time.

4. As soon as possible—within 24 to 48 hours—use each new word in conversation. Use it or lose it.

5. Review your notebook. Next time you come across a word in your notebook that you can't define, look it up

BY GEORGE HENNENFENT

You develop a
vocabulary
the same way you
develop muscles—
by exercise.

again and reenter it in your notebook. This will help you identify words that are difficult for you. Writing them again will help reinforce what you are learning.

6. Periodically dictate a list of words and definitions from your notebook onto a cassette tape. Listen to the tape while doing a physical activity requiring little concentration or at night before you go to sleep.

7. Make a set of flash cards. If you want a ready-made set, contact the Visual Education Association in Springfield, Ohio. You may find products by this company at a college book store.

8. Study words and their history. A good place to begin is *English Words From Latin and Greek Elements* by Donald M. Ayers. Not only does this text provide an introduction into the history of our language, but it is a textbook for learning the Latin and Greek roots of words. The exercises in this book are useful and will help you understand and retain the definitions of words.

9. Buy a vocabulary building program for your computer. Basically this is a set of flash cards on floppy disk, but there are programs that allow you to add your own words and definitions. There are several programs available."

"Whew," said my friend. "I'm exhausted. That's quite a workout."

"With practice, it gets easier. Obviously, it's better if you work into it gradually," My friend said that he would try.

Some time later my friend and I were watching "M.A.S.H." again. Radar O'Reilly was sitting in the mess tent staring off into space while his food grew cold. He was obviously lost in deep thought. Hawkeye walked by and said something to the effect of "Radar, you look pensive."

"No," said Radar. "I'm just thinking."

My friend and I laughed. This time he didn't have to dig for the word. He got the joke. □

George Hennenfent, a member of Galesburg Club 4951-54 in Galesburg, Illinois, is an attorney and free-lance writer.

Creating an Image With the Right Sounds

Consider word choice and rhythm.

BY LENARD D. MOORE

When preparing an effective speech, the first step is to create an image through the use of concrete language. Adjectives and "color" words help the audience to remember and visualize.

Consider the following sentence: "The car speeds through the parking lot." This sentence contains little that is memorable. On the other hand, "The blue Volkswagen speeds through the parking lot," is descriptive and can be more easily remembered.

Certain words, such as "windblown," "stillness," "barren" and "weathered," show the position and/or condition of an image. Let's look at the following sentence: "A log is on the bank of the swamp." This tells us nothing about the log. "A rotten log is on the bank of the swamp," however, lets us know its condition.

Words such as "rancid," "rank," "fresh" and "smelly" will strengthen a description. Yet, in contrast, there are certain adjectives that are implied and therefore need not be used. Consider: "The garbage is scattered beside the container." We don't need to say rancid or smelly garbage because we already know that garbage smells.

Besides word choice in creating an image, there must be a consistency of rhythm. Alliteration, for example, is an effective tool for creating certain sounds such as "the thin tin man." Listen to the "t" and "th" plus thin/tin.

Also, exhaling when stressing the "t" of "th" sounds creates greater emphasis. Alliteration reduces monotony.

Innovation is the key
to originality, and
gives you an edge
over other speakers.

Assonance may also be used for sound effect. Other important points to remember about sound effects are: proper breathing; stressing important words; proper syntax; keeping the rhythm flowing smoothly; and using strong verbs.

I have found these devices advantageous. For instance, when entering our club's international speech contest, I wanted to try something new, and incorporated a few poetic devices into my presentation to blend the sounds. I won the contest and then went on to district competition.

Sometimes in a club setting, your evaluator helps you prepare for your next speaking engagement by telling you what he/she liked and disliked in your speech. It's wise to review these comments and determine which suggestions to use. There is always room for improvement.

When writing your speech, use "magnetic" words, those with impact. Carefully pronounce various consonants to find those with pleasant sounds, then begin your word with that consonant. For example, the letters "V" and "B" sound good. You want to eliminate as many harsh-sounding words as possible.

Assuming that you have selected the right words for your speech, do these words lend themselves to good gestures?

Are you capable of holding your audience's attention through the entire speech? If your answer is no, perhaps you have no vocal variety or your vocal projection is too flat. Take ten to fifteen minutes daily to correct the problem.

Record yourself and listen to the range of your voice. Try to pinpoint where it rises and falls and where the roughness may appear. If you have found exactly where the sound aspect of your speech needs improvement, then polish it until it's smooth and effective. Be honest and give your speech the chance it deserves. For instance, a good thesaurus can help you add variety to what you say; practice adds variety to how you say it.

Another strategy for writing better speeches is to tape your favorite speaker and analyze that speech to determine exactly what made the speech effective. Pay close attention to the opening of your speech, edit it and experiment with different sounds. Innovation is the key to originality, and gives you an edge over other speakers.

A few final hints: always use proper syntax and diction. Make certain that it appeals to the senses, is organized and effective, and presents you and the material in the best possible light. □

Lenard D. Moore, a former Toastmaster, is Writer in Residence of the Wake County Arts Council and contributing editor at *Small Press Book Review*. He resides in Raleigh, North Carolina.



1988 Secretary of the Year Lil Sciortino says her Toastmasters training helped her win the award.

Up the Ladder of Success

Lillian Sciortino, a member of Pueblo Club 795-26 and Professional Secretaries International (PSI), has been awarded the prestigious "International Secretary of the Year" award. She credits her Toastmasters training for giving her the motivation and skill needed to beat the tough competition.

After winning the division and Northwest district competitions, she was selected one of four finalists to compete for the highest honor a secretary can earn at the PSI Annual convention in Kansas City. The finalists were asked a series of questions by the local media in front of 1,400 convention attendees. Judging was based on overall image and answers to judges' questions.

After the contest, Sciortino was told by the judges that she didn't appear nervous. "I wasn't," she said. "Before I went on, I was cracking jokes and laughing. I told myself I didn't have to win—I just wanted to avoid saying something stupid."

Sciortino joined Toastmasters two years ago with the goal of eventually becoming a communications consultant and giving motivational seminars. "Table Topics has been especially helpful in building confidence because you learn to respond to questions immediately," she said. Her training also taught her to add humor to her presentations. She plans to have her CTM completed soon, and has two workshops planned as part of her ATM credit.

In her role as "Secretary of the Year" she will represent secretaries throughout the world as a role model, and will try to create more interest in the profession.

Asked what advice she would give a new secretary, she replied, "Strive for excellence in your career. Make short and long-term goals and work toward them. Remember that you are part of the team."

Sciortino lives by her own advice. She is a proven team member in her career as executive secretary to the Assistant Superintendent Administrative Services for Pueblo School District #60 in Pueblo, Colorado, as well as being an enthusiastic Toastmaster.

T. Vincent McIntyre In Memory of a Past President

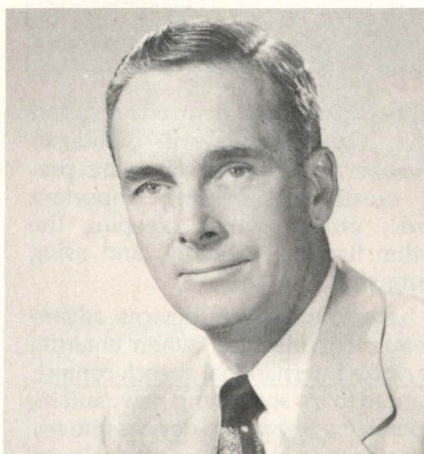
T. Vincent McIntyre, Toastmasters' International President in 1956-57, died on October 15 at the Hospice of Southeastern Ohio Care Center. He was 80 years old.

He will be fondly remembered for his friendliness, affability and dedicated service to this organization.

President McIntyre's extroverted personality related to his presidential theme, "The Challenge of the Future," which dealt with his emphasis on the value of learning interpersonal as well as external communication skills. "Our increasing size might be interpreted as tending to jeopardize 'person to person' intimacy, which has made us great," he wrote in his President's Message in October, 1956. "It is our responsibility to meet that challenge so that we may not grow remote from our membership."

During President McIntyre's administration, membership was around 70,000 and the Board of Directors adopted several important changes in the organization's structure. For example:

- Toastmasters Founder Ralph Smedley was given a life-time honorarium and was relieved of all corporate activities so that he would have more



time to devote to his duties as Educational Director.

- Club membership was limited to 40 members .

- The present structure of eight regions was created, and divided into 16 zones. Each zone was allowed to nominate one candidate for the Board of Directors.

- The Board's amount of standing committees was reduced from 14 to 7. Moreover, the number of members in the Nominating Committee increased from 7 to 11.

- The title of Toastmasters International's chief operating officer was changed from Executive Secretary to

Continued on page 21

An Exciting Event

Upon receipt of Terry McCann's memorandum concerning our new club in Moscow, I rushed right down to present the release to our local weekly newspaper. They printed the story in the next issue.

What an event!

*Frank I. Spangler
International President 1962-63
Whitewater, Wisconsin*

Editor's Note: A good way to get your story covered by the media is to present the material in person.

A Network of Bulletins

Just a thank you note for including Janie Tippins' request for bulletin exchanges in your June and July issues.

In April, I accepted the responsibility of being the editor of the newly chartered Unity 1 Club 6803-28. Although I have 12 years experience as editor of another newsletter, I really knew nothing about Toastmasters and accepted this position to help out the club.

I am learning fast, thanks to Janie Tippins. She sent the names and addresses of the other editors who responded to her request to those of us who sent her copies of our bulletin. What a neat way to find out what is happening around the country! I have now struck up friendships with many other editors, and look forward to continue doing so.

Our club is only a year old, and as beginners we are learning as we go. Knowing what other clubs are doing helps us plan our own contests and activities. This network is terrific!

*Sharon A. Nail, Editor
Unity 1 Club 6803-28
Warren, Michigan*

Bulletin Exchange

We are interested in improving our club bulletin and hearing about the activities of other clubs. Please send bulletins to

*Carol Anderson,
1806 Kansas Ave.,
Kansas City, Kansas 66105*

*Carol Anderson
Colgate Breakfast Club #6882-22
Kansas City, Kansas*

No Smoking, Please

In October 1983, I made my first visit to a Toastmasters club and it was nearly my last.

Having cultivated a tremendous fear of speaking, I was very hesitant to seek out a club. In fact, I had thought about visiting one for seven years.

After the meeting, I certainly could see the benefits of membership, but unfortunately, I couldn't get out of the room fast enough. It wasn't my anxiety that caused my hurried departure; the fact was, I had just been "smoked out."

For two hours, I had endured a scene which resembled an Australian bush fire. Smokers to the right of me and smokers to the left of me. There was no escape!

Undaunted, two weeks later, I visited that club again; for the last time.

Although I had been smoked out of that club, I had not been smoked out of Toastmasters. Convinced of the many benefits of membership, I sought out a club with fewer and/or more considerate smokers.

Two years later, as president of MDI Club 2764-69, I introduced the "Consideration Rule," which only allows smoking during breaks.

I recently was reminded of my introduction to Toastmasters when I attended a division speech contest dinner. Unfortunately, ash trays had been placed on all tables, therefore indicating the acceptance of smoking.

A minority, spread throughout the room, chose to light up, to the obvious discomfort of others. Regrettably, some non-smokers found it necessary to leave the dinner and speech contest. What a shame that a good dinner and speech contest were spoiled for some by cigarette smoke. Those who left were potential members.

In light of my experience, I suggest that ash trays should not be placed on tables at any Toastmasters functions and that smokers be courteously requested to refrain from smoking during the meeting, dinner or speech contest.

Please remember that thought and consideration cost little and may even gain new and valuable members for your club.

*Paul Spottiswood, CTM
MDI Club 2764-69
Brisbane, Queensland, Australia*

Enthusied Reader

After taking part in our division speech contest, I felt the urge to read and reread and study again very carefully the article titled "Wrap up Your Package and Give it Away" in the September issue. I was thrilled with the great suggestions for speech contests and for any speech for that matter.

I like Mr. Patterson's idea to "personalize your speech," but I've always had problems doing this. I was impressed with the way Mr. Patterson practiced his winning speech before 14 clubs and at least five times daily for two months.

This made me realize the price of persistence which I am sure always wins. I will be working along the lines he suggests in my next speech contest.

I look forward to many years of active association with this great organization.

*Louis A. Bernard, CTM
Yamaska Club 6019-61
St. Hyacinthe, Quebec, Canada*

Reversed Photos

I want to commend you and your staff on the excellent magazine you prepare each month. I usually find several articles containing valuable information and good ideas to be used in my life.

I must register a complaint, however, about the November issue. I believe that, because some of the pictures in this issue are obviously reversed, they lower the value of the image of this issue. The pictures of Dave Yoho on pages six and twenty-two are glaring errors; the photo on page nine is less obvious. The pockets and buttons on a man's jacket are dead giveaways.

This complaint aside, however, the magazine is very worthwhile reading. In this issue, the articles by Dave Yoho and Steve Burch are of greatest value to me. The article on impromptu speaking by Grant Gard, an extract from his book, is of enough value to me that I have already copied the points onto a card to carry in my pocket so that I may commit them to memory.

*Thomas A. Clark
Bellevue Breakfast Club 3369-24
Bellevue, Nebraska*

Continued on page 21



опарогрскос Цскысстбо

First Toastmasters Club Chartered in the Soviet Union

Russian Toastmasters learn communication skills at Moscow University.

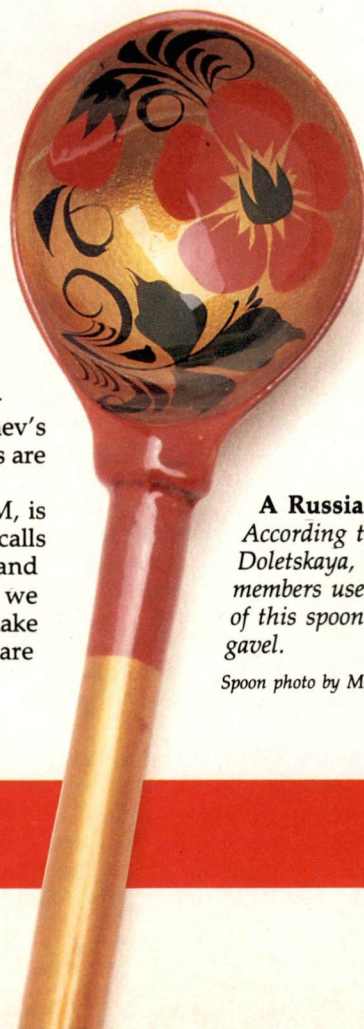
BY SUZANNE FREY

Toastmasters International has embarked on an unprecedented venture of historic ramifications by recently chartering its first club in the Soviet Union. This marks the first time a western-based service organization forms an affiliate in that nation.

Although 6700 Toastmasters clubs currently exist in 51 countries throughout the world, this club, Moscow University Club 7166-U, is the first in a socialist country.

The Soviet Union is notorious for its record of curbing its citizens' freedom of speech and assembly. But thanks to Soviet leader Mikhail Gorbachev's policies of glasnost and perestroika, these freedoms are now slowly becoming more of a reality.

International President Tom B. Richardson, DTM, is thrilled with the chartering of this new club and calls it "a very exciting opportunity to bring the East and West a little closer. . . It's especially meaningful as we celebrate our sixty-fourth anniversary of trying to make effective communication a world-wide reality. We are truly touching tomorrow today."



A Russian Gavel—
According to EVP Alyona Doletskaya, the Moscow club members use a large version of this spoon instead of a gavel.

Spoon photo by Mike Cornair

◀ Since there is no word for "public speaking" in Russian, the closest translation is "oratory art." This is how it is written in Russian.

It took the generosity of American Toastmasters and non-members alike, and more than a year of correspondence to break through the Soviet bureaucracy. But on October 15, 1988, the Moscow University club celebrated its first meeting.

Soviet citizens now can sign up for membership in the Moscow University club and learn how to eloquently express their views on any subject they choose. The club, which is open to the public, currently has 21 members, consisting mainly of third-year university students and English department faculty.

Alyona Doletskaya, educational vice president for the new club and a full-time English professor in the university's philology department, is ecstatic about the club. She said during a recent visit to California that Moscow University offers no courses in public speaking or speech communications, and that the Toastmasters club will fill a definite need since most Soviet citizens aren't trained in self-expression and tend to reserved and shy.

"Toastmasters International can play an absolutely decisive role in the development of communication skills in my country," she said — in perfect English. "There is a definite need for professional training in the work force, as well as for social and psychological training to increase people's self-confidence."

Comparing the art of speechmaking in the Soviet Union to that in the United States is "like comparing a pig with an orange," Doletskaya said. For starters, there is no word for public speaking in the Russian language. Information is scarce on that subject, public debate isn't encouraged and professions such as trainers, seminar leaders and professional speakers don't exist. "If someone, such as a politician, a teacher or a television personality, is a good orator, it's because that person has a natural, intuitive sense for it," she said.

When asked to name a Russian orator she admires, she hesitated a little, then mentioned Gorbachev. "He's a political thinker, he speaks well, and he gets a lot of exposure through television." She mentioned that he makes little use of gestures, but that's because "overt expressiveness and gesturing isn't a part of our cultural system, as it is in America or Italy."

Doletskaya, who holds the equivalent of an American doctorate degree in rhetoric, said the idea of starting a Toastmasters club at the university immediately piqued her interest, as she has always tried to incorporate information on "oratorical art" in her lectures. Because of the scarcity of teaching materials, she was delighted to find that Toastmasters International publishes a wealth of information on the subject.

"Why reinvent the wheel and try to teach speaking skills to my students when Toastmasters already has all these excellent manuals available?" She said she is "just amazed" over her country's new openness to freedom of expression and competition in the marketplace, and foresees a growing demand

Toastmasters can play an absolutely decisive role in the development of communication skills in my country."

Alyona Doletskaya

for diversified communications training.

The Soviet public's interest in the new Toastmasters club is evidenced by the fact that the new club made headlines in leading newspapers and even was covered on national television. "Bob Meyerson, the club's president, and I were interviewed about the club in a morning TV program—something like your show 'Good Morning America'—and we got to tell the viewers all about Toastmasters," said an excited Doletskaya. "We also spoke about the kindness and hospitality of the American people, and about our great plans for the future of this unique venture."

This interview was picked up by Cable Network News (CNN) World Report and broadcast to the United States and 119 other nations.

The Moscow University club meetings are conducted in English and adhere to TI's standard meeting format. But Doletskaya said that she doesn't yet know what to do with the function of Grammarian, since few members speak perfect English. "But based on my observations on this trip, (to the United States) neither do many Americans," she noted with a laugh.

The idea of starting a Toastmasters club in Moscow was conceived by Bob Meyerson, an American former Toastmaster who has lived and worked in Moscow since 1981. As editor for the English language edition of *Moscow News*, a weekly tabloid, he meets many American visitors with whom he gets to practice his communication skills. One such person was American Toastmaster Richard Belcher, whom he met in August, 1987, at a pep rally for the Moscow Marathon, in which Belcher was a contestant.

Meyerson delivered a speech welcoming the American athletes to Moscow, and Belcher subsequently complimented Meyerson on his presentation. Meyerson then told him he couldn't have done it were it not for his Toastmasters training.

Belcher, a member of Loudspeakers Club 4811-11 in Rochester, Indiana, was pleased to meet a fellow Toastmaster, struck up a friendship with Meyerson, and was receptive to the editor's suggestion to help start a Toastmasters club in Moscow. Because Soviet currency, the ruble, isn't convertible into U.S. dollars, the new club's membership dues would have to be paid for by donations from the West. Belcher, who is president of Rochester's First Federal Savings Bank, agreed to help raise the \$500 necessary for membership dues.

"I was really impressed with Bob," Belcher said. "I was taken in by his enthusiasm for Toastmasters and his personal gratitude to this organization and how it has helped him overcome his life-long phobia of public speaking."

Belcher said his fellow club members loved the idea of establishing a 'sister club' in the Soviet Union, and quickly raised the money. "I can't think of a better goal for our organization than to

Continued on page 30

Snappy Sources Shape Spicy Speeches

Use this cornucopia of fascinating facts
and titillating tidbits to amaze your audience.

BY CHARLES R. GRUNER

Charles Osgood of CBS broadcasting fame served as the featured speaker for the 1985 Georgia Association of Broadcasters meeting. In his humorous, well-received address he spoke of the hazards of predicting the future of anything, including the field of broadcasting. To exemplify his point, he quoted two "experts" who fell flat on their prognosticating faces: Commissioner of U.S. Patents Charles H. Duell who urged President William McKinley in 1899 to abolish the Patents Office. "Everything that can be invented has already been invented," he claimed.

Osgood also quoted the Chairman of the Board for IBM, Thomas J. Watson, who in 1943 remarked: "I think there is a world market for about five computers."

As do many effective speakers and writers, Osgood knows how to hold attention with unusual, startling, even amazing tidbits. He probably has in his library a fascinating paperback book called *The Experts Speak* from which he culled these gems. This book, by Christopher Cerf and Victor Navasky (Pantheon, 1984), gives us 307 pages of "experts" destroying their predictive credibility. For example, Irving Thalberg once warned Louis B. Mayer: "Forget it, Louis, no Civil War picture ever made a nickel." That was a reference to the movie "Gone with the Wind." Likewise, theater impresario Mike Todd saw the New Haven tryout of a new musical, and remarked to columnist Walter Winchell: "No legs, no jokes, no chance." He was talking about "Oklahoma," which ran for 2,248 performances on Broadway.

A copy of *The Experts Speak* should belong to every writer or speaker and

A copy of *The Experts Speak* should belong to every writer or speaker and be used as a tool to snap audiences to attention.

be used as a tool to snap audiences to attention with these "gee whiz, I didn't know that!" failed prophecies.

In addition to *The Experts Speak*, many other similar books are available. Most of these would be classified as books of "trivia," in demand today because of the popular Trivial Pursuit games.

One important exception to this classification is *Significa*, by Wallace, Wallechinsky and Wallace (E.P. Dutton, 1983). These authors appropriately chose "Significa" as their title to indicate the opposite of "trivia." It is their claim that the information in *Significa* is so significant that every American should know it. (They don't, of course.)

For instance, a random opening of the book (p. 154) tells us that President Reagan's proposed military budget (for 1984?) would cost the U.S. \$38 million dollars *per hour* for five years. Just above that piece is the news that the fourth crypt of the Tomb of the Unknown Soldier is empty. Designed to hold the remains of an American serviceman killed in the Vietnam war, it is unused. Reason: only *four* of the dead and recovered American soldiers from that conflict remain unidentified and, thus, "known only to God;" and not one of

them meets another qualification: that 80 percent of the body had been recovered.

The three authors of *Significa* are also responsible for three other books presenting material ranging from trivia to *significa*, depending upon the reader's perception. These are *The Book of Lists* and its follow-up volumes, numbers 2 and 3, containing a wealth of interesting material in list form. You may read about "10 People Who Hated Portraits of Themselves;" "9 Unusual Disasters;" "10 Places Whose Residents Consume the Most Alcohol," etc. I particularly enjoyed the list of Dr. Laurence J. Peter (*The Peter Principle*): "10 Famous Historical Persons who Rose to Their Level of Incompetence." Number one on this list is "Socrates, a competent teacher who reached his level of incompetence when he became his own defense attorney."

Columnist Sydney J. Harris produced a slim paperback titled, *Would You Believe?* (Argus, 1979), subtitled "Being a Compilation of Fascinating Facts, A Compendium of Arresting Anomalies and a Treasury of Tremendous Trifles. Designed to Titillate the Credulous and to Edify the Cognoscenti with Dazzling Diversity." This offering represents the best of what Harris used in one of his most popular syndicated column features, "Things I Learned en route to Looking Up Other Things." From him we learn things such as "The liver is so called because it was formerly believed to be the blood-giving organ that sustains life." Another: "The tea clipper ship, the famous *Cutty Sark*, was mischievously named by its respectable Presbyterian captain after the Scottish nightgown then worn by women of loose morals."

Another book that is heaped with items that can awaken your audience is William Poundstone's *Big Secrets* (William Morrow, 1983). It is just what its title implies: full of information that the general public is not supposed to know. There is the formula for Coca Cola, Kentucky Fried Chicken ("eleven secret herbs and spices"), and many other "secret" family and commercial recipes. *Secrets* tells you how to "beat" the Rorschach ink blot test; all the Freemason rites; how playing cards are marked; how magicians Doug Hennig, David Copperfield and Harry Blackstone perform their amazing "magical" stage illusions.

The book even reveals where the remains of Walt Disney are buried, dispelling the rumor that Walt was frozen by the cryonic method, to be thawed and resuscitated when future medical science advances to that stage.

Scot Morris's *The Book of Strange Facts and Useless Information* (Doubleday/Dolphin, 1979), is not just great fun

to read, but abounds in little mind-grabbers. Did you know that, in Oklahoma, it is against the law to get a fish drunk? That the music to "Twinkle, Twinkle, Little Star" was written by Mozart, at the age of five? That a horse named Broker's Tip won only *one* race in its entire career, but that race was the 1933 Kentucky Derby? That

attention-arousing plums was recommended by Earl Nightingale: *The Dictionary of Misinformation*, by Tom Burnam (Ballantine, 1975). I consider myself a skeptic, and Burnam's book has deepened that skepticism. This book exposes the many myths, lies, mistakes and nonsense that we all "know." The misinformation has been fostered by the

It goes without saying that a speaker should have a good dictionary and a good thesaurus.

it is legal to duel in Uruguay, as long as each duelist is a registered blood donor? That the California license plate of Lawrence Welk's car reads A1 AN A2?

Every speaker should consult an almanac. It might be that the date of your speech corresponds with some momentous or comical event in history. I prefer my copy of Laurence Peter's *Peter's Almanac*. It is out of print, but you may be able to find it at a garage sale, as I did.

If speaking on July 14, which also happens to be Bastille Day, you might mention that you hope not to wind up today as did Billy the Kid on this date in 1881. That is the date he died at the hands of Sheriff Pat Garrett. If speaking on November 21 you could, in your speech introduction, fulfill all your obligations for that day by saying "hello." November 21 is "National Hello Day," and is sponsored by Hello Day International. Observers of that day are required to say "hello" to ten persons to whom they have never before spoken.

It goes without saying that a speaker should have a good dictionary and a good thesaurus. In addition, at least one good book from which to garner "quotations" is useful. I usually pull from my shelf Bergen Evans' *Dictionary of Quotations* (Avenel, 1978); a paperback copy of George Seldes' *The Great Quotations* (Pocket Books, 1970); Lewis C. Henry's *Best Quotations for All Occasions* (Fawcett, 1955); and Edward F. Murphy's *The Crown Treasury of Relevant Quotations* (Crown, 1978). Laurence Peter's *Peter's Quotations* (Bantam, 1980), a current paperback, is my favorite for "speech-spicing."

And of course, you should keep a copy of the latest edition of *The Guinness Book of World Records*.

My favorite book from which to select

mass media, advertising, movies, and sloppy reporting. Following are a few examples:

Abner Doubleday did not invent baseball. Edison did not *invent* the electric light. Bell did not invent the first workable telephone. Lincoln did not write the Gettysburg Address on the back of an envelope. Robert Fulton did not invent the steamboat; nor was his vessel named *The Clermont*. Speaking of ships, the *Monitor* did not fight a Civil War naval battle with the *Merrimac*; the Confederate ship was named *The Virginia*, but historical fact lost out to the lure of alliteration.

There is no proof that Betsy Ross designed and sewed together the first "Old Glory;" likewise there is no proof that Galileo ever *entered* the Leaning Tower of Pisa, let alone tested his theory of gravity from its top. (Burnam tells us that *many* of the stories about Galileo are unfounded). Furthermore, the vast majority of forest fires are caused by lightning, despite Smokey the Bear's propaganda that "only you can prevent..." And Joan of Arc was never a French citizen; she was a native of Lorraine. Practically all educated Europeans in the time of Christopher Columbus knew that the earth is spherical, not flat... The list is endless. Burnam gives us 336 pages of eye-openers.


Enjoy these sources and use them frequently to spice up your speeches and entertain your audiences. □

Charles R. Gruner, Professor of Speech Communication at the University of Georgia, is the author of *Understanding Laughter: The Workings of Wit and Humor* (Chicago: Nelson-Hall, 1978). He is author/co-author of three public speaking textbooks, and a number of scholarly articles and papers.

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UPDATE

Continued from page 14

Executive Director. The Executive Director also was awarded the title of Secretary Treasurer and given a vote on the Executive Committee.

A charter member of Zanesville Club 257-40, chartered on December 28, 1943, McIntyre inspired many members by his example. District 40 still has an award established in his name.

"Vince was very well-liked, he was one of the friendliest presidents we've ever had. Everyone was really fond of him," said Joe Rinnert, who was legal advisor on the Board during McIntyre's administration and International President in 1946-47.

McIntyre was a graduate of University of Notre Dame in 1930 and had been a real estate broker since 1938. Heavily involved in local civic activities, he served three terms as president of the Zanesville Real Estate Board and also served one term on the Board of Governors of Ohio Real Estate Association.

From 1945 to 1948, he was chairman of the Zanesville Planning Commission. He also served as president of Zanesville Terminal Warehouse, Inc., from 1940 to 1957.

Toastmasters International extends its heartfelt sympathy to President McIntyre's wife, Elizabeth, his two daughters and four sons, and to the rest of his family and friends.

LETTERS

Continued from page 15

Right-brained Leadership

I attended the Washington, D.C., International Convention as a guest of a Toastmaster and thoroughly enjoyed the entire event. I was particularly impressed with the wide variety of topics in the educational sessions, especially "The Zen of Leadership." I thought Donn Le Vie did a great job of presenting a fresh perspective on "creative leadership." His analogy with Zen and use of metaphor as well as humor contributed toward my newfound outlook on developing leadership skills.

As a manager of training, I know that future management trainees will be receiving the traditional and the in-

tuitive, right-brain approach as proposed by Mr. Le Vie. Thanks for providing the forum so that these different, creative perspectives can be shared with members and guests.

Tricia St. John
Albuquerque, New Mexico

Hooked on Conventions

Many thanks for such a super magazine. I always enjoy reading it and have 99 percent of the issues since I joined in February, 1980.

In the October issue, page 15, the top of the page shows the District 69 Secretary and myself receiving Hall of Fame awards. They were *not* "Derby's Distinguished Awards;" they were being accepted by me on behalf of the 1987/88 District Governor, John Simpson, ATM. I am the District Governor for 1988/89 and the caption actually indicates this.

I look forward to attending the next convention because I'm now "hooked" on conventions. Thank you for all the effort you put into a great magazine.

Jan Derby, District 69 Governor
Brisbane, Queensland, Australia

Editor's Note: We regret our error.

Public Speakers International

I agree with Finian Power in the August issue that indeed it is time for a name change. Not only does the term "Toastmaster" connote the convivial notion of one who leads in the giving of toasts (and the downing of alcoholic beverages), but it connotes maleness as well as competence, or mastery.

I have just given a speech called "Dear Toast People," exploring the absurdities in trying to find nonexistent terms—for example, there is no female form of "fellow" to use in our club name, "Fellow Yawners"—while still asserting that we must try to remove vestiges of discrimination from our language. We must become good diction critics of our whole organization as well as of our individual speeches.

Here's to Public Speakers International!

Dorothy Mack
Yawner's Club 982-7
Corvallis, Oregon

Editor's Note: This letter was signed by 10 additional club members.

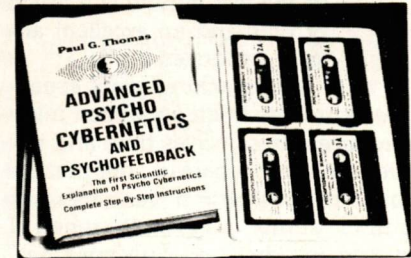
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Organized Speech Development

Use this method to avoid anxiety and procrastination.

BY TOM POWELL, CTM

Waiting to prepare a speech until the last minute is a waste of time and an excellent anxiety producer.

Approaching your speaking assignments in an organized manner reduces stress, saves time and improves the effectiveness of your presentations. Procrastination cost me two beautiful sunny weekends when I prepared my first two club speeches. Each speech was only six minutes long, but the anxiety caused by procrastination caused me to be hypercritical.

I couldn't select the "right" topics; my ideas were clouded and didn't match the objective of the assignments; flow was nonsensical. The total of this equalled frustration and resulted in unproductive rehearsals. I needed to get organized and learn to spend my time more efficiently.

I developed a method that organizes and streamlines the speech development process by dividing it into four distinct parts:

1. topic selection
2. data collection
3. speech development
4. rehearsal

Topic Selection

To prepare for my third speech I made a list of ten possible topics. Some were specific, others were broad. Of course, each topic was of particular interest to me, but I ultimately selected topics appropriate for a manual speech and the audience. I created a reading file for each topic and have since added several more subject files.

Next, I browsed through the Com-

Select a topic from your subject files about two weeks before the scheduled speech date.

munication and Leadership manual and matched my potential topics with manual speeches. For instance, some topics were better suited to a "show what you mean" speech, while others were better for a "work with words" assignment.

Data Collection

Now whenever I read newspapers, magazines or books, I copy or cut out articles relevant to my selected topics. Doing this for even two months provides enough material to write several speeches. Very little effort beyond daily reading is required to keep your files full of valuable current information, and steps one and two of the speech development process are essentially complete at all times.

One drawback is that you end up with more material than can comfortably fit into a 5-7 minute speech. However, this extra material can be useful when you are Topicmaster.

Speech Development

Since you already have all or most of the data needed, development time will be minimized. Don't wait until the last minute; select a topic from your subject files about two weeks before the

scheduled speech date.

After you have selected a topic, go through your file to determine if additional information is needed. Decide on the main points you wish to make, and outline the speech to create an organized opening, body and conclusion.

As you develop your reading on your topic, relevant information will become apparent. Once you have collected the data, re-read the Communication and Leadership manual to ensure your speech meets the objectives of the assignment.

Rehearsal

Once you have outlined your speech and written a draft, rehearsal is essential. Write out the entire speech and begin practicing by reading the draft. The speech usually changes quite a bit during the first few rehearsals. By planning ahead and focusing on one step at a time, you'll become familiar with the material and rehearsals become more productive.

The advantages of developing speeches in this manner are obvious. You will read more, looking for pertinent information for your subject files. Relevant articles will begin to catch your eye and you will become more knowledgeable on the subject. By collecting materials for future reference you save research and travel time. Segregating the process into four parts gives you a clearer focus on each step, and your efforts become more effective. Starting the development process early helps eliminate the anxiety associated with procrastination.

This process has proven successful for me. I had to force myself to give the se-

Brevity is the Soul of Wit

BY GARY MULDOON

Nothing is worse than guests who overstay their welcome.

Audiences feel the same way about long-winded speakers, as was evidenced during America's recent national political conventions. I watched the conventions and debates from a Toastmaster's point of view, trying to discern what made a great or poor speaker. I saw plenty of both.

On the Democratic side, I saw the hapless Bill Clinton, governor of Arkansas, who nominated presidential candidate Michael Dukakis. After 20 minutes of covering his speech, the networks cut to their reporters on the floor for "How boring is he?" reports.

Clinton, a former Rhodes scholar and apparently a well regarded governor, lost his audience completely. As the *New York Times* put it, he "brought a 19-page speech to a hall that had barely five pages of patience." His speech was an object lesson in how not to ingratiate oneself with an audience.

Governor Clinton stuck rigidly to his text, ignoring flashing light on the podium and "cut it short" gestures from the crowd below. He read virtually every word of his prepared speech, though much of it fell on deaf ears.

The purpose of his speech—communication—was lost. Perhaps he viewed the speech as did the doctor who said the operation was a success, but the patient died.

I empathize with Governor Clinton. I know well the feeling of wanting to convey everything I know about a subject to the audience.

But this doesn't have to be a problem. Here are some solutions:

- **Time your speech.** Give it a run-through several times. Find out how long it will last.

- **Overestimate the time it will take.** The audience expects that a

speaker who asks for eight minutes will speak that long, give or take a few seconds. But if you ask for eight minutes and speak for just six minutes, the audience is indebted to you for the difference.

- **Leave sufficient time for audience reaction.** This is particularly true with humorous speeches.

- **Know your audience.** If you're the last speaker, realize that this has an effect on how the audience will respond.

Never saturate the audience with "everything they ever wanted to know" about something—instead, leave them wanting to learn more. Part of Fred Astaire's secret was to make his performance perfect, then cut it by two minutes.

- **Be flexible.** Be ready to change your speech, if necessary. Your speech should not be carved in stone. When preparing a speech, pick out paragraphs that can be omitted if your time runs out; portions that can be sacrificed without impairing the flow.

- **Learn to be brief.** A rambling or ponderous speaker can have an audience tearing out its collective hair after two minutes. Winston Churchill once gave a three-word commencement address: "Never give up." These few words probably made more of an impression on that graduating class than any lengthy speech could have.

- **Use humor.** Time slips by quickly when the audience is laughing.

- **Prepare your speech.** Take the time to make it brief. This is what Cicero meant when he said, "If I had more time, I would write you a shorter letter."

Gary Muldoon is a lawyer and a member of Postprandial Club 3259-65 in Rochester, New York.

cond manual speech three months after my Icebreaker. Since I became more organized, I gave eight speeches in eight months.

Try this four-step process. You may discover that you'll reduce anxiety, present more effective speeches and have

more free time to enjoy those beautiful sunny weekends. ¹

Tom Powell, CTM, is a member of the High Noon Club 505-56 in Houston, Texas. He is Regional Manager Finance and Administration for Union Pacific Resources Company.

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How to Work With the Media

The more relaxed and prepared you are in an interview, the better you'll come across.

BY LIN GRENSING

What would you do if you were sitting at your desk one afternoon and your secretary buzzed you to say, "I have a reporter here to talk to you?" Or, if you were invited to appear on a radio or television talk show to discuss some aspect of your Toastmasters involvement, your profession or company?

If you haven't had a lot of experience with the media, your answer to this question might be, "I'd faint." But interviews don't have to be difficult or frightening. By following a few simple guidelines, even the most reticent speaker can come across on TV as poised and professional.

Being prepared to give interviews—or seeking out the chance to be interviewed—can give your career a real boost. If your name is seen in the paper or regularly heard on the news, you'll soon develop a reputation as an authority in your field. You might be contacted for an interview either by the reporter or editor or by a company public relations representative.

In either case, your preparation and concerns will be the same.

What are they looking for?

The first thing to do when you're asked for an interview is to find out exactly what the reporter is looking for. You'll want to know such things as:

1. The name of the reporter and the publication.
2. Specific reasons for the interview and how much time will be needed.
3. How the reporter plans to use the interview—strictly as background, as part of a general article on the subject in which others will also be quoted, or as the basis for an entire article.
4. Whether the reporter has already talked to anyone else.
5. When the story will appear.

Then spend some time finding out about the reporter and the publication on your own. Is the newspaper local? Is it the only local paper or one of many? What journalistic and/or political slant does the paper take? Based on the slant of the paper, are your viewpoints likely to be portrayed in a positive or negative light?

Illustration by Dirk Hagner

Take a look at some of the reporter's previous articles. Is he/she a good writer? How is the material presented? If possible, get more information from others who already have been interviewed by this reporter.

Where should you meet?

Reporters usually want to meet with you in your office or workplace, but sometimes prefer to meet on "neutral" territory—at a local coffee shop, for instance. Before you agree to a meeting place, consider the impression the setting will bring to readers. The reporter will, no doubt, describe the setting in the article as background (if it's for television, viewers will actually see the setting). You probably won't want to be seen at a seedy bar or in a hotel lobby. Choose the setting carefully.

Preparing for the interview

Never enter an interview situation "cold." In case of a "hot" story, you may only have a few minutes advance notice in which to prepare yourself.

Following are four steps for interview preparation:

1. Anticipate the questions

Try to anticipate what type of questions will be asked, then decide how you will answer them. Write out your responses. Plan for both the obvious questions and the "ringers" that might be thrown your way.

If possible, see if you can get a colleague or friend to "brief" you by playing the role of the interviewer. Have him/her ask tough questions to give you a taste of the "worst-case scenario." The more prepared you are, the better you'll be able to respond during the interview and the better you'll come across.

It's important to know in advance not only what to say, but how to say it.

2. Know the facts

Take some time to look over historical and factual information on your company (if this is a job related interview) and on the topic you'll be addressing.

Be as specific as possible. Reporters are looking for facts and figures—not generalities. Don't say, "we expect this project to bring in a lot of money"; try to estimate how much money.

Have the facts written out and "at your fingertips" during the interview. The reporter will appreciate your thoroughness.

3. Dress appropriately

You might think that if you're being interviewed for a newspaper or magazine and no photos will be taken, your attire won't matter. Not true. Even newspaper reporters like to "paint a picture" for their readers. Even though readers won't be able to see what you're wearing, chances are that the

Guidelines for a Successful Interview

1. If you don't want to see it in print or hear it on the radio or television—don't say it. Speaking "off the record" is not a way to avoid publicity. If an interviewer really wants to use the information, he/she will.
2. Be responsive. Make your point quickly. Don't bore the interviewer so that he/she misses your point.
3. Remain calm and collected—even when you're dealing with an antagonistic reporter.
4. Be open and honest. Don't evade questions. If you can't answer a question, say so.
5. Keep your answers short.
6. Use examples whenever possible to illustrate your point.
7. Never let a reporter put words in your mouth unless you agree with the statement being made.
8. Don't feel that you have to accept a reporter's facts or figures. If you disagree, say so and state why.
9. If you feel that a question is inappropriate, don't answer it.

Find out exactly what the reporter is looking for.

reporter will describe it. You don't want to be described as being, "dressed in a blatantly seductive dress, with a neckline plunging nearly to her waist." Or, "his clothes seemed to fit a golf course more than an office. In fact, he even sported a well-worn pair of tennis shoes."

You should dress for the audience you're reaching. If you're a general manager at a manufacturing firm appearing on local television to discuss a new product that will boost the local economy, dress as you usually would at work—if that means jeans and a T-shirt, appear in jeans and a T-shirt. If, however, you're being interviewed for a business publication, you may want to wear a business suit. Always ask yourself what the viewers would expect you to be wearing.

Simplicity is the key for selecting your attire. Avoid flashy clothing in unusual styles or colors, dangling jewelry, overdone make-up, contrived or unnatural looking hair styles. Choose an outfit you already own that you feel comfortable in.

If you'll appear on the air, there are additional concerns. Avoid light-colored clothing and wear darker shades and solid patterns. The best colors are tans, blues and medium grays. Bright white reflects too much light, black may make you look too harsh. Busy patterns are distracting. You want viewers to pay attention to you—not your clothing.

Also remember that if you wear glasses, the glare from the lights may make your eyes look as though they've "disappeared." If you must wear glasses, avoid some of the glare by angling your head so the light won't hit you head on.

Continued on page 29

DTMs

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

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Susan Martin, 161-5
Alex Bowie, 851-5
Thomas C. Dachelet, 1013-6
Rudy G. Bischof, 3714-7
Mick Gray, 3777-17
Lavone F. Carlson, 193-22
Mary E. Horne, 2282-23
Ted Hoffman, 6191-25
Coni Kelsey, 1174-32
Ralph R. Walker Jr., 241-37
Leo E. Ellis, 2695-39
Shirley M. Sarens, 1084-42
Ben R. Jenkins, 1327-44
Craig C. Bate, 2099-46
Edwin G. Young, 109-56
Lloyd Mardis, 966-56
Russell Reddoch, 3834-63
Dolores M. Clayton, 5479-68
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Louise H. Voermans, 4203-73

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Gail C. Lee, 5625-29
Roger R. Langley, 898-36
Ben R. Jenkins, 1327-44

ATM BRONZE

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Henry Greenberger, 212-1
Alan C. Kohls, 4619-6

"Some men dream of worthy accomplishments, while others stay awake and do them."

Anonymous

James D. Miller, 5369-6
Laneta M. Mueller, 701-7
Richard Schneider, 454-16
Richard E. Smith, 4101-16
Judson A. Fisher, 1068-28
S. Kay Carlow, 1871-29
Jack L. Breech, 887-33
Kathie Pendrigh, 577-42
Ben R. Jenkins, 1327-44
John A. Curtiss, 1425-47
Mikel Landa Camacho, 2900-52
Doris B. Wright, 1453-58
David W. Gore, 3473-72

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Margaret de Guenera, 346-F
Chester L. King, 519-F
Sabine Goldberg, 1348-F
Tito Parola, 1648-F
David P. Kasperick, 2488-F
Gayle Levine, 3280-F
Bill Slippy, 3733-F
Darrell K. Zeller, 4039-F
Gary P. Petry, 4220-F
Robert Hollis, 4836-F
Peter Bryce 3995-U
Tom Casault, 280-1
Joe Nicassio, 1377-1
William D. Ward, 389-2
Paul S. Beveridge, 626-2
Connie L. Huzar, 1994-2
Thomas Hayes, 2713-2
Marjorie Reynolds, 3020-3
Mario A. Santos, 1881-4
Bil Lewis, 2117-4
Dolores Talley, 3572-4
Shirley Potasz, 4368-4
Bernard Ames, 5707-4

Hal Slater, 5315-5
James M. Clark, 1392-6
Gordon Staff, 2248-6
Jeanne Truedstedt, 4535-6
Ed Reich, 4807-6
Richard A. Price, 1353-7
John Vaaler, 3964-7
Wolter Van Doorninck, 4428-7
John G. Clayton, 5654-7
Shipra Somani, 51-8
Virginia B. Allen, 4193-8
Kenneth Vorhees, 1940-9
Amanda Meitz, 102-10
Ray Warner, 1716-10
Clair H. Redmond, 358-14
Colin James Decker, 1713-14
Millie Paradiso, 5307-14
Phil Tucker, 2317-15
Bill Carlston, 3723-15
Zana U. Jakobsen, 4846-15
Richard E. Smith, 4101-16
Bill Rollins, 2094-19
Jeannine Schulze, 2388-19
Agnes Barr, 2701-19
James Federer, 3250-19
Jacqueline Schneider, 4477-19
Walter Keller, 600-20
Naomi Anderson, 5399-20
Julie Briese, 4050-21
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Betty McKinley, 4509-23
Gerald P. Wallin, 403-24
Roy Anderson, 1101-24
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Renetta Wilson, 4721-25
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Joyce Marie Jones, 6437-25
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Wilma Miller, 5563-26
Kathleen M. Schoen, 1535-28
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Philip H. Etzel, 3594-36
Kermit R. Carr, 4187-37
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Leyla Caldwell, 4867-37
Michael Lands, 4922-37
Ronnie Thompson, 5333-37
Marion E. Hughes, 6177-37
Edith Silberstein, 1189-38
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Fred Gratke, 1524-38
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Impromptus 4020-F

Santa Ana, CA-Wed., 7 a.m., U.S. Postal Service, GMF 3101 W. Sunflower, Conf. Rm., (714) 662-6254
Edo 5153-U

Tokyo, Japan-3rd Wed., 7 p.m., Hakuhodo, Inc., 2-7-3 Tokyo Bldg. Marunouchi Chiyoda-Ku (03) 351-1137
Rishon 5494-U

Rishon Le Zion, Israel-alt. Tues., 8:30 p.m., Na'Amat Hall, Histadrut Bldg., Rothchild St., (03) 9643339

Moscow University 7166-U

Moscow, USSR-Sat., 3:30 p.m., Moscow University, Rm 1060/1st Humanities Bldg., 930-0191

Capitol Hill 5678-2

Seattle, WA-1st & 3rd Fri., 7 a.m., Group Health Coop., 300 15th Ave. E., (206) 325-6963

SUN 2736-4

Mountain View, CA-Fri, noon, Sun Microsystems, 2550 Garcia, (415) 321-5716
Noon Grabbers 5940-4

Sunnyvale, CA-Wed., 11:30 a.m., Navy Office, Lockheed Bldg. 181, 1233 N. Mathilda Ave., (408) 742-3759

Networkers 7168-4

San Jose, CA-Tues., noon, McDonnell Douglas, (408) 922-6372

Video Masters 2453-7

Portland, OR-1st Sat., 9

a.m., Portland Cable Access, 2766 N.E. Union

The Breakfast Club 263-11

Bloomington, IN-Thurs., 8 a.m., Indiana Univ. School of Bus., 10th & Fee, Rm. 201, (812) 337-6609

Toastmasters—Sunday 1547-11

Bloomington, IN-Sun., 7 p.m., Grad. School of Bus., Indiana University, (812) 337-6185

Articulate Accountants 7171-14

Atlanta, GA-Thurs., noon, 400 Embassy Row, 6600 Peachtree Dunwoody, (404) 390-2826

Severn Researchers 4920-18

Annapolis, MD-2nd & 4th Thurs., 11:30 a.m., David Taylor Research Ctr., Annapolis Lab., (301) 267-4981

Grinnell 5588-19

Grinnell, IA-Thurs., noon, Sullivan Rm/Brenton Bank, 4th & Broad, (515) 236-5768

Data Flow 3564-21

Victoria, B.C., Canada-Tues., noon, B.C. Systems Corp., 4000 Seymour Pl., (604) 389-3101

El Paisano 846-23

Albuquerque, NM-Fri., 7 a.m., Hispano Chamber of Commerce, 16th & Lomas NW, (505) 867-4391

High Nooners 3989-26

Greeley, CO-Thurs., noon, State Farm Ins. Co., 3001 8th Ave., (303) 351-5335

Lawrence Tech 2883-28

Southfield, MI-Lawrence Inst. of Tech., 21000 W. Ten Mile Rd., (313) 356-0200

WSU Cougars 2957-32

Puyallup, WA-Fri., noon, WSU Research & Ext. Ctr., 7612 Pioneer Way E., (206) 840-8536

Dynamic Articulate Speakers 5124-36

Washington, D.C.-2nd & 4th Wed., noon, Dept. of Admin. Services, 613 "G" Street NW, Rm 1105, (202) 727-2964

Calvert Cliffs 5959-36

Lusby, MD-Tues., noon, Calvert Cliffs Nuclear Power Plant, (301) 260-4416

HBA 4646-47

Maitland, FL-Wed., 7:15 a.m., Home Builders Assoc.

of Mid-Fl., 544 Mayo Ave., (407) 895-0113

Sheraton Grand 7170-47

Paradise Island, Bahamas-Wed., 6 p.m., Sheraton Grand Hotel, (809) 326-2011

Textile Talker 4653-48

Alexander City, AL-1st & 2nd Tues., noon, Russell Corp., Main Office Conf. Rm., (205) 329-5062

Thomas Square 4746-49

Honolulu, HI-1st & 3rd Wed., noon, 1100 Ward Ave., 3rd Fl., Conf. Rm., (808) 523-9471

State Farm 3872-56

San Antonio, TX-Fri., 6:30 a.m., 2943 Moss Rock Dr.

RHST 5994-56

Corpus Christi, TX-Rehab. Hospital of So. Texas, 6226 Saratoga Blvd., (512) 991-9690

Good Neighbor 7167-56

Austin, TX-State Farm Ins. Regional Office, 9001 N. IH-35, (512) 834-5319

LBL 7169-57

Berkeley, CA-Tues., noon, Lawrence Berkeley Lab., One Cyclotron Rd.

B90/1121, (415) 486-6930

M.E.A.A. USA Chapter 3542-58

Greenville, SC-2nd & 4th Thurs., 12:10 p.m., Michelin Tire Corp., 1 Parkway S.

Town Criers 5551-66

Williamsburg, VA-1st Tues., noon & 2nd Wed., 5 p.m., The Cascades, Center Dr., (804) 220-7045

First Impressions 4338-72

Hamilton, New Zealand, Thur., 7 a.m., Hamilton City Council Bldg., Caro St., (071) 75815

Datu Sumakwel 4985-75

Roxas City, Philippines-Wed., 6:30 p.m., Halaran Plaza, Gomez Corner Rizal St., 210-252

ANNIVERSARIES

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Hospitality, 683-5
 Evergreen, 678-7

Turning Wheel, 676-28

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Lilac City, 687-65

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Dubuque, 1337-19

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Graybar, 1436-46

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Mercury, 2864-37

East Dayton, 2838-40

Harris, 1423-47

Greater Flint, 2826-62

25 Years

Flathead Valley, 3147-17

Harlan, 1501-19

U.S. Postal Service 3711-36

Ala Moana, 3701-49

Utica, 3703-65

20 Years

Peachtree Center, 2261-14

Big Timber, 1534-17

Wetalk, 1533-26

Rocky Road, 2909-26

Northern Nooners, 1084-42

Kingsway, 3484-42

First Bahamas Branch, 1600-47

Bankoh, 2074-49

Amanzimtoti, 1812-74

15 Years

Imperial, 2610-F

Hastings, 2218-24

Kohoutek, 611-36

Golden Gavel, 438-42

Kitowin, 2928-42

Daybreakers, 839-56

First York, 3815-60

Country Club, 2636-74

TM Club of Davao, 3854-75

10 Years

Twelve O'Clock High, 1083-F

Steinbeck, 1939-4

Minnesota Mutual Life, 560-6

Mendota River Bluffers, 2426-6

Roadrunners, 825-17

Speakeasy, 3338-36

Thursday Noon Time, 2669-37

Lodi, 437-39

Unisys Toastmasters, 984-64

Cajun Country, 2558-68

Metro Manila, 1119-75

How to Work with the Media

Continued from page 26

4. Relax

The more relaxed you are, the better you'll come across. The interviewer often helps you be more at ease. In fact, sometimes you need to be cautious about becoming too relaxed with an interviewer—some journalists are able to pry information out of their sources simply by presenting a friendly, disarming demeanor.

What To Expect

If you're appearing on the air, don't expect a chance to rehearse before the cameras start rolling. When interviewers enter your domain or you enter theirs, you're "on the record."

Try not to be distracted by the activity around you. Focus on the interviewer and the questions.

5. Be Aware of "Trick" Questions

In *The Craft of Interviewing*, John Brady offers interviewers several techniques for asking "tough" questions. You need to be able to spot these techniques during an interview so you can avoid answering these questions if necessary. Here are some common "tricks" reporters use:

1. Blaming someone else for the question.

"There are some people who say. . .", "As you know, you've been said to. . ." Statements can be so vague, they may not even be true. But they can lead you into making comments you'll later wish you had kept to yourself.

2. Implying that the question is playful.

"Let me play devil's advocate." At this point the interviewer will begin shooting off questions that are challenging and, perhaps, insulting.

3. Prefacing the question with praise.

"Your company's recent comeback is certainly remarkable and your department had an instrumental role in this. However, some disturbing rumors claim that. . ."

4. Using jargon for sensitive topics.

For instance, if your company has been associated with bribery, an interviewer might approach this by saying, "Do you feel that the 'old boy's network' plays an important role in your company's recent success?"

Be careful. You may be walking into a trap.

5. Asking sensitive questions matter-of-factly.

Most interviewers agree that this is often the best way to obtain information.

What do you do when an interviewer throws you a curve? You can use several "stalling" techniques while you think of an appropriate response. A statement such as, "That's an interesting question" can do the trick. Remember, of course, that you *always* have the option of saying, "I'm sorry, but I'm not in a position to answer that question."

You always have the option of saying, "I'm sorry, but I'm not in a position to answer that question."

The best way to answer any question that makes you feel uncomfortable or takes you off guard is to respond with any one of the following statements:

"I'm sorry but I can't address that issue."

"I'm not at liberty to comment on that."

"I'm not sure what you're getting at. Could you rephrase the question?"

If the interviewer goes off on a tangent you can always politely say that you'd like to stick to the main issue.

Off the Record

In offering advice on how to deal with "off the record" statements, Brady tells *interviewers* that, if the statement is off the record, then it becomes a judgment call: whether to abide by the gentleman's agreement, and suppress a bit of the truth; or to directly quote the statement and lose the source.

"The call is rarely clear-cut or convenient; but it is made easier when the writer remembers his or her umpire—the reader. If the reader is entitled to see the quote, and to glimpse the person who said it; if the quote and the source bear on the reader's affairs, for instance on the measure of personal safety expected from the airlines: then the source's loudest protests should not detour the interviewer from quoting without restraint.

"That may cost the interviewer a few sources, and more than a few friends—but most importantly, it will help give the readers their money's worth."

As you can see from this statement, virtually nothing should be considered "off the record." Even if an interviewer asks you a question and reassures you that your answer will be off the record, be aware. After all, if your response *really* is off the record, there would be no need to ask the question in the first place.

Fortunately, most interviewers are not investigative journalists and will not try to give you a hard time during the interview. Unless you really do have something to hide, you can relax.

Interviews are a good way of getting publicity for yourself, your club or your company. Be careful, however, about trying to turn the interview into a commercial or you'll find that the segment never runs. If you'd like to mention how you can be contacted for more information, make sure to check with the interviewer first. The interviewer will appreciate being asked.

Interviews can be very positive. Follow these guidelines and you'll "face the media" with confidence. T

Lin Gensing is an advertising manager and free-lance writer in Eau Claire, Wisconsin. Specializing in employee relations and business topics, she is the author of two books, *A Small Business Guide to Employee Selection and Motivating Employees through Non-Monetary Incentives*.

SOVIET CLUB

Continued from page 18

actively promote communication and understanding between the U.S. and the U.S.S.R.," he said.

Meyerson, who calls himself "the only paid American working for a Soviet newspaper," came to Moscow seven years ago to study Russian language and literature. During his trips to the United States, he usually brings back as much Toastmasters educational materials for the new club that he can possibly carry.

"The purpose of communication is to reduce misunderstanding," Meyerson said in a letter. "With practice and greater dialogue, American and Soviet Toastmasters now have the chance to embark on a new path toward friendship and cultural exchange."

But Myerson's quest to start a Toastmasters club in Moscow didn't end with asking Belcher to raise financial support. He also met Barbara Wiedner, of Sacramento, California, who contributed the \$75 club charter fee, in addition to Toastmasters T-shirts and coffee mugs for the Russian club members. Wiedner's brother was a Toastmaster,

"I know that extraordinary things can happen when people take the initiative to act on their beliefs."

Barbara Wiedner

and she had only positive associations with the organization. "I'm thrilled to be a part of something that can be of such positive influence on the friendship and understanding between our two countries," she said.

"I can understand Bob's belief in the importance of having a Toastmasters club in the Soviet Union. From personal experience, I know that extraordinary things can happen when people take the initiative to act on their beliefs."

Meanwhile, the members of the Moscow University club are busy preparing speeches and planning for the club's charter ceremony. Doletskaya promised to take some pictures for possible inclusion in a future issue of *The Toastmaster*.

"We are honored to be a part of Toastmasters International and hope that our participation will help promote friendship and understanding between our two nations," she said.

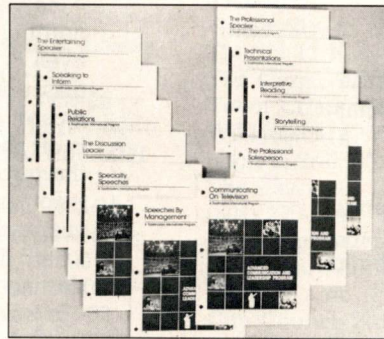
"If we keep on being this energetic and lucky, who knows, maybe we'll even be able to attend the 58th Annual Convention in August! How about that for a challenge?"

Suzanne Frey is manager of WHQ's Publications Department and editor of *The Toastmaster*.

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Reach for the Sky!

with Toastmasters 1989 Annual Membership Program

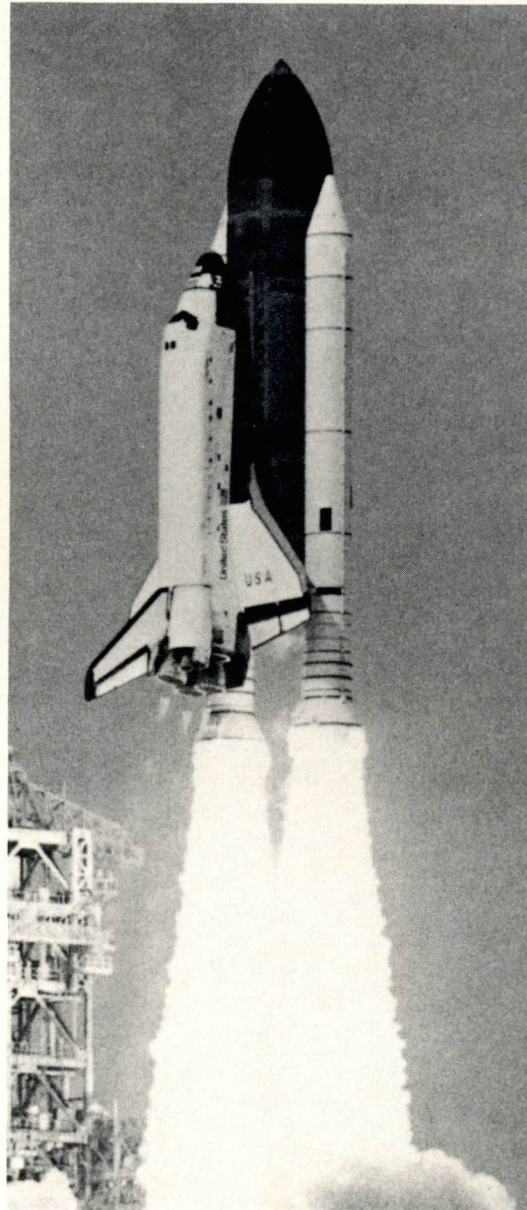
In 1969, Neil Armstrong became the first person to walk on the moon. He didn't just reach for the sky—he actually touched it!

Upon setting foot on the moon's surface, Armstrong proclaimed "One small step for man, one giant leap for mankind."

Joining Toastmasters is also one small step for a person to take. It can, however, become a giant leap towards improving the communication and leadership skills necessary to succeed in life.

By bringing new members into your club, you will be helping others take that "giant leap." Here's how you can take that small step towards helping others:

- ★ Contact all local radio and television stations, asking them to air Toastmasters' Public Service Announcements.
- ★ Submit news releases and photos to the newspapers.
- ★ Extend special invitations to corporate executives, inviting them to your next meeting.
- ★ Distribute flyers through the mail, at shopping centers or at other strategic locations.



Where Will Our Small Step Take Us?

By successfully spreading the word about Toastmasters, this is what you will grasp as you reach for the sky:

- ★ Toastmasters Membership Building Pin
—for adding 5 new members
- ★ Pocket-size Evaluation Guide Folder
—for bringing in 10 new members
- ★ Choice of Toastmasters Necktie, Ladies Ascot Scarf, or Perpetual Wood Calendar—for sponsoring 15 members
- ★ In addition, the top ten membership sponsors will be honored at the 1990 International Convention in Dallas, Texas.

REACHING REQUIREMENTS:

1. This membership program begins January 1, 1989 and ends December 31, 1989.
2. All Toastmasters are eligible and encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Membership (Form 400) along with your home club number. Please print or type information so that it is legible. *No additions or changes may be made to the applications once they are submitted to World Headquarters.*
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join during the calendar year 1989. The application must be received at World Headquarters no later than December 31, 1989.
6. Awards will be sent automatically upon qualification.
7. "President's Sponsor" and "President's Circle" Awards will be presented at the 1990 International Convention in Dallas, Texas. However, they do not include transportation or other expenses. If the recipient is not in attendance, the presentation will be made to the District Governor.
8. Custom duties (or taxes on awards) are the responsibility of the recipients.

One Small Step . . . One Giant Leap . . .

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Toastmasters Meets Here Plaque (1979) Simulated walnut. Please specify day of week, time and A.M. or P.M. **\$25 (add 20¢ engraving charge for each letter) plus \$2.50 shipping.**

Small Poster (367) Set of ten 11"x14"

posters. Includes space for club name, meeting time and place, and phone number. **\$3 plus \$1 shipping.**

Large Poster (368) Set of three 22"x17" posters with durable plastic stick-on pamphlet holder. Includes 25 each of promotional brochures 99, 100 and 101. **\$7 plus \$2 shipping.**

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