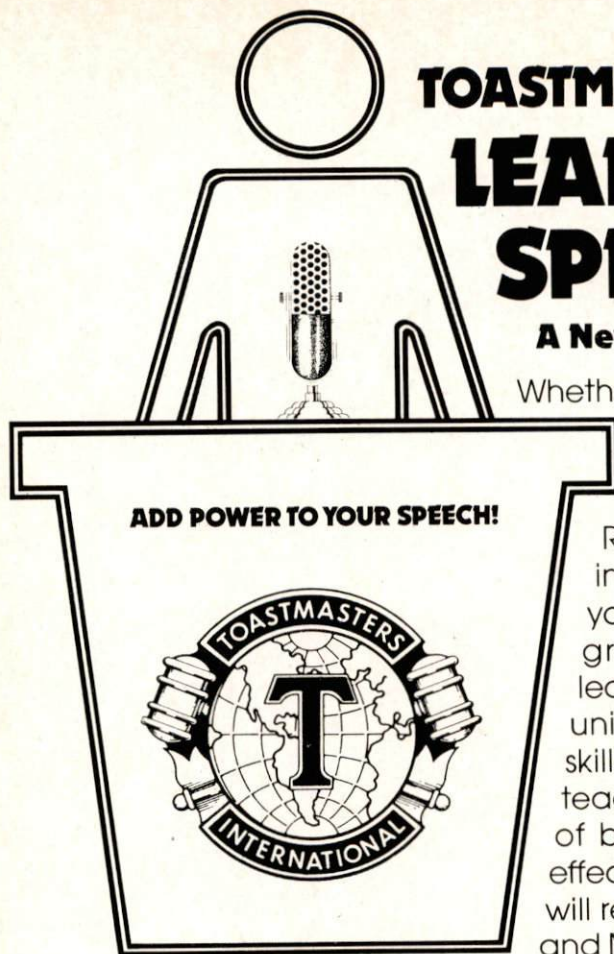




Defanging the Hostile Audience



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The Toastmaster

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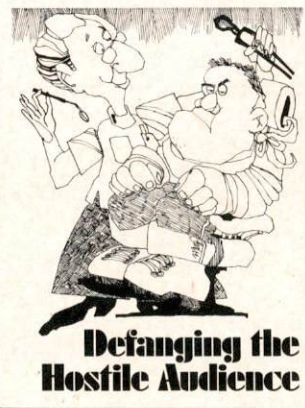
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Hostile audiences may have sharp teeth, but a sprinkling of technique . . . personal touches, appropriate humor, eye contact — coupled with sincerity can and will defang most. Strangely enough, the hostile audience may even be a plus. Although there are exceptions, rarely are they totally inattentive. They want to find the points where you are wrong. So they are listening. And that is already halfway home to a successful speech.

The Toastmaster



Defanging the Hostile Audience

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Letters

Keep Him Writing

Having been a Toastmaster for the past 20 years, I have come to enjoy your magazine. But I do not recall having read anything better than the two articles you carried recently by Thomas Montalbo, DTM.

His article on Churchill (October 1977) was first-rate, both for interest and importance.

I've just finished reading "How to Make a Dull Speech Sing," (May 1978) and again, I am most impressed.

Mr. Montalbo, wherever you are, keep writing. And please, Mr. Editor, keep printing.

Douglas Baldwin
Washington, D.C.

To Polish and Shine

That's the way to describe how Toastmasters has helped me personally in day-to-day relationships.

Toastmasters has rubbed off the dull, tarnishing aspects of uncontrolled nervousness, fear and lack of self-confidence in dealing with others, let it be one or one-thousand.

Toastmasters has polished my personality to let it shine above imagined self-limitations and is teaching me that *all* benefit from a shining, radiant personality capable of intelligent communication.

Intelligent communication is an extension of the personality, and one who has mastered the art truly becomes a shining beacon for enlightening the world.

Thank you, Toastmasters, for teaching me to help myself by helping others!

I enjoy every issue of *The Toastmaster*.

Larry Boysen
San Francisco, California

Please . . . No More!

Is it possible to filter or process the incoming mail so that we do not have to suffer any more of the type of Toastmaster typified by the

"More . . ." letter that appeared in the April issue?

As a woman, I find myself more and more puzzled at some of the views expressed by other members of my sex who seem to go out of their way to look for discrimination. I find it quite incredible and embarrassing that somebody found it necessary to painstakingly search through 14 back copies of *The Toastmaster* to analyze the sexist (so-called) nature of the illustrations.

A ratio of 68 to 7, being approximately 10 percent, is probably generous in any case at this stage, as it would more than reflect the percentage of women in our organization.

Please . . . no more!

Mary M. Scott
Frankston, Vic., Australia

Handling Charge to Go Up

Due to the recent postage increase imposed by the U.S. government, as well as the continually escalating cost of paper products, there will be, effective September 1, a 20% postage and handling charge on all items ordered from World Headquarters.

While we have always sought to hold the line on such charges in the past, these recent postage changes make it impossible to do so. Your help in explaining the situation to your fellow Toastmasters will be most appreciated.

Continue the Interviews

The Toastmaster magazine has improved greatly over the past two years, and I want to commend you on its improvement. The bottom line evidence is that I now save whole issues!

I strongly encourage you to continue your interviews with leading business executives addressing the need for solid communications (e.g., Pete Coors article) and articles that are relevant to career development (e.g., "How to Cope With Too Little Time . . ." and "Too Many Meetings"). These features are of great interest to me.

Again, congratulations on a fine magazine.

Thomas M. Looney
Mill Valley, California

What's the Answer?

Recently, I became aware of a pitfall in making introductions that I would like to share with my fellow Toastmasters.

At the conclusion of the business portion of our last meeting, I began my introduction of the Toastmaster for the evening. I was about to tell a joke when I suddenly felt that it would not be as appropriate for a lady as it could be. I had heard the joke at our Spring District Conference in Albuquerque, New Mexico. The joke was in good taste, and used effectively. However, I felt uncomfortable in using it in this situation.

My dilemma may imply a double standard, and there may be no clear-cut answer. In any case, I rescued the situation by telling a joke planned for use later in the program.

Other Toastmasters may have had similar experiences and found a solution. If so, I would like to hear their solutions.

Jim Sullenberger
Gallup, New Mexico

Any comments? —Ed.

All letters are printed on the basis of general reader interest and constructive suggestions. If you have something to say that may be of interest to other Toastmasters, please send it to us. All letters are subject to editing for reasons of space and clarity. Letters must include the writer's name and address.

THE TOASTMASTER

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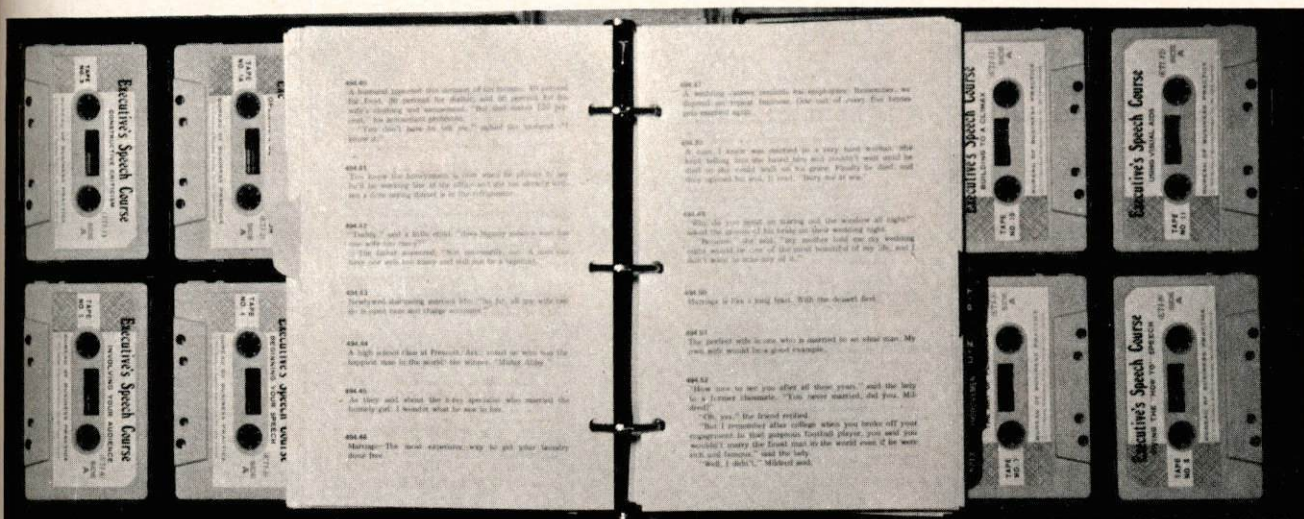
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The Way I See It

by Durwood E. English, DTM, International President

My Year of Sharing

When I was elected to the office of International President last August in Toronto, I thought I knew what to expect in the ensuing 12 months. After all, I had been a Toastmaster for 14 years and a member of the Board of Directors some five years. I had closely observed other Presidents and felt I knew what was going on in our organization, so I didn't expect any surprises. In the months to come, however, I found I was wrong.

There are opportunities to learn at every leadership level in Toastmasters International, including the Presidency. I began the year with the "Growth Through Sharing" theme because I thought that was the best way to express how I felt about Toastmasters. I intended to share what I knew about our great organization — as well as communication in general — with my fellow human beings. I think I have been successful in sharing some of that knowledge. But I didn't expect to have as much shared with me by those I visited during the year.

During my travels this year, I had the great opportunity to visit with over 100 corporate and government leaders. Each shared with me their backgrounds, their experiences and their common awareness of the need for better communications . . . and for Toastmasters. In fact, many of these individuals were Toastmasters at one time themselves. And that made me feel proud.

These leaders ranged from personnel directors of small companies to presidents and chairmen of the board of large corporations; from mayors of cities to lieutenant governors of states, and premiers of provinces. I can honestly say that all were truly warm individuals — individuals I found to be most receptive to our program and what we had to say about the never-

ending need for effective communication and leadership training. And I'm pleased to say that many new Toastmasters clubs were formed as a result.

I also had the opportunity to be interviewed on over 40 radio and television programs, and participate in many newspaper interviews, giving me the chance to share with the public what our organization is all about and

what we have to offer. Many interesting things came from these interviews from subjects dealing with what takes place in an average Toastmasters meeting to discussions on the communicative ability of the President of the United States. This, too, was a great experience.

Of course, many speeches were given to Rotary Clubs, business and

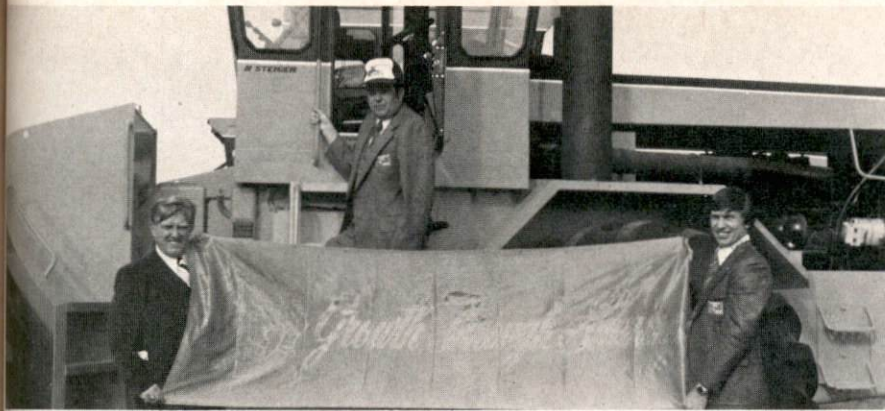


TIME FOR FUN — It wasn't all work for President and Mrs. English. Or can you tell? During District 21's Fall Conference in Victoria, British Columbia, Canada, President Durwood joined several other Toastmasters from Prince George in a traditional "log sawing" contest.



PRESS COVERAGE — As was the case all of his visits, the Toastmasters of District 21 (Oklahoma) were particularly successful in obtaining valuable press time for the President. During his four-day stay, President English appeared with Liz Ayers (left) on KTOK's Sunday talk show and (above) with Lola Hall on KWTW's "Early Beat" program.

dent



BACK TO THE ROOTS — During his visit to District 20 (North Dakota), President English was joined by District Governor Gary Moran, DTM (left), and International Director Eddie Dunn, DTM, at the Steiger Tractor Company in

Fargo. Visits to such companies were an important part of the Presidential visits, and allowed President English the opportunity to learn more about the people he — and Toastmasters — represents.



COLUMN INCHES — In addition to the publicity received on radio and television programs, President Durwood was also involved in numerous newspaper interviews. Of these, one of the best occurred during his trip to Hawaii, where he was interviewed by Lois Taylor, a staff writer for the Honolulu Star-Bulletin. The article ("If You Find You're Tongue-Tied") dealt mainly with English's trip to the Islands, but also contained some interesting quotes on the speaking abilities of six recent U.S. Presidents.



C & L AWARD — While in District 42 (Edmonton, Alberta and Saskatchewan), President English was given the honor of presenting the district's Communication and Leadership Award to Alberta Premier Peter Loughheed, a deed he repeated many times through the year. "I can honestly say that all were truly warm individuals," English says, "individuals I found to be most receptive to our program and what we had to say about the never-ending need for effective communication and leadership training."



ON TO NASSAU — "During my travels this year, I had the great opportunity to visit with over 100 corporate and government leaders," reflects English, shown here presenting a Presidential Medallion to William Schwartz,

U.S. Ambassador to the Bahamas, during his recent visit there. "Each shared with me their backgrounds, their experiences and their common awareness of the need for better communications . . . and for Toastmasters."

civic clubs, and communication groups — during which time I consumed a lot of chicken and roast beef! These people, too, were very receptive to our message.

In all instances, it was with great pride that I carried the message of the great need for effective communication in today's society, and how Toastmasters can fulfill that need. Our travels took Mary and me from the warm shoreline of Hawaii to Mexico; from many states in the Midwest to Canada (three times!); from the Bahamas to Florida. In all sincerity, I can say that all of these visits were enjoyable. Each had its own special meaning.

The most heartwarming experience gained from these visits, however, was the dedication we observed among those Toastmasters who helped organize and conduct them. I know that each of these fine people gained from sharing the experience, and we truly appreciated their help and — most importantly — their friendship. The enthusiasm and attendance that was evident at all the district conferences was great to witness. In Edmonton, Alberta, Canada, for instance, over 250 people were in attendance at their educational sessions. That's just one example of the enthusiasm we found. And, of course, there were many, many more.

But in addition to the warm surroundings we found in our visitations, I am quite pleased to say that we have also enjoyed tremendous growth in most of our clubs and districts during this past year. We have exceeded our goals in membership, club extension and educational accomplishments for the year. You may remember that last year was one of the greatest years of growth we've ever had in Toastmasters. This year was even better!

Mary and I want to thank you for allowing us to serve as your First Lady and President this past year. We've learned and grown through the experience, and as I said earlier, that is one of the greatest things about the Toastmasters program: you never stop learning.

I've tried to share how I feel about Toastmasters with all of the people I've come into contact with — with our members, as well as all of the corporate and government leaders I've met. I hope that you feel as I do when I say that it's been a great year . . . a great year of "sharing." ■

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Unlike all the other problems you're likely to confront on the podium, there is no real way to adequately prepare for a hostile audience. You can, however, learn a little "persuasive dentistry."

Defanging the Hostile Audience



by Robert McGarvey

Nearly a decade ago — during the height of student activism — Robert O. Anderson, board chairman of Atlantic Richfield, a major petroleum company, was addressing a gathering of college newspaper editors in Washington, D.C. Just as he neared his conclusion, a young lady burst to the podium and drenched Anderson and his tweed suit with motor oil.

That is audience hostility at its most aggressive. But Bob Anderson is noted for his aplomb, and despite the drama of the moment — and the dripping oil — he urged that the program continue as scheduled. What's more, he remained for over an hour to hear the other speakers and even managed a quip about adding insult to injury, since his attacker used a can of a competitor's motor oil.

Most of us, by contrast, can consider ourselves fortunate. We will never, in all likelihood, confront hecklers as hostile as Anderson's. But his response epitomizes the graceful — and effective — way to handle the nasty audience: Keep cool and stay in control. Fire should never be fought with fire. It should, instead, be put out by the speaker. Only in that way will he succeed in getting his message across. And that's his reason for being there.

A Quieter Mood

The country's mood has become quieter in recent years, it's true, but audience violence has not disappeared entirely. It expresses itself now as silent hostility or cold indifference. Speakers with a business background are most often affected, in large measure because public skepticism about business — especially big business — is on the rise.

A case in point arose when the public relations vice president of a giant corporation addressed a group of working journalists on how his corporation viewed the press and the

ways he hoped to improve relations with the media. A potentially exciting topic — one with direct bearing on the assembled members of the business press. There were no violent acts, no hurling of oil cans, at this meeting. But there was penetrating *silence* — no audience reaction at all except frequent rustling in the seats, fidgeting with note pads and pointed stares at the speaker.

Why did the speech go sour? The prepared text was solid, the speaker competent, the arrangements flawless. What went awry?

What Went Wrong?

Whenever, and let's hope it's rare, a speech flops, the best exercise any speaker can go through is a detailed analysis of why it went wrong. *Not* browbeating, on the one hand, or nasty condemnations of the audience on the other. But detached examination of all ingredients.

The PR vice president did just that and, after a few blind alleys, came up with the solution — a solution which has given him success after success in similar situations. He had been pressed for time the week of the press talk and had been able to devote only a few minutes to his ghostwritten talk. As a result, he had no choice. He had to read the text. With only 18 press people in attendance, the decision to read a text on bettering relations with the audience struck his listeners as hypocritical, insincere. Granted, the speaker had carefully blue-penciled the text and agreed with every word he read, but as far as that small audience was concerned, he might as well have read them the yellow pages.

Reading a prepared text is fine . . . most of the time. But small audiences, especially ones inclined to skepticism, are frequently an exception. The speaker who *talks* to them, not *reads* to them, gives the impression of greater sincerity and more candor.

California Governor Jerry Brown and Ronald Reagan are both masters

of *talking* to their audiences. Certainly, they use refresher notes. Reagan, for example, consults a series of 3 x 5 cards with reminders, jokes, ideas. But because they *talk*, their reward is greater audience intimacy. And there is no better way to win over an audience inclined to hostility — or just plain indifference — than through the combined use of sincerity and intimacy.

The Speech Messengers

When sincerity is the message, good eye contact is frequently the messenger. Keeping the audience firmly in view lets them know you believe what you are saying. Scientific study after study disproves the old notion that eye contact goes hand-in-hand with telling the truth, but most of us swallow that fallacy anyway. So make it work for you. Move your eyes slowly from one member of your audience to another. Make contact with as many as possible when you talk. More often than not, they will get the message that you mean what you say. That disarms a potentially hostile audience, and may win them over to your point of view.

Humor, too, is a superb ingredient of the speech before an audience the speaker suspects will be hostile. If you can make them laugh, you can make them listen to your more serious comments. Topical jokes which manage to stay neutral are especially appropriate and make a fine opening. But *don't* use humor to disparage your audience or their views. It may succeed for Don Rickles, but for the typical speaker there is no surer way to alienate an audience. A labor union member can crack jokes about the union to fellow members with uproarious results. But let a manager try the same approach — even using the same jokes — and he will fall flat on his face before a stony audience. If this is the case, the manager may find jokes about the company they *all* work for a bit more successful.

Another way to garner happy results is the personal touch. A spokesman for the coal industry once accepted an invitation to address a West Virginia chapter of the Audubon Society, an environmental group with a long history of opposition to the coal business. But the head of the chapter and the coal man had been close friends for some two decades — a point the speaker carefully brought out in his opening sentences. The result? An audience inclined to disagree listened to the rest of the talk with open ears. Mention of their chapter's president piqued their interest and they realized that coal representative or not, the speaker was not the bogeyman.

Rarely will so natural a personal touch suggest itself. But there are substitutes, and the best way to find them is to know the audience. Research the group in advance. Find out their interests, the nature of the club, what sort of people will attend and how many. Then tailor the speech to the occasion.

Personalize Your Message

Those of us with a heavy speaking load often use the same basic talk before many different groups. But even the best speakers take great care to introduce details that personalize the message. Say you are giving a talk about energy and the environment. Make sure there are a few references to local or even simply state issues. A bit of library research usually yields several possible tie-ins, no matter where the engagement is.

A fact about all audiences is that they want to hear their opinions *confirmed* by someone in authority, the speaker. The speaker who denies their opinions does so at his own risk — and it is a very real risk unless done with extreme skill.

The best route is to try for what Aristotle called the "Golden Mean," a compromise. When addressing an audience of activist consumers, for

instance, do not stumble into a full-scale denunciation of the proposed Consumer Protection Agency. In every complex issue there is something we can all admire and agree with. Find those points of agreement and highlight them in the text. At the same time, bring out points of disagreement, but do so gently and always suggest compromises and solutions that will

make all but the most extreme nod in at least tentative agreement.

Is this to say we must change our beliefs to satisfy an audience? Not at all. What it is saying is that the effective speaker will search out likely points of agreement — no matter how few they may be — and weave them throughout his talk. And to drive home beliefs he fears the audience may not share,

the speaker should use documentation — particularly visuals, such as blown-up charts and graphs. Opinions are easy to ignore; facts are harder. So, whenever possible, use solid factual documentation of controversial points.

Questions and Answers

Sadly, no matter how thoroughly we prepare, not every engagement will be successful. Some speeches will fail, but often there is a neglected opportunity to redeem the occasion: the question-and-answer period. The most skilled speakers use these sessions to underline key points and, since the audience is actively participating at this stage, to win over even the most reluctant of listeners.

How? The same techniques that brightens the speech can save even the most hostile question-and-answer session.

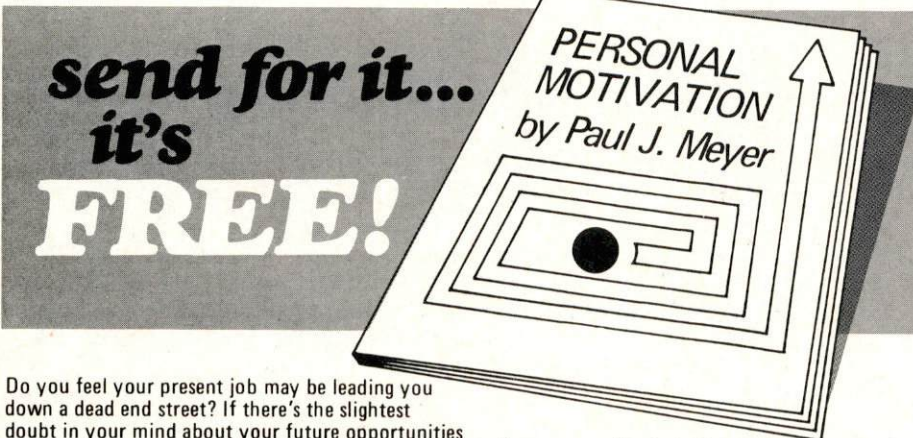
Candor is especially important in meeting the audience one-on-one. If you don't know an answer, admit it. *Don't ever bluff.* But don't miss the opportunity to say that you will gladly supply the questioner with a detailed response if, at the conclusion of the session, he provides his name and address. And be sure to deliver on your promises. Send a complete response, and be thankful for the chance to give your message wide circulation.

Hostile audiences may have sharp teeth, but a sprinkling of technique — personal touches, appropriate humor, eye contact — coupled with sincerity can and will defang most. Strange enough, the hostile audience may even be a plus. Although there are exceptions, rarely are they totally inattentive. They want to find the points where you are wrong. So they are listening. And that is already halfway home to a successful speech.

It's up to the speaker to use these techniques we call "persuasive dentistry" to defang that audience, to bring them into agreement. Few speaking engagements are more challenging. But, when successful, few are more rewarding. ■

Robert McGarvey is a freelance writer whose work has appeared in the Los Angeles Herald-Examiner, Boston and the California Journal. A former corporate staff writer, he has been extensively involved in all phases of the speechwriting process.

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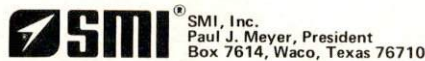
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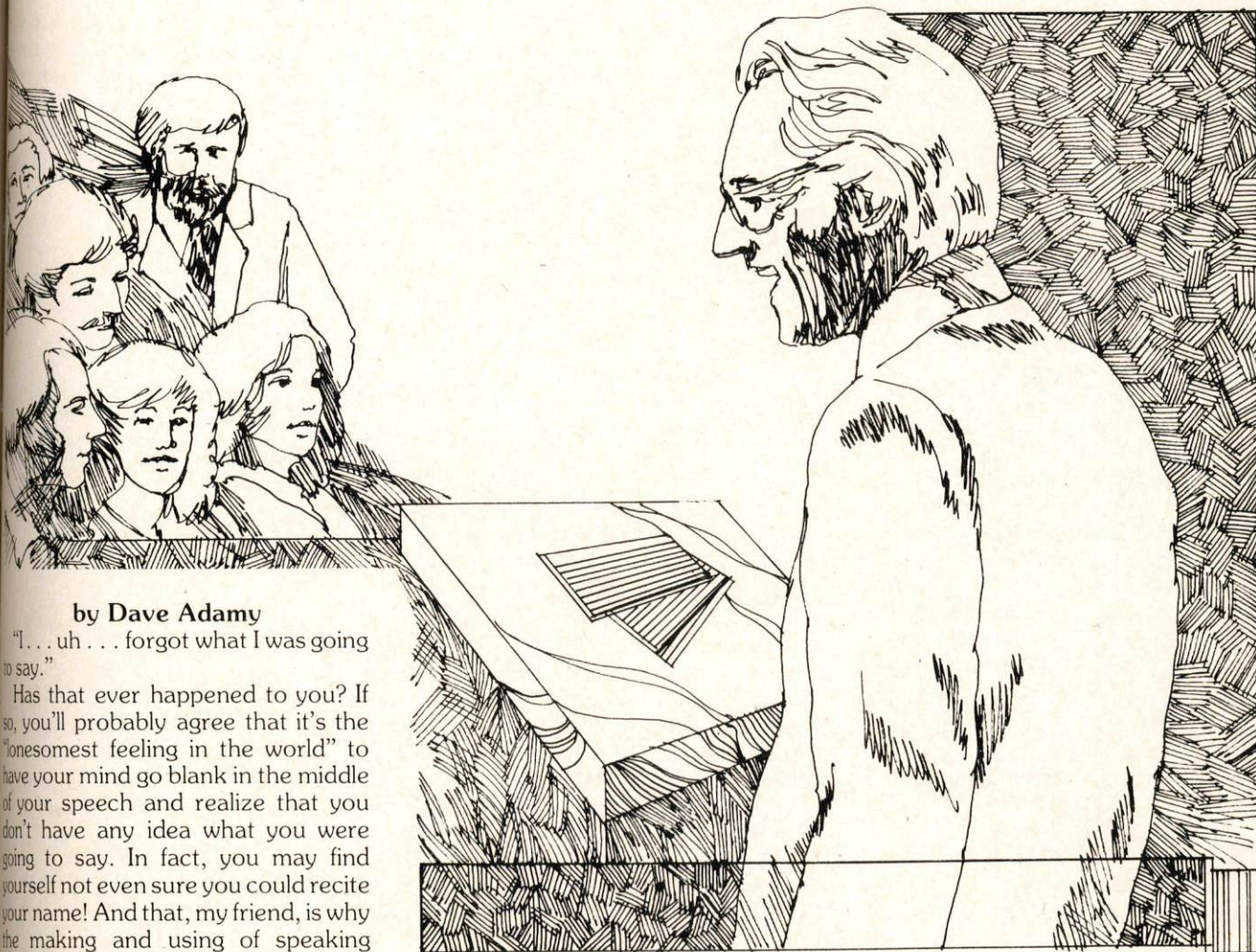
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The question of how and when to use speaking notes has long been a great and perplexing mystery to many a Toastmaster. Until now, that is!

Speech Notes: How and When to Use Them

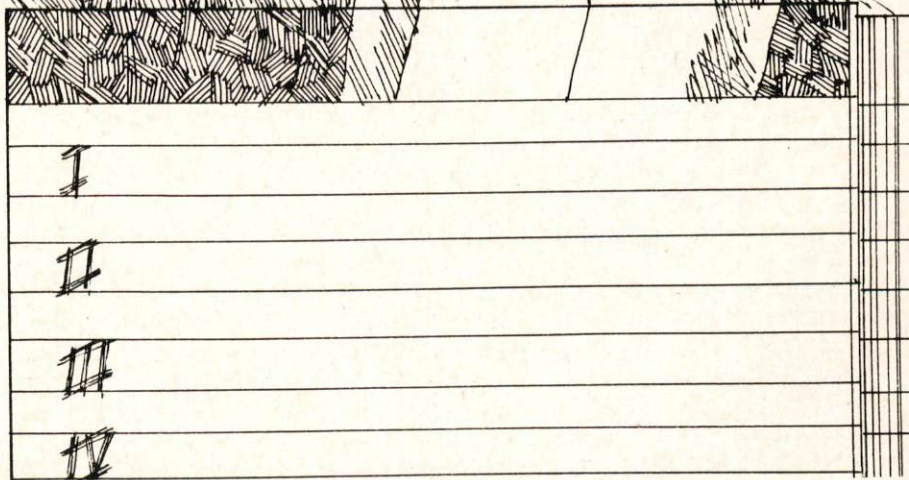


by Dave Adamy

"I... uh... forgot what I was going to say."

Has that ever happened to you? If so, you'll probably agree that it's the "loneliest feeling in the world" to have your mind go blank in the middle of your speech and realize that you don't have any idea what you were going to say. In fact, you may find yourself not even sure you could recite your name! And that, my friend, is why the making and using of speaking notes is near and dear to the heart of every Toastmaster.

When I joined Toastmasters, the subject of speaking notes was a great and very perplexing mystery to me, and the few cryptic words about notes in the "Ice Breaker" section of the *Communication and Leadership* manual in use at the time didn't help too much. After wrestling with the problem on my own for a couple of speeches — without any notable success — I set about serious re-



search on the subject, expecting to find some golden nugget of universal truth about how the "old masters" handle their notes. But guess what? After reading a pile of "public-speaking-made-easy" books and talking to every senior Toastmaster available to me, I found as many answers as I had sources.

The Universal Truth

Everyone's personal technique was a little different, and even worse, many of the old Toastmasters had used more than one technique from time to time. But I did find two common threads. The main thread, and the one closest to a "universal truth" I was able to find, was that the generation of speaking notes should be an integral part of the preparation of any speech. The second was that the speaking notes that are to be taken to the lectern should also be used in rehearsal.

But more useful to me was the discovery of a dandy bunch of techniques to try while I was thrashing around to find the one that would best fit my own personal needs. The most useful of these were:

- The "One Piece of Paper" Method
- The "Notes from Manuscript" Method
- The "Stack of Cards" Method
- The "One Itty-Bitty Card" Method
- The "Barefoot in the Wild Woods" Method
- The "Visual Aids As Notes" Method
- And several very unique methods purportedly used by Mark Twain.

As I describe these various methods, you'll see how each fits into the preparation and rehearsal of any speech.

• *One Piece of Paper* — When using this method, make your first outline of the speech on a single 8½ x 11-inch sheet of paper that has been divided into a convenient number of sections (perhaps four). Allow the first section for the introduction, the last section for the conclusion and the remaining one or more sections for the body. Then, stick with that same piece of paper through the full preparation and rehearsal cycles, making any other required notes on it. Finally, take that same piece of paper with you to the lectern.

The key ingredient of this technique is that you really get to know that piece

of paper, and even though it may become smudged, curled, tattered — or even tear-stained — it will be an old friend there to comfort you in your hour of need. You'll know instinctively where everything on the page is located so that, if you need to check your notes while speaking, your eyes will automatically glide to the right part of the page — a most comforting technique, particularly for a beginner.

• *Notes from Manuscript* — Many people who write professionally are more comfortable making their thoughts flow on paper rather than verbally or mentally. This technique is ideal for them, because it starts with the generation of a manuscript that says approximately what you want to say (after making an outline from which to write, of course).

Once the manuscript is finished, immediately start to rehearse the talk — without looking at the text. When you come to a point at which your memory fails, look at the manuscript to refresh your memory, but mark the point at which you "stumbled" with a red pencil. Then, go on to the next "stumbling point," and so on until you come to the end of the talk.

After the first time through, write the first word after each "stumbling point" on a separate piece of paper. Then, try to go back through the talk using this list of stumble words as notes. If you stumble at additional places, add them to the list until you can get all the way through the talk using only this list of words as notes. Naturally, you'll not use the same exact words each time through because you're not memorizing the speech, only *learning* it. While you are rehearsing, you will also be developing an ideal set of speaking notes — containing only the key words you need to tweak your memory during the actual presentation of the talk.

• *Stack of Cards* — An often-mentioned technique involves the use of a few 3 x 5-inch cards. In this technique, make your talk outline by placing each major point on a single card. Use additional cards to note specific facts or examples you intend to include.

While organizing your thoughts, you can shuffle the cards around to place the points and examples in just the right relationship, and can con-

veniently add, delete or change points or examples at any time during the preparation or rehearsal process. Then, take the final stack of cards along to the lectern as speaking notes and flip them over as you go through the talk. If you have written in large, clear letters, you can quickly grasp the points on each card, and you'll know exactly where you are in the talk.

Although this is a fine technique, particularly for a beginning speaker, it has two drawbacks: First, your audience will notice that you are flipping the cards; and second, the order of those cards is rather critical. Let me tell you about the time I forgot to put a rubber band around my stack of cards and dropped them on the way to the lectern. . . .

• *One Itty-Bitty Card* — As your confidence increases, try reducing your piece of paper or stack of cards to a single 3 x 5-inch card. Once you have mastered this technique, you can slip that card into your pocket and then, unobtrusively, sneak it onto the lectern. This way, if your rehearsal is adequate to keep you from glancing down at your notes too often, you will seem to your audience to be speaking without notes. Even if someone sees you placing the card on the lectern, your audience won't be distracted in any way by your obvious use of notes.

The key to this approach is simple, direct speech organization, since the complex an outline would require too much to be written on that tiny card (not to mention that simple, direct speech organization is better anyway!). Once your outline is ready, pick key words that express the main thought in each major section of the outline and write those words in large, dark letters on the card. Then, rehearse and present your talk using that card. If you find specific trouble points in your rehearsal (for example, if you keep forgetting particular important transition words), add a few more key words to the card. But be careful not to let the card get cluttered.

• *Barefoot in the Wild Woods* — At some point in your speaking development, you'll want to leave your carefully-prepared notes at home and confidently stride up to the lectern card-handed (and with no itty-bitty cards in your pocket). When this time arrives, please don't try to memorize your

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whole speech. I take that back; try it once like I did. You'll be cured for life. I knew better, but the seductive idea of being able to pick each word in the talk for just the right effect was too much for me to resist — so I did it. I had worked up a beautiful talk and rehearsed it until I could get through it letter-perfect. Then, when I was introduced, I confidently stepped out in front of the lectern and started to speak. My eye contact was superb, my introduction was powerful and dramatic. But as I started into the first sentence of the body, someone shifted in his chair — catching my eye. My mind went blank. After the longest minute of my life, I finally had to walk back to my place at the table to get my manuscript. Just the comforting feel of the text in my hand was enough to get me started again, but the lesson was learned: *Never memorize a speech — memorize only a simple outline.*

If you have formed the habit of reducing your speaking notes to a few key words, you can easily memorize those. Particularly if your outline is simple and direct, and your organization is logical. The main difficulty, frankly, is screwing up the courage to try it the first time!

Good Old Mark Twain

Mark Twain, perhaps the most sought-after American public speaker in history, felt it was extremely important to speak without seeming to have notes, and is reputed to have tried several interesting techniques to that end (including writing the first letter of the first word of each outline heading on a fingernail with water soluble ink, and then licking each letter off as it was used). But his ultimate technique was to draw a crude picture illustrating the main point of each major outline topic. He found that he could easily remember a row of these pictures, and could thus carry his outline in his head.

• *Visual Aids As Notes* — One final technique is particularly applicable to technical or nontechnical briefings in which large amounts of information or data must be presented through visual displays. This technique uses those same visuals as an outline. A properly designed set of flip charts, overhead projector transparencies or 35mm slides can lead you very logically through the presentation without the need for any sort of notes. However, I have found it very helpful, particularly

in a long or very technical briefing, to have a list of the file numbers and titles of my slides on the lectern, so I can ask the projectionist to call up a specific slide — out of sequence, if required, to help answer a question.

Avoid the Crutch

One final "revelation" that I found over and over in my research was the admonition not to use your notes for a "crutch," which frankly caused me more consternation than comfort until I figured out what it meant. The light finally dawned when I recalled my very first public speaking experience. It was "Youth Sunday" in our little country church and I was to deliver part of the sermon. I had written out my five-minute talk word for word and didn't bother to practice, since I had intended to read it. But I had been advised by my father (an early Toastmaster) that it was good form to look up at the congregation from time to time, even though I was reading.

After the first line of my speech, I looked up to the congregation per instructions. The sight of 50 pairs of eyes caused a great glacier of ice to form in my lower intestinal tract. I instantly dropped my eyes to the text and, after finally finding my place again, mumbled the rest of the talk into the page in four minutes flat. Now that was definitely using notes as a crutch!

My lesson, dramatically learned, was that no set of notes is ever a substitute for proper preparation and rehearsal of a speech. It's far better to avoid the crippling effects of inadequate preparation than to limp along leaning on a pile of paper.

The Ultimate Truth

So there you have it — the "ultimate

truth" in notetaking. Everyone does it a different way, and often changes methods for different types of talks as his or her experience level changes. I have personally tried each of these techniques and a number of hybrid combinations, but like the wise housewife who always tries out a new recipe on her own family before preparing it for company, I have tried them first in the friendly atmosphere of my own Toastmasters club meetings.

By the time my "sampling" period was over, I had settled on the "one itty-bitty card" method as best for me, and kept that until the time I was ready to memorize those few key words (and pictures) and go "barefoot in the wild woods." But that's just my solution for me; it may not be the best for you.

If you're a beginning speaker who is casting around for the ideal notetaking technique — or if you're faced with a new kind of talk which doesn't seem to fit your old tried-and-true method — why not try a few of these techniques in the safety and comfort of your own club? Maybe one will be just right to help you avoid that "loneliest feeling in the world."

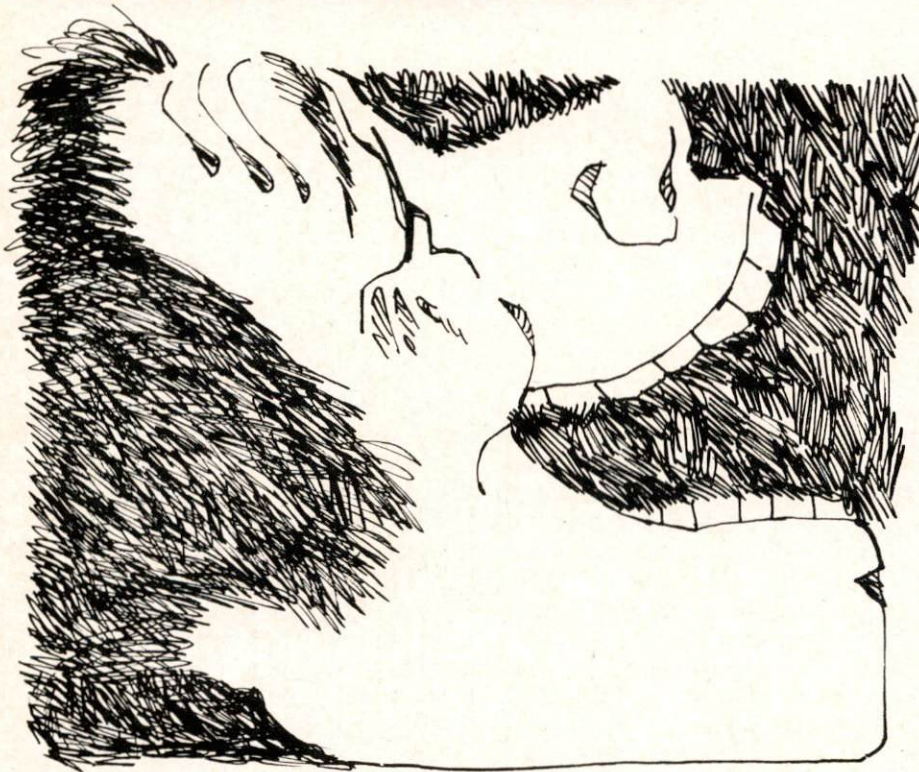
And if you have your own super-duper method that doesn't fit into one of these method categories, why not let the editorial staff of *The Toastmaster* know about it? I, for one, would love to hear about it! ■

Dave Adamy is president of the TGIF Management Club 3328-4 in Santa Clara, California. An engineering manager whose job requires him to give many technical briefings during the course of a year, Dave is also actively involved in speaking to outside service clubs.

How to...

Your club or district's Humorous Speech Contest may be just what you need to put a little laughter into your speeches — serious or otherwise.

You Always Win With Humor



A by Hudson Hatcher
well-known tragedy of the speaker's platform is the speech that was not intended to be funny — but was. An even worse disaster is the speech that was intended to be funny — but was not.

Of the two, the latter is the more likely to embarrass the audience, and shatter the speaker's ego.

For this very reason, many speakers go out of their way to avoid humor altogether. But, as Toastmasters, we should learn to make humorous talks, or at least learn to inject humor into

our speeches. We learn by actually doing, and one way to learn to put humor into our talks is to participate in your club and district's Humorous Speech Contest.

Entering the contest is voluntary, but all members who have completed the first four basic manual speeches are urged to compete, and it's never too early to start to get ready.

What's Funny?

What makes a speech funny? Nobody knows, actually. What's funny at home or in a social gathering may not be at all funny from the platform, and

vice versa. Even professional funny men have to try out their new material in front of a live audience before they know whether it's any good or not.

Everyone agrees, though, that humor is surprise. That's why a joke is not very funny the second time you hear it. The surprise is gone. Humor is surprise. So to give yourself a chance to be funny, say the unexpected.

My favorite "surprise" line of all time occurs in the stage play *Harvey*. You may remember the town drunk, Elwood Dowd, telling how he first met Harvey. He was walking down the street and heard a voice say, "Good evening, Elwood." He looked around and there was a six-foot rabbit leaning against a lamp post. "And I didn't think anything of it," says Elwood, "because after you've lived in a town as long as I've lived in this one, you get used to being called by your first name."

Humor is surprise. You've heard about the drunk who, seeing a grasshopper hopping along the bar, said "Hi there, little fellow. You know they've named a drink after you." The grasshopper stopped, looked up and said, "Really — they've called a drink Fred!"

Humor is surprise. To give yourself a chance to be funny, say the unexpected.

Protect Yourself

What if you say something you thought was hilarious, and nobody laughs? That could be embarrassing, but it needn't be. Not if you protect yourself properly. Here's how.

In the first place, your humorous speech is still going to be a speech. It's going to have a beginning, a middle, and an end; have a theme or tell a story. A series of Henny Youngman one-liners will not satisfy any of these requirements. You must, however, take great pains to incorporate your humor as an integral part of the talk. Your funny remarks must have something to do with your story or serve as illustrations of your theme. If you do that, then you really shouldn't care too much whether your audience laughs or not. Your humorous remarks will serve a dual role and be accepted by

The Humorous Speech Contest

Although there is no official Humorous Speech Contest conducted by Toastmasters International, many districts choose to hold a humorous contest at the Fall Conferences each year. These suggestions and applicable parts of the International Speech Contest Manual (1173) and Speech Contest Rules (1171) may help in the planning of your contest. Each district is free to modify any of the rules as needed, but should indicate well in advance what the rules will be for its particular contest.

The Humorous Speech Contest cycle usually begins in September with individual club contests. The winners then compete in area contests held in October, and the final Humorous Speech Contest is held at the Fall District Conference.

The purpose of the humorous speech is entertainment. The speaker's preparation and performance are extremely important. Though each speech will be humorous — and should be a true "speech," not a skit or a series of jokes — the type of humor may take many different forms in different speeches. Humor may be achieved by exaggeration, understatement, satire, irony, parody, unusual twists, stories and many other basic forms. Not all types of humor will elicit the same kinds of responses from the audience, but all humor in Toastmasters contests must be in good taste and all material should be original with the speaker.

For more information on planning a speech contest and setting up the duties of contest officials, see the *Speech Contest Manual (1173)*, available from WHQ for 60 cents, plus postage and handling. (California residents add 6% sales tax.)

the audience regardless of how you use them.

Study the Masters

For those who are unable to think of an original idea for a humorous speech, here are three words of advice: Study the masters. It's been said that there is no one joke that is totally original with any one person. It's merely been adapted to suit their needs. You can do the same. Milton Berle is said to be the greatest "adapter" of all time, and although he is continuously kidded about it, it's safe to say that hardly anyone thinks any the less of him for it. And neither will they of you. Some, in fact, call it research!

As you get set to prepare your speech, there are several things to remember. If your talk is under four-and-a-half minutes or over seven-and-a-half minutes, you will be disqualified. And it's a good idea to shoot for under six minutes to allow time for laughter, just in case.

Don't include any off-color remarks in your speech. It's against the rules. Don't offend or make fun of the audience. That, too, is against the rules. For example, should you feel impelled to say, "I know a short Jewish joke — Abe Beame!" don't. As an ethnic joke it's considered in poor taste. However, if you change it to "I know a short political joke — Abe Beame!" it's acceptable, politicians being fair game. (Unless, of course, Abe Beame were in the audience, in which case, again, it would not be acceptable.)

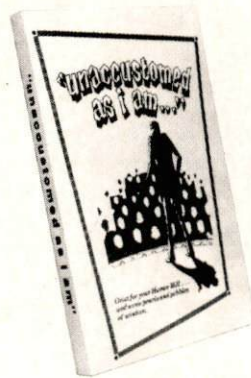
Finally, it's not a good idea to rely on manner of delivery, dialect or shouting to make the humor for you. A little bit of these go a long way. And often not the right way!

Despite all I've said here, you may still think that you can't give a humorous talk. Nonsense. Anyone who can speak can give one. It's simply a matter of making the effort and learning from your mistakes. And your Toastmasters club is the place to do it. After all, you will never have a more sympathetic audience.

So plan to enter the contest. Start now and write your humorous speech. And whether you win or lose — whether you're funny or sad — you are going to gain by the experience. ■

Hudson Hatcher is a member of the Graybar Club 1436-46 in New York City, New York.

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by Mike LeFan
“**T**hat’s the last time!” Bill sputtered between tight lips at the new checkout girl. “If you can’t wait on customers without my help, then you won’t have to wait on them at all. Get out from behind the counter. Get out!”

“Yes, sir,” she whispered, trying to get out of sight as fast as she could. Tears welled up in her eyes. The other checkout personnel stood staring at the scene, and customers weren’t quite sure what to say or do.

“Get back to work before I really give you something to stare at!” glared Bill, his face glowing red.

It’s true that Bill (not his real name) was under a lot of heavy pressure to improve the profit margin of his store. It was inventory time, there was some tension at home, and this checkout girl was inexperienced and had called for help several times before. But Bill’s reaction was all out of context. Bawling out that girl in front of her fellow workers and customers was like using TNT to get rid of ants in the kitchen pantry. Bill let his temper get the best of him, costing him a conscientious employee and the respect of his other workers. He probably didn’t win any customers, either.

Do you think Bill was proud of his behavior after he’d cooled off enough to think about it? Don’t you imagine that after he had calmed down he could see ways he could have handled the situation better?

An Inborn Emotion

As Bill undoubtedly knows — and as you may realize too — anger is standard equipment for humans. It’s an inborn emotion, and if you don’t think so then you need only observe a frustrated baby for a few minutes. We’re born with the capacity for almost instant anger. And the way we learn to handle that anger is a major factor in shaping what we think of ourselves and of others, and it determines how we’ll solve problems and cope with stress.

Anger is a natural emotion, but temper is an indication of how we’ve learned to handle anger — or not handle it, as the case may be. Anger and temper are triggered by emotional pain or humiliation. When we feel helpless, frustrated or inferior, our anger flares up in an effort of self-

Whether you like it or not, anger is standard equipment for humans. You’re born with it. How you learn to deal with that anger, however, is up to you.

Tame Your Temper





defense. We try to humiliate or weaken someone else so we'll feel more in the driver's seat.

What makes you mad? What can you do about it to prevent scenes like Bill got himself into? Do you get ticked off at being ignored or defied; cheated; disliked; patronized; teased; thwarted; vilified; ordered about; insulted; rebuked by someone with a "holier-than-thou" attitude; made to feel inadequate; deceived; disappointed in your expectations of others; crowded; misunderstood; mistreated; or rejected?

Bill had reason to be annoyed because of the clerk taking him away from his duties to advise her on her job. She was demanding too much attention. But it was because she was serious about doing a good job. Likewise, you'd be understandably angry if the plans your boss asked for were dismissed without so much as a hint of gratitude for your efforts. That kind of humiliation always generates some anger. The more insecure and vulnerable you feel, the more intense your anger.

How should Bill have controlled his temper?

Acknowledge Your Temper

The first step in taming your temper is recognition. There's no value to making excuses. One weak-kneed alibi is as good as another if you're not going to admit to yourself that you've got a temper problem. If you won't make that admission and then try to take command of your temper, you really shouldn't be in business.

Temper isn't useful in developing leadership skills, and you know the kind of hurt and damage a temper can do in both personal and professional life. So once you've admitted the reality of your temper, the next step is resolving to free yourself from its enslavement. And it can be done. Unlike anger, temper is a *learned* behavior — so it can be UNlearned.

Temper's like a lighted match. You can hold it tight and get burned, and you can thoughtlessly let it do its destructive worst on you and those around you. Or you can learn to blow it out. Anyone who succeeds in dealing with people has developed at least a few temper-control techniques.

Vernon, a service representative for an office equipment company, says,

"The best place to blow off your temper is in a room by yourself. That way you won't hurt anybody."

Is that a valid technique? What about the times you can't shut yourself in a room by yourself? The same thing applies to advice on "working off" anger by golfing, jogging, washing the car or any other physical activity. You just can't run out to hit a few golf balls when your temper boils because some punk kid cut in front of you on the freeway. Besides acknowledging your temper and declaring that you want to tame it, what else can you do?

Harness Your Anger

Realize that it's not immature to be angry. Anger is sometimes justified. There's nothing wrong, for example, with being angry at child abuse, cruelty or racism. But you must be willing to accept the consequences of your anger.

Holding anger in creates the risk of high blood pressure, fatigue, stomach ulcers and other self-induced ills. So it's not necessary that you repress your anger totally. Doing that can result in your avoiding real problems. And holding back anger doesn't eliminate it; it just accumulates and blows up in unrelated ways. Don't be like Bill, who had words with his wife but was "mature" and didn't retaliate . . . until he got to the store and exploded at the checkout girl.

Tame your temper by harnessing your anger. It's okay to express your anger — even if you're kept quiet for years. Silence may imply a lack of concern, but your anger can show that you're alive and that you care. If people know what makes you angry, they may be motivated to change.

But expressions of anger don't need to be volcanic eruptions of temper. Before you begin to lose your temper, know exactly what's making you angry and direct your anger at the source — not at innocent people. Then monitor your level of anger, know how mad you are and limit your anger to fit the situation. The possibilities range from total unconcern to fiery rage, but the proper response is definitely somewhere in between.

Play Fair

Consider the other person's feelings. When angry, don't worsen the situation by becoming overly aggressive. Play fair and criticize a person's

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actions, but never the person. It's one thing to say "Your actions are irritating me," but it's something else to scream "You're a no-good bum!" Bill committed this wrong with the check-out girl. He attacked her general character rather than pointing out specific irritating behavior and, in doing so, failed to keep alive an otherwise desirable relationship.

It might surprise you to learn what your own personality has contributed to a problem. At a given time you may be ticked off at certain actions, but there's a possibility that you provoked the situation. Ask the other person what he's angry about. See if there isn't a common element that points to your own sensitivity working overtime.

Say what's on your mind while the situation is fresh. Come out with it when you understand the problem and your feelings about it. This is better than waiting, letting the situation fester and distort in your mind.

When your life is running on a calm course, think back to your last temper blow-up. Did it accomplish anything constructive? What image did your associates or family get of you? Are you proud of how you acted? More importantly, can you now think of ways you could've handled the situation better? Picture that scene again, but imagine yourself handling it with self-assured poise and calm. Think about the irritation with bemused tolerance. Isn't that how you wish it had been?

Decide right now that you want to conquer your temper. Program your brain so that next time someone or something provokes you it'll be a simple matter to shut down the furnace of anger. You can refuse to give in.

After a victory or two, you'll find it easier to tame that temper of yours. You'll feel good about your growing ability to achieve results with calmness and dignity.

And it's always reassuring to know that you can master your emotions. ■

Mike LeFan has written articles on business, motivation and creativity for such magazines as Success Unlimited, Women in Business and Income Opportunities. His consumer column, "More For Your Money," appears in nine newspapers across the country, as well as in the monthly Elks Magazine.

Are You Coming Across Loud and Clear?

by Barney Kingston, ATM

Richard M. Nixon had many problems, not the least of which was his ability to communicate. Perhaps, in retrospect, this may have had something to do with the subsequent chain of events that eventually led to Watergate.

Nevertheless, comedians have had a field day impersonating Mr. Nixon. Rich Little, for example, has made a career out of the affected jowl movements and the "double-V" imitation of the former President on the stump. And, of course, there are the memorable words President Nixon chose to use so often. I'm sure you have heard them many times!

"Let me make one thing clear!" he would say.

If you have ever read any of the former President's speeches, you could plainly see why he would find himself saying those immortal words over and over again. His thoughts were often expressed in such a convoluted form that he found himself, more often than not, trying to explain his choice of words rather than the basic idea he was trying to put across. That's why, in almost every speech he made — particularly those of the impromptu nature — he would wind up at the end, realizing he hadn't made his point, by saying, "Let me make one thing clear," and then say the same thing in different words.

What Do We Really Mean?

I have purposely followed this complicated route to pose a problem faced by many speakers today — not just Toastmasters. That is, they have a basic idea or theme they want to get across, but work so many different subjects and ideas into their talk that it becomes difficult for the audience to understand exactly what they are driving at (like you are wondering right now what the heck I'm trying to get across!).

The problem many of us have is that we don't always say what we mean — only what we *think* we mean. And what a difference that makes.

I'll never forget what happened to me while visiting a local Toastmasters club several years ago. Yes, this is a true story, but I'll change the names and places to spare any embarrassment if the fellows referred to are still active. I was a guest at the Archimedes Toastmasters Club at 12200 East Division Street on the north side of Chicago. (Yes, I know this location would place the club in the middle of Lake Michigan, but I want to be sure we don't get any flack from sensitive souls.)

I was chosen to be the "guest" evaluator of Tom Blakely, who was rated the club's top speaker. Tom's subject that night was "Cigarettes Are Not Hazardous to Your Health!" You can bet when Tom stepped to the lectern he had the interest of everybody in the club that night. This was about the same time the Surgeon General of the United States had his name inscribed on every package of cigarettes under a statement warning that cigarettes can kill you.

Presenting the Case

First, like the fine speaker he was reputed to be, Tom presented the case against cigarette smoking. He told how statistical analyses of hundreds of thousands of people who had passed away had a considerably higher death rate from heart disease, lung cancer, emphysema and other circulatory-related illnesses. Then, because he wanted to bend over backwards to be fair, he said there was no question in his mind that cigarette smoking probably is about as close to addiction as any drug can be.

Having presented the well-known arguments against smoking, our speaker gave his reasons why he felt no real proof had been brought to light

"The problem many of us have is that we don't always say what we mean — only what we think we mean. And what a difference that makes."

clearly indicting cigarette smoking as a killer. He mentioned many well-known men in public life who, at 75 to 92, were still smoking a couple packs a day. Statistics, he said, can be made to prove anything. He went on to say that if you ate enough candy you could get a fatal cancer. Similarly, if you live in any large industrial city, the dust and smoke in the air can cause all sorts of fatal illnesses. He offered the rationale: "Automobiles kill over 50,000 people a year, but we don't ban autos. There are all kinds of foods that can kill overweight people, but we don't eliminate these foods from the national diet. Excessive coffee drinking, because of the high caffeine content, can lead to death for many people. Yes," Tom thundered, "even too many aspirins or sleeping pills can do you in, too! But," he concluded, "I want to make one thing clear. I'm not saying you should go out and start smoking or continue to smoke. I'm simply saying nobody has really proved that cigarettes are hazardous to your health."

The Critique

After the votes were counted for the club's "best speaker of the evening" award, the chief evaluator asked me to give my critique of Tom's talk. Frankly, I felt a little uneasy about the job. You always want to say something good about a speech, note something minor that needs improvement and, particularly if you are a guest, sit down. (After all, there is always the invitation to the local tavern after the meeting you're looking forward to.) But I felt Tom was too good a speaker to want a fast brush-off. So I began.

"Tom, the title of your talk was 'Cigarettes Are Not Hazardous to Your Health.' In my opinion, you have an outstanding voice. I like the way you enunciate words, articulate your thoughts, and I thought your use of gestures was appropriate in every instance. You show signs of being a skilled debater by fairly presenting both sides of the issue."

I could see Tom eagerly eating up the confection I was handing out. I could almost hear him think, "That evaluator is a real pro! He really listened to my talk and got the guts of it. There's no doubt in my mind now I'll run away with the top speaker award tonight!"

"But, Tom," I continued, "I felt the

weakness of your talk was that you took no stand. While you ably presented both sides of the cigarette smoking issue, you failed to state which side of the issue you believe. I feel that whenever a speaker tackles a controversial subject he owes it to himself and his audience to make clear which side of the issue he is on. By sort of straddling the fence and giving equal weight to both sides, you let the audience down. How can you be convincing when you won't take sides? But other than that, I thought your talk was perfection itself."

Taking Out the Sting

That last bit of sop was intended to take the sting out of the criticism and, hopefully, to preserve my after-session beer invitation. Of course, the talk failed because the essential purpose of such a talk is to convince the audience to your point of view.

I had hardly sat down when Tom jumped up and, without asking to be recognized, shouted, "Wait a minute, Barney. That was the whole idea of the talk — that no proof has been given to the public that definitely proves that cigarette smoking is dangerous to your health. All we have so far is a bunch of statistical evidence of a hearsay nature." And he continued for another five or six minutes, completely oblivious to anything, but wanting to convince the audience that the evaluator had missed the point of his speech.

After the evaluations had ended and control of the meeting returned to the Toastmaster of the evening, I waited with some anxiety for word of the winner. I was hoping Tom would get the top honor. But I saw visions of free beers fading fast in the gloaming.

The Toastmaster picked up the award certificate and, with much feeling, he said, "Well, fellow Toastmasters, in a very tight contest — with all the speakers getting votes for really outstanding talks — Joe Smith sneaked in the winner. Let's give Joe and all the speakers a big hand." As the meeting adjourned, he then barked, "Don't forget. We'll have the usual beer session at Ballentines. And Barney, please be our guest!"

The Session at Ballentines

About 14 of the 26 Toastmasters present at the meeting turned up at Ballentines — including our friend, Tom. Although I sat next to him, I thought it best not to say anything at this juncture, for fear I might set him

off again. But sure enough, one of the fellows congratulated Tom, saying it was the best speech he had ever given. That's all Tom needed to set him foaming at the mouth — and not just from the beer!

He wanted to know what was wrong with me. If anything was wrong with my hearing. If I really heard his talk at all. How could anybody not get the point of his speech? And on and on for at least another five minutes or so. After he wound down, to end the discussion on this subject, I said, "Tom, I understand perfectly what you intended to say. But stop and think. You have been telling us for some time what you really meant to say — after you have finished your talk. Remember, wherever you go to give a talk, you have only one chance to tell the audience what you have to say. You won't get another chance. So make sure you make your point clear the first time!"

Are You Understood?

Do you have Tom's problem? After your last speech, did your evaluator say that he didn't understand the point you wished to make? There's a sure-fire solution to this problem. And it is fairly simple to master.

Never, give a speech unless, *first*, you've made an outline; *second*, established the purpose of your talk; *third*, backed it up with supporting material; *fourth*, made clear where you stand on the issue; and *finally*, ask the audience to do something positive about your cause. If your purpose isn't loud and clear, you have no meaningful talk.

There will be times when you think you have given just about a perfect talk — when you have put forth considerable effort in preparing a masterpiece. If this is the case, the last thing you really want to hear is unfavorable criticism. I once witnessed a fellow who had given a great talk, but was so angered by what he thought were "unfair" comments by his evaluator that he walked out of the room and never came back.

Before you can control an audience, you must first control yourself. ■

Barney Kingston, ATM, is merchandising director for Salesman's Opportunity Magazine. A member of the Speakers Forum Club 371-30 in Chicago, Illinois, he is a frequent contributor to The Toastmaster.

Meet Your 1978-79 District Governors



F. DON ROBINSON, DTM
Arcadia, CA



1. KEN HIMES, DTM
Los Angeles, CA



2. DENNIS C. ELDRIDGE, ATM
Edmonds, WA



3. HAROLD PARROT, ATM
Scottsdale, AZ



4. RAY E. BROOKS, DTM
Fremont, CA



5. R.E. KENYON, DTM
La Mesa, CA



6. FRANK J. SMITH, ATM
Minneapolis, MN



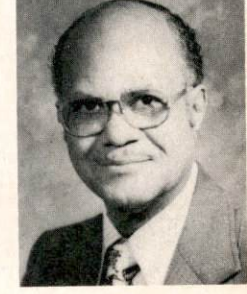
7. HERBERT C. STUDE, DTM
Portland, OR



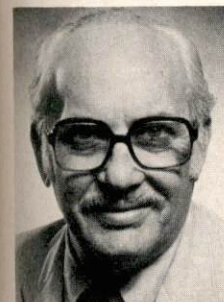
8. ED RICHFIELD, ATM
Hillsboro, MO



9. MARSHALL C. MILLER, DTM
Ephrata, WA



10. J. CEYRIL CRAWFORD II, ATM
Cleveland, OH



11. LOWELL H. SPALDING
South Bend, IN



13. CHAS. H. VONDRACEK, DTM
Murrysville, PA



14. T.R. (DICK) BANKS, DTM
Atlanta, GA



15. JOAN C. McNEIL
Salt Lake City, UT



16. STEPHEN B. PETER, DTM
Oklahoma City, OK



17. ROBERT K. POWELL, ATM
Bozeman, MT



18. DONALD L. PUGH
Bel Air, MD



19. ROBERT A. JENKINS, DTM
Des Moines, IA



20. LEROY A. SPILDE, ATM
Casselton, ND



21. R.S. (DICK) DIXON, ATM
N. Vancouver, B.C., Can



22. WOODY ALLEN, ATM
Kansas City, MO



23. C.A. RICHARDSON, ATM
Albuquerque, NM



24. RUTH M. KRAFT, ATM
Omaha, NE



25. B. JACK HOLT, ATM
Ft. Worth, TX



26. JACK C. NEMMERS
Lakewood, CO



28. SHARON A. MOHR, ATM
Toledo, OH



29. BIRNEY T. PEASE, DTM
Tyndall AFB, FL



30. HENRY H. SHARTON, DTM
Oak Park, IL



31. LEW MUTTLY, ATM
Concord, MA



32. ROBERT DAMIANO, ATM
Bremerton, WA



33. DON ENSICH, DTM
Ojai, CA



35. WILLIAM G. TROTTIER, DTM
Madison, WI



36. TOSHIO HOSHIDE, DTM
Rockville, MD



37. JAY R. NODINE, DTM
Kannapolis, NC



38. GINNY GOODRUM
Folsom, PA



39. MARCIA L. PETERS, DTM
Roseville, CA



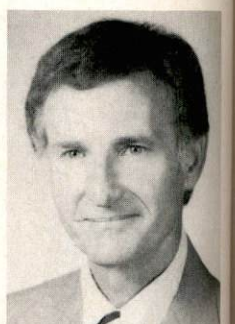
40. RHUEL K. CRADDOCK, DTM
S. Charleston, WV



41. RAYMOND L. LINDER, ATM
Brookings, SD



42. A.D. (AL) MUNROE, ATM
Moose Jaw, Sask., Can



43. BILL M. WILLIAMSON, ATM
N. Little Rock, AR



44. SCOTT A. EDWARDS, DTM
Lubbock, TX



45. JACK KIURU, ATM
Halifax, NS, Can



46. ELIAS E. EZRA, ATM
Richmond Hill, NY



47. ROBERT GELFAND, DTM
Hollywood, FL



48. EARL D. HEATH, ATM
Montgomery, AL



49. DOUG KELLY, ATM
Honolulu, HI



52. JAMES O. WILDES, DTM
Van Nuys, CA



53. MARC A. RUGGERI, DTM
Troy, NY



54. CARL G. HOUCHINS, ATM
St. Charles, IL



56. JAMES LA PRADE
San Antonio, TX



57. LYNDEN F. DAVIS, DTM
Albany, CA



58. RICHARD D. BERKLAND, ATM
Rock Hill, SC



60. DOUG BARCLAY, DTM
Burlington, Ont., Can



61. FRED B. COULSON
Beaconsfield, Que., Can



62. JOHN H. MACLAREN
Jackson, MI



63. MARCIA A. TAYLOR, DTM
Kingsport, TN



64. C.J. (TOM) THOMPSON, DTM
Winnipeg, Man., Can



65. RAYMOND W. TARDIFF, ATM
Rochester, NY



66. J. FRED POWELL
Christiansburg, VA



68. ELMER H. WAGNER, ATM
Lake Charles, LA



69. BRUCE MADDISON
Mansfield, Qld., Aust



70. CHRIS VEITCH
Bayview, NSW, Aust



71. PAT DULLAGHAN
Killiney, Dublin Co., Ireland



72. JOHN A. FAUVEL, DTM
Auckland, New Zealand



73p. TONY JESSOP, ATM
Mulgrave, Vic., Aust



There are no practice sessions when the TV camera zeros in on you. What the camera and microphone catch will earn you local temporary fame on the evening news . . . for better or for worse. So you'd better be prepared!

How to Prepare for the TV Interview

by Nat B. Read Jr.

Yesterday, the only people who got interviewed on television were Senators, movie stars and football coaches . . . the elected or appointed leaders of our society. Today, you are a prime prospect for the evening news, because the camera crew now goes beyond the "spokesman" to whomever the reporter feels is touched by the day's news events. Doctors are interviewed about malpractice. Service station operators are asked about the energy crisis. Truck drivers are asked about state speed limits. And business people of all stripes are asked about equal opportunity, consumer fraud, tax reform, restrictive legislation and inflation.

You may be next, whoever you are, and you'd better be prepared! There are no practice sessions, no retakes, no review of the final news and no appeal. What the camera and microphone catch will earn you local temporary fame on the evening news . . . for better or for worse.

It can easily be for the better if you know what to expect and how to react. That's the purpose of this article, to put you on the offense instead of standing there in awe of all

that television equipment. As with anything else, there are right and wrong ways, professional techniques and proved do's and don'ts. Read this article now; you may not have time to when "your hour" arrives.

Know How They Work

First, you should know a little about how the TV news crew works. It works one day to the next, a day at a time, with almost no advance planning. If they call you this morning, chances are they want to interview you by noon and use the film on tonight's news. That's not an exaggeration or an exception. That's the way it will probably happen. That kind of crisis intrusion is alien to the organized supervisor, but it's not likely to change. "If I had wanted it tomorrow, I'd have asked tomorrow" is the byword of the business which is geared to bringing you "today's news today."

Television reporters and news assignment editors consider their clientele to be the masses of news watchers out there who choose their channel and, hence, help their channel's ratings. The TV crew is not beholden to "important people" and certainly isn't going to slant its presentations in the favor of advertisers. Business people complain that television news has a liberal slant and is basically anti-establishment. Liberal causes, on the other hand, complain that television management dances to the tune of advertisers who pay the stations' bills. It seems that just about everybody feels that the news media "have it in"

for their side of the political spectrum, whichever that might be. Whether they do or not is not as important as remembering that the reporter will probably feel no allegiance or responsibility to you. He or she is doing the story for them, not for you. Remember that, even though it won't help your ego.

How It Gets On

Here's a quick summary on how the news gets on television. The news assignment editor schedules his news crews before sunrise, and each reporter and film crew will probably do two or three stories during the day. They'll shoot for an hour or so, then the film editor will edit all that footage down to a mere 40 to 60 seconds for the total news story and about 15 to 20 seconds for each interviewee. You'll find it incredible that so much effort could have gone into such a few seconds of evening news.

Knowing something about the TV crew's work can give you some advantages. For example, knowing that your lengthy interview is going to be edited down to 20 seconds gives you this advantage: You can open with a succinct summary of your point of view, a summary that zeros in on what tells your side of the story best. When all of the film is edited that afternoon, chances are the editor will decide that your 20-second summary is the most appropriate part of the long interview to use, even though the reporter asked dozens of piecemeal questions afterward.

How does one prepare for a TV

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Los Angeles Times photo

AUGUST 1978

interview? Well, if you're lucky enough to know a day in advance, you can choose your wardrobe for the occasion. Avoid intricate patterns in your tie, jacket or dress; they'll look confusing on screen. Since the television image is created through horizontal lines, avoid tight horizontal patterns, because they'll combine with the screen to create weird secondary patterns. Dress for the point of view you intend to express. If you're announcing unfortunate or tragic news, don't wear happy, casual clothing. If you're complaining about your economic plight, don't wear an ostentatious gold watch chain. In any case, try not to wear a white shirt or white clothing since it makes the lighting difficult. A muted, solid-color shirt and a medium-colored suit — subdued brown or blue — are perhaps best for men. Women should avoid jewelry that will blind the camera in the powerful TV lights and should avoid alluring fashions that will divert attention away from the commentary.

Preparing for the Interview

And, whether you have days, hours, minutes to prepare for the interview, use as much time as you can lop off for preparation. Take the time to write down the rottenest questions you can think of. Pull no punches. If you're not squirming as you write them down, you're not probing deep enough. Then decide how you intend to answer each of the worst — and easiest — of the reporter's questions. If you can answer the worst, the routine will come easily. And even if the reporter does hit you with the kitchen sink, you'll sail through it because you won't be caught off guard. You may not enjoy the answer, but you have the satisfaction of knowing it's the very best answer you could deliver under the circumstances.

Size Up the Situation

Greet the film crew under the most pleasant circumstances possible. Be on time. Be up. Introduce yourself to the entire crew, then concentrate on the reporter and let the light, sound and camera people go about their business. Try to get a feeling from the reporter for what is to be covered. The reporter may use the set-up period to size you up at the same time. So much the better; you'll be able to indicate the areas where you are best qualified and most authoritative. Don't threaten the reporter, ask to see the final version or

try to dictate what he or she will ask. You *can* indicate what you are prepared to answer and indicate that you will not venture beyond that in your responses on the air.

As the interview begins, look pleasant and confident. The camera tends to make faces look more serious, more stern and more severe than they really are, so compensate with a little bit more-pleasant-than-usual expression. Be especially careful of this while the reporter is asking the questions. When people concentrate, they tend to frown. On camera, this looks like they are angry with the reporter for bringing up that subject. So concentrate on keeping a pleasant face at the same time you're concentrating on the reporter's question. And so make sure you fully understand the reporter's question. Ask him to rephrase it if necessary.

When it comes time to speak, do so clearly and with confidence. Don't stammer or clutter your response with "ah's." Let your voice show that you are sincere and sure of your position. Answer in as direct and straightforward a manner as possible. Make sure your nonverbal response telegraphs the same confidence. Don't fidget, shift from one foot to the other or display any other nervous gestures. Focus your eyes directly on the reporter or on another logical subject, and don't let them flit around as if looking for a way out.

How Will You Sound?

As you answer, think how your answer will sound to those who don't know you, those who are opposed to you and those who look to you as the spokesman for their cause. How will each answer sound if heard by itself, with all else edited out?

As you consider how your answer will sound, remember to make it sound good from the general public's standpoint. Don't justify it for your company or cause; justify it in terms that serve the public interest.

Above all, answer truthfully. If you need any reminder of what happens when white lies are told innocently with straight faces, think of one word: Watergate. If you think you won't get caught in a little connivance, remember that the Watergate folk didn't think so, either. Tell the truth and tell it concisely and in a straightforward way. Television time is measured in seconds, not minutes. Don't answer

with a clipped "yes" or "no," but don't ramble or try to cover too much in your answer, either.

Always the Truth

One pitfall to avoid is picking up negative phrasing from the reporter. The reporter might ask: "Are you trying to gyp the public with this price increase?" Don't answer with "We are not trying to gyp the public. . . ." Answer instead with "Our price increase was the only alternative open to us because of. . ." If you get sucked in by the question, tonight's headlines will be: "Top Executive Says He Is Not Trying to Gyp the Public!" That sounds a lot like the "When-did-you-stop-beating-your-wife?" routine. Answer positively, without repeating the question.

Work Your Answer

If the reporter asks a question that doesn't give you the chance you need to talk about the things you think are important, work your answer around to bring up your points anyway. "What impact will this year's products have on the quality of the air we breathe?" "Of the choices open to society, this guarantees the purest possible air, without sacrificing our standard of living, and let me point out that the bill now being pushed through the State legislature. . . ."

Don't feel like you are being graded on how exactly your answer fits the reporter's question. The reporter is there to get the story, not to make sure that parliamentary debate procedures are followed. He'll want to cover a number of angles, not let himself get bogged down interminably on a single point. Answer in your own way, even if it doesn't quite fit the question. Chances are the reporter's eyes are rolled back in his head trying to think of another question to ask anyway. He isn't always concentrating on your words; he's just trying to get as much relevant verbiage on film as possible so that the editor can have enough to choose from.

Correct Misleading Information

If the reporter includes misleading information in his question, deal with that before proceeding to answer the question. "Since the Alaska pipeline will destroy the fishing community of the state, what taxes do you think ought to be levied on service station operators?" "Well, first let me make clear that the pipeline will benefit the fishing industry of Alaska through the

added market for the fisherman's products, and as to taxes. . . ."

And whatever you do, don't lose your cool. Don't let the reporter get your goat or goad you into an emotional answer. The reporter is not your target, and don't ever forget that. You are talking through the reporter to the television audience. He or she is only one person, but through the interview you are reaching thousands or millions. Don't yield to the temptation to put one smart aleck in his place when you can win — or lose — thousands of sympathizers.

You've Got to Entertain

Throughout it all, remember that as a television subject, you are competing with Johnny Carson, David Frost, Bill Cosby and all those star-studded supercitizens of the cathode ray environment. Television is an entertainment medium, and folk are turning on their sets and changing their channels to find that which will entertain them best. And the news hour is no exception. Like it or not, friend, they're counting on your interview to entertain them. That doesn't mean you have to make them laugh or even agree with you. But it does mean that you should adhere to the personality traits that ratings have enshrined. You've got to be "cool" and relaxed-but-always-with-it. You can't be uptight and nervous. You have to be mellow. The reward for conforming to the TV norm is to be accepted by its viewers. The penalty . . . to grate on the nerves that view you. You are a personality, not a company, corporation or cause. Speak from the first person — "I feel. . ." or "We believe. . ." instead of "The company's position. . ." Speak a little lower than you normally would. A lower voice conveys warmth and sincerity. *Feel* like you're a star and an authority . . . you are.

Television seeks out direct representatives of each day's fickle news. In the recent past, it has turned to housewives, service station attendants, Arab-embargoed businessmen, doctors, lawyers and, yes, even Indian chiefs. Tomorrow it could be you. Don't let that thought panic you. Greet it as the opportunity you've always longed for and make the most of it by putting into action the techniques discussed above. You'll do well. After all . . . now you really know how to do it! ■

The Idea Corner

Why Not Advertise for New Members?

Advertising.

Few would argue that it dominates most of our lives. Wherever we are — and whatever we're doing — we are all constantly bombarded on all sides with messages from companies who want to make us feel better, smell prettier and live longer.

Even on the highway, in the privacy of our own automobiles, we cannot escape them. Jingles blare out over the car radio and giant road signs dot the countryside, each proclaiming their product to be — with question — the best at what it does. Or your money back!

Yes, there's no question about it. We live in an advertising age. A world of slogans. Of jingles. Of signs. All intending to make us do one thing: Buy the product.

And, says Dik Buntrock, DTM, a member of the Ozaukee Club 3210-35 (Grafton, Wisconsin) and a past District 35 governor, it works!

According to Buntrock, the Ozaukee Club recently found itself in desperate need of new members and, as part of their membership-building efforts, decided to undertake a little advertising campaign of their own.

Perhaps the most successful step in their "make the community aware" campaign was their decision to put up a Toastmasters road sign alongside one of Grafton's major highways.



"And," says Buntrock, "it was easy! In the first picture, yours truly (left) and Paul Andrus, our education vice-president, are shown digging the holes for the new sign. In the second picture, we put it up and in — the finished product."

The results?

"We now have four new members who saw the sign, read a news release we sent out, came to the meeting and joined!" he boasts. "And you can't argue with a success story like that!"

Isn't it about time your club did a little advertising? You can . . . with Toastmasters' 22-inch Highway Sign (No. 363 — \$15, plus postage and handling). It's a great way to help make your club better known in the community. And a great way to get new members!

Just ask Dik Buntrock. ■

Profile

"It is impossible for a person to get on his feet and speak to a group frequently and retain a fear of speaking. Politicians, actors, singers and others in public become oblivious to audiences, cameras and crowds. Parachute jumpers regard jumping out of a plane as routine — after the first hundred jumps."



Eugene R. Severs

Eugene R. Severs — President, Macmillan Oil

What separates the truly successful executive from all the rest?

Experts have, for years, been asking themselves this very question. While the majority of their answers have not always agreed, there is one quality that is mentioned time and time again: a fear of failure.

Take Eugene R. Severs, for instance, president of the Macmillan Oil Company in Des Moines, Iowa.

A fear of flying resulted in his obtaining a private pilot's license and his own airplane. A fear of a shaky national economy prompted a company diversification program and advertising campaign a few years ago that has enabled Macmillan to become a leader in its field. And a fear of public speaking led him to Toastmasters International where, as a member of the Esquires Club 2388-19 in Des Moines, he has gained valuable speaking experience.

"I learned to fly at the age of 45 to overcome the fear of heights," says Severs, who, since starting the company from scratch in 1953, has seen Macmillan's revenues jump from \$11,000 the first year to more than \$25 million in 1977. "When I didn't progress as well as I liked, I stepped up the program from once a week to twice a week, to daily, to several times daily. The combination of increasing skill and daily familiarity conquered the problem completely.

"The speaking problem is different because you can sweat up the cockpit of an airplane all alone. In speaking, the initial fears show and are part of what is usually regarded as the ultimate fear — that of looking foolish to your fellow man. And this fear shows up in poor delivery, your use of notes, trembling hands, beads of sweat, dry mouths, panic and loss of memory."

Since joining the club in 1969, Severs has been one of the organization's strongest supporters. In addition to encouraging members of his own staff to become Toastmasters, he

has also helped many others fight fear by reassuring them that their speaking problems can be overcome. And, after hearing of his many battles with fear, most tend to believe him.

"It is impossible for a person to get on his feet and speak to a group frequently and retain a fear of speaking," he says. "Politicians, actors, singers and others in public become oblivious to audiences, cameras and crowds. Parachute jumpers regard jumping out of a plane as routine — after the first hundred jumps.

"But the most interesting part of Toastmasters is to see the few people who make a dramatic change in a short period of time. Most of us change slowly, but there are a few — often those with the worst beginnings — who achieve a transformation that is dramatic because of the quickness with which it was accomplished."

Calling himself more of an "activist" than a communicator or speaker, Severs readily admits that he still does not utilize all the knowledge and speaking skills acquired through Toastmasters to their fullest extent. Not because he doesn't want to, but because of his great aversion to people who speak frequently without having anything to say.

"I do not minimize the potential additional success that I can achieve through the use of Toastmasters skills in communication," he says. "But I want to have the time to properly prepare, and I also want to be certain I have something worthwhile to say!"

"My Toastmasters skills have, though, been utilized in many other ways, mainly through a general improvement in communications ranging from letter writing, to individual interviews, to small group meetings and, occasionally, to larger group meetings. I believe that we sometimes feel that additional knowledge in communication is useless unless we are speaking to a crowd of 5,000 people. But it can also be of great help in all of our human contacts.

"Yes . . . I recommend Toastmasters to all my friends and colleagues!" ■

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Hall of Fame

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

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Bill Holt

Anaheim Breakfast 3836-F, Anaheim, CA

Clay Hill

Monterey Peninsula 934-4, Monterey, CA

John Polianos

Crownmasters 1133-4, San Francisco, CA

Marshall C. Miller

Ee-Quip-Sha 501-9, Ephrata, WA

Tommy B. Richardson

Woodman 681-11, Indianapolis, IN
Checkerflag 2007-11, Indianapolis, IN

Vincent V. DeGeorge

McKeesport 901-13, McKeesport, PA

Jack C. High

Jack C. High 1489-15, Idaho Falls, ID

Theodore C. Wood

Kritikos 1686-18, Ft. George G. Meade, MD

Dale O. Anderson

Top O' The Morning 3786-20, Fargo, ND

David S. Wegner

Wisconsin 3490-35, Milwaukee, WI

Helen L. Burkett

George Washington University 1237-36, Washington, D.C.

Lester M. Gibson

Executives for Excellence 2985-47, Nassau, Bahamas

Leo E.C. Patacsil

Kamehameha 720-49, Honolulu, HI

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Ralph K. Hebb

Dynamic Whittier 873-F, Whittier, CA

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Blue Monday 1242-4, San Francisco, CA

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Norman J. Thaler

Convair 3745-5, San Diego, CA

Robert F. Deck

Victory 221-6, St. Paul, MN

George W. Gibbs

Rochester 271-6, Rochester, MN

Robert M. Koester

Rochester 271-6, Rochester, MN

Stephen C. Secaur

Paul Bunyon 922-6, Brainerd, MN

Patrick G. Menzel

Duluth 1523-6, Duluth, MN

Donald W. Klatke

Stillwater 2377-6, Stillwater, MN

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Clatsop Co-Eds 1516-7, Astoria, OR

Robert E. Lyle

Alpha 1408-8, Jefferson City, MO

Laade L. Mayer

Winged Word 1903-8, St. Louis, MO

James R. Crites

Cape Girardeau 2072-8, Cape Girardeau, MO

Forest M. Wickert

Western Reserve 2502-10, Madison, OH

Lester W. Grau

Portage 3275-10, Kent, OH

Joe Grytko

Woodman 681-11, Indianapolis, IN

Leroy Gerke

Early Bird 3293-11, Ft. Wayne, IN

Raymond L. Kallmyer

Early Bird 3293-11, Ft. Wayne, IN

William F. Fipps

Brunswick 1411-14, Brunswick, GA

Kenneth W. Martin

Artesian 3379-14, Albany, GA

Ruth Wakefield

Artesian 3379-14, Albany, GA

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Thunderbird 1566-16, Tulsa, OK

James O. Morbley

Perry 3265-16, Perry, OK

Emanuel Bernstein

Dickinson BDI 1345-18, Baltimore, MD

Thurman S. Rhodes

SSA 2884-18, Baltimore, MD

Gerson B. Kumin

Free State 3800-18, Baltimore, MD

Charles A. Janzen

Statesmen 1937-19, Des Moines, IA

Charles B. Batsel

Early Bird 2534-23, Albuquerque, NM

Ruth Kraft

A Rousers 2202-24, Omaha, NE

Ben Bold

The Big D 713-25, Dallas, TX

Charles H. Fink

Executive 1783-25, Dallas, TX

Alvin W. Coleman

Sunrise 3253-25, Longview, TX

Donald L. Hamilton

Sunrise 3253-25, Longview, TX

Ingeborg Nelson

Skyline 1038-26, Denver, CO

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Kitsap Morning 3704-32, Bremerton, WA

Louis Lipscomb

Point Mugu 1075-33, USNMC Point Mugu, CA

Leeland Lovaas

Sunrise 3883-33, Las Vegas, NV

Paul Edgar Simmons

Groundhog Communicators 3485-35, Sun Prairie, WI

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Plant Industry Station 2627-36, Beltsville, MD

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Annandale 3122-36, Annandale, VA

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Suitland Federal 3349-36, Suitland, MD

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Revenooers 3653-36, Washington, D.C.

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Kit Carson 2299-39, Carson City, NV

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SAAD SAC's 2591-39, Sacramento, CA

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Ashland 246-40, Ashland, KY

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H.E. Dobson 2005-40, South Charleston, WV

Daniel K. Bird
Beacon 2421-40, Dayton, OH

R.N. Roychoudhury
Marysville 2798-40, Marysville, OH

C.A. Ferrell
AGOISSI 3500-40, Columbus, OH

Billy M. Jackson
Northern Hills 3456-40, Cincinnati, OH

C.L. Anderson
Sioux Falls 210-41, Sioux Falls, SD

Dean A. Hyde
Capitol City 2998-41, Pierre, SD

Juell M. Johnson
Capitol City 2998-41, Pierre, SD

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Alexander Pendrigh
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Laurier E.E. Jule
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Wright Brothers 1564-48, Maxwell AFB, AL

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Municipal 1668-49, Honolulu, HI

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Get Up and Go 1869-56, Austin, TX

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Speakeasy 2208-56, Houston, TX

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Voyageurs 2638-64, Winnipeg, Man., Can

Louise M. Neal
Crater 1905-66, Ettrick, VA

Earl Scripture
Gamma 3423-66, Norfolk NAS, VA

J. Michael O'Hare
Public Service 3174-68, New Orleans, LA

Charles Steel-Boyce
Tauranga 3089-72, Tauranga, NZ

Robert Casals
Cebu 35-U, Cebu City, Philippines

Richard W. Tindall
Kashim Toastmasters Club 3243-U, Spenard, AK

New Clubs

949-4 Positive Thinking
San Mateo, CA — Monday, 6:00 a.m.,
Denny's Restaurant, Rte. 92 & W. Hillsdale
Blvd. (756-6313). Sponsored by Golden Gate
56-4.

2119-6 Tonka Talkers
Excelsior, MN — Tues., 7:30 p.m., Admini-
stration Bldg., School District #276, 261
School Ave. (474-6022).

997-7 Toastburners
Salem, OR — Tues., 11:45 a.m., State Farm
N.W. Regional Office, 4600 25th Ave. N.E.
(393-0101). Sponsored by Salem 138-7.

3804-8 Evening
Cape Girardeau, MO — Tues., 7:00 p.m.,
Town House Motel, Rose Room (334-3134).
Sponsored by Cape Girardeau 2072-8.

993-9 Cascade
Yakima, WA — Tues., 6:00 a.m., Home
Federal Savings & Loan, 502 W. Yakima Ave.
(575-4158). Sponsored by Chinook 40-9.

3785-15 Freeloaders
Salt Lake City, UT — Wed., 12:00 noon,
Dept. of Social Services, 150 W. North
Temple, Room 359 (533-7458). Sponsored by
Bell-Telers 3782-15.

1746-18 Meadeators
Ft. George G. Meade, MD — Tues., 11:30
a.m., Dept. of Defense, Dining Room, North
Cafeteria, 9800 Savage Rd. (688-6086).

1611-21 STRATHCONA
Campbell River, B.C., Canada — Thurs., 7:00
p.m., Austrian Chalet, 428 Island Hwy.
(923-4166). Sponsored by MALASPINA
738-21.

2171-21 Spruce Capital
Prince George, B.C., Canada — Wed., 7:30

p.m., Library of Connaught Senior, 1491-170
Ave. (563-1891). Sponsored by Cariboo
786-21.

1547-24 Twelve O'Clock
Lincoln, NE — Thurs., 12:00 noon, C.T.U.
Bldg., 1201 "N" Street (473-8462).

1132-28 Apollo
Toledo, OH — Fri., 7:30 a.m., Uncle John's
Pancake House, 3131 Secor Rd. (865-4445).
Sponsored by Seven-O-Seven 711-28, Tejas
966-28, Anthony Wayne 1380-28, Ft. Miami
1442-28, Downtown Toledo 2185-28 and
Westgate 3159-28.

1081-36 NALC
Patuxent River, MD — Wed., 12:00 noon,
Naval Aviation Logistics Center, Bldg. 449
(373-2635).

2515-36 NOVA
Springfield, VA — Thurs., 8:00 p.m., John
Marshall Library, Rose Hill Dr., Alexandria
(971-3576). Sponsored by George Washington
University 1237-36.

2949-36 University of Maryland
College Park, MD — Mon., 5:45 p.m.,
Maryland University Club, Rossborough Inn
(262-5555). Sponsored by Plant Industry
Station 2627-36.

3618-36 Penthouse
Washington, D.C. — Wed., 11:30 a.m.,
NOAA — Page 1 Bldg., Penthouse, 2200
Wisconsin Ave. N.W. (634-7270). Sponsored
by Merchant Mariners 1765-36.

3742-36 NIH/Landrovers
Bethesda, MD — Thurs., 11:30 a.m., Landov
Bldg., Room 4C-19, 7910 Woodmont Ave.
(496-1781). Sponsored by NIH 3421-36.

399-39 Butte
Oroville, CA — Fri., 7:00 a.m., Butte College
Staff Lounge, Clark & Pentz Rds. (345-1490).
Sponsored by Paradise 299-39.

559-39 Ponderosa
Reno, NV — Tues., 7:00 a.m., Carrows Restau-
rant, 6th St. & Wells Ave. (322-9177).

3114-40 Ohio Valley
Gallipolis, OH — Wed., 7:00 p.m., Ohio
Valley Bank, Jackson Pike Branch (466-0552
or 1255). Sponsored by Ashland 246-40.

3276-41 Ellsworth
Ellsworth AFB, SD — Tues., 11:00 a.m.,
Ellsworth NCO Club (923-1135). Sponsored
by 1326-41.

2055-47 Dew Sweepers
Altamonte Springs, FL — Wed., 7:15 a.m.,
Sabal Palm Golf Club, Hwy. 434, Longwood
(830-0216). Sponsored by Eye Openers
1988-47.

2423-47 Dr. Martin Luther King
Miami, FL — Tues., 12:05 p.m., Dr. Martin
Luther King Club, 666 N.W. 79th Ave., Rm.
512 (253-3890). Sponsored by Pan Am
Management 1652-47.

1699-49 Aloha Spanish
Honolulu, HI — Wed., 11:00 a.m., University
of Hawaii, 2444 Dole St. (988-2451).

2952-49 Aloha Drama
Honolulu, HI — Thurs., 6:30 p.m., The
Douglas Guild Auditorium, 1177 Bishop St.
(546-2025). Sponsored by Hawaiian Tele-
phone 1942-49.

3095-49 Martin Luther King Jr.
Honolulu, HI — Sat., 3:30 p.m., YMCA,

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Kuauu Branch, 1441 Pali Hwy. (949-3515).
Sponsored by Tropic Lightning 2849-49.

2785-53 Norwalk
Norwalk, CT — Tues., 8:00 p.m., Norwalk
Jewish Center, Shorehaven Rd. (847-3065).

1860-56 Wharton Oratorical Society
Wharton, TX — Fri., 12:00 noon, Petersen's
Restaurant, 1302 N. Richmond Rd.
(352-3264).

1908-56 Postal Employees
San Antonio, TX — Tues., 7:00 p.m., U.S.
Post Office, Houston & Alamo Sts., Rm. 636
(229-5725). Sponsored by USAA 181-56.

3457-57 San Quentin
San Quentin, CA — Fri., 12:10 p.m., In
Service Training Bldg. (454-1460).

3404-58 Walterboro
Walterboro, SC — Tues., 7:00 a.m., Ramada
Inn, Hwy. 63 (538-3651 or 549-1576).
Sponsored by Early Bird 2174-58.

3415-71 Ladies
Clacton-on-Sea, Essex, England — Tues.,
7:30 p.m., Marbella Hotel, St. Vincents Rd.
(22-3382). Sponsored by Clacton-on-Sea
883-71.

2126-U Matamoros
H. Matamoros, Tamaulipas, Mexico —
Thurs., 8:00 p.m., Canales y J. Arrese, H
Matamoros, Auditorio de la Clinica Hospital
del ISSSTE (2-29-91).

3562-U Windhoek
Windhoek, Namibia, S. West Africa —
Thurs., 7:30 a.m. on 2nd Thursday, 7:00 a.m.
on 4th Thursday, Hotel Thuringer Hof,
Kaiserst (061-25781).

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40 Years

Mt. Helix 126-5, La Mesa, CA

30 Years

Will Rogers 645-16, Tulsa, OK

25 Years

Waseca 1336-6, Waseca, MN
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Christophers 157-33, Fresno, CA
Point Mugu 1075-33, USNMC Point Mugu,
CA

20 Years

Tinker 1362-16, Midwest City, OK
Twin Village 2786-28, Whitehouse, OH
Windjammers 2628-33, Las Vegas, NV
Marysville 2798-40, Marysville, OH
Dothan 2804-48, Dothan, AL
Durban 1406-U, Durban, Rep. of South Africa

15 Years

Highway Men 1692-16, Oklahoma City, OK
Sturgis 1346-41, Sturgis, SD
Early Bird 3651-47, Tallahassee, FL
Water and Power 3629-52, Los Angeles, CA

10 Years

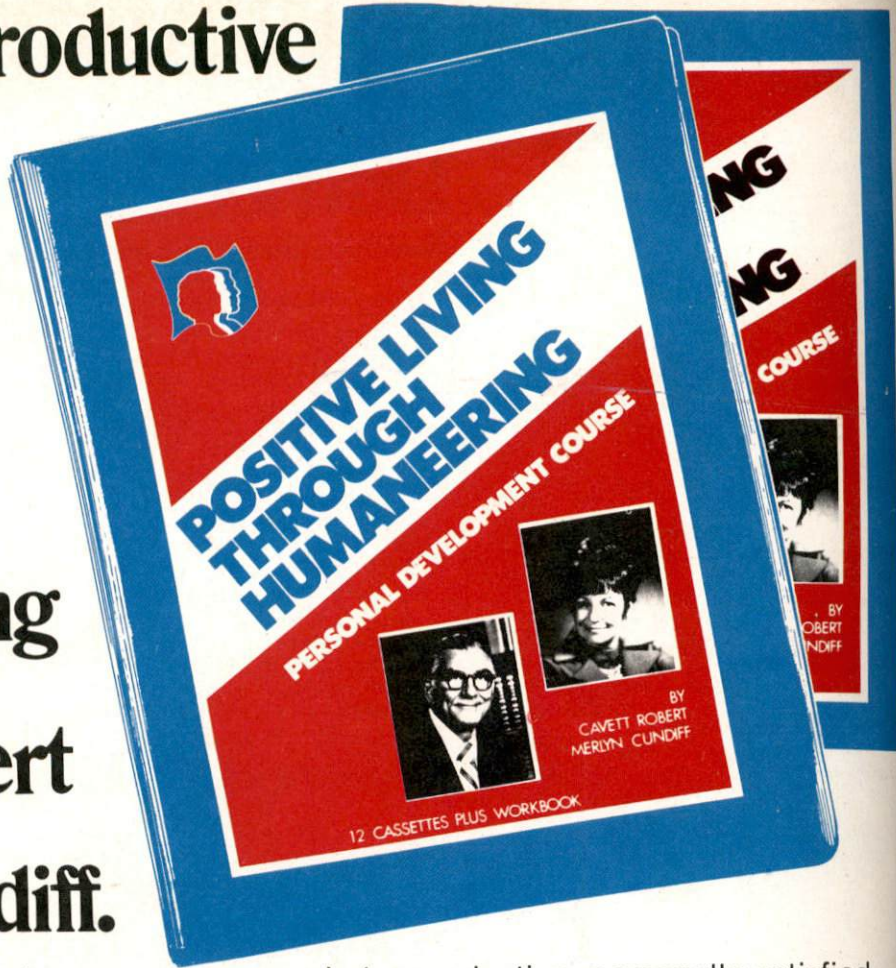
Pacemakers 2167-6, St. Paul, MN
Fluor Houston 2963-56, Houston, TX
Gaveliers 2323-69, Townsville, Qld., Aust

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- 60. Doug Barclay, DTM, 5426 Winston Rd., Burlington, Ont., Can L7L 3B2
- 61. Fred B. Coulson, 129 Taywood Dr., Beaconsfield, Que., Can H9W 1B1
- 62. John H. Maclaren, 909 Oak Grove Rd., Jackson, MI 49203
- 63. Marcia A. Taylor, DTM, 164 Walton Ct., Kingsport, TN 37663
- 64. C.J. (Tom) Thompson, DTM, 11 Tod Dr., Winnipeg, Man., Can R2M 1Y5
- 65. Raymond W. Tardiff, ATM, 3238 Winton Rd., So., Rochester, NY 14623
- 66. J. Fred Powell, 905 Carson Dr., Christiansburg, VA 24073
- 68. Elmer H. Wagner, ATM, 108 Prospect, Lake Charles, LA 70605
- 69. Bruce Maddison, 11 Liamera St., Mansfield, Qld., 4122, Aust
- 70. Chris Veitch, 40 Loquat Valley Rd., Bayview, NSW, 2104, Aust
- 71. Pat Dullaghan, 56 Springhill Park, Killiney, Dublin Co., Ireland
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