**The Director’s Podium**

Last semester we presented 3 academic papers at regional conferences, 1 original speaking center pedagogical innovation at a national conference, and we authored/co-authored 3 chapters in “Communication Centers and Oral Communication Programs in Higher Education: Advantages, Challenges, and New Directions.” This semester, there are many things that are new and some that remain the same.

**NEW**

* We have launched our new Web page.
* We now offer speakers who get support from our Online Speaking Center the same report forms that speakers in our face-to-face sessions receive. Speakers and their faculty have expressed value in this consistency in feedback practices.
* After collecting spare change for two years, we recently planted two Japanese maple trees outside of the MHRA building.

**NOT NEW**

* We are excited about the opening of our digital communication sister-center in the Jackson Library.

**By Kim Cuny**

*Due to the spoken nature of our work we still require appointments. It is never too early to call for an appointment. It can, however, be too late. Appointments need to take place two or more days before the final presentation date.

*We are taking requests for our interactive oral communication workshops. We can facilitate these workshops in your space or the Speaking Center Training Facility in McIver.

*During a consultation, speakers work one-on-one with a communication consultant trained to offer peer-to-peer guidance. Each individual session will last thirty minutes while a group session lasts one hour. We can assist you at any stage of your presentation, from invention to organization to delivery.

*Our services are open and available to the entire campus community, and through our community outreach, not-for-profit off-campus communities as well.

*Want to join our team of consultants? To learn how, check out: speakingcenter.uncg.edu/*

**Voices of the People**

On February 7, 2012, consultants from the University Speaking Center attended the Greensboro City Council meeting held in the Melvin Municipal Office Building in downtown Greensboro with the goal of helping citizens who wanted to address the Council. Speakers are allowed 3-5 minutes during the public comment period of the meeting to voice their opinion on agenda or non-agenda items that relate to the local community.

Consultants and directors attended this event dressed in their bright blue and gold Speaking Center t-shirts and were armed with clipboards, persuasive speech outlines and stopwatches. From 5:30-7, they walked around the waiting area offering help to those who would be addressing Council. Staff offered feedback on organizational structure, persuasive tools, and even delivery when people just wanted to practice. Numerous speakers sought our help and left feeling more confident about their speech. The impact that this outreach had on the staff was so large that the Speaking Center plans to make this engagement an ongoing part of their community activism.

**By Erin Ellis**

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**VITAL STATISTICS**

Location: 3211 MHRA Building
Phone: (336) 256 1346
Hours: Mon.-Thurs. 10am to 8pm
Friday 9am to Noon
Sunday 5pm to 8pm
Web: http://speakingcenter.uncg.edu
Email: UNCGSpeaking
Facebook & Twitter: UNCGSpeaking

**Onset of Addiction**

By Johnny Teeter

Like a twilight firefly in an early August backyard, it’s finding what you’re looking for, just because you gave up and forgot about it. Like the last Tiger of its dying breed, living in thoughtless satisfaction behind the bars of safety. It will break your heart to save your life, but never tell you why. Like looking back on painful times with a smile and pride for the wisdom earned. Do not fight this old friend, just as you wouldn’t punish the waves for erasing your footprints from the shore. Give up an afternoon in exchange for an unexpected reunion with deteriorated photos of a better time. You cannot prepare, but you just might be ready.

Now learn this warning sign and go chase your own. But remember, life will always have the head start.

**The National Award**

The National Communication Association presented UNCG Speaking Center Graduate Assistant Alyssa Davis with their Outstanding Communication Consultant Award for 2012 at the National Association of Communication Centers’ April conference at Eastern Kentucky University, Richmond, Kentucky. This competitive award is given to one recipient each year.
Many times people think of public speaking as a long, drawn out, and complicated event. However, the UNCG Speaking Center follows The Five Canons of Rhetoric adapted from The Speaking Center at Davidson College to help speakers navigate the process of speech making.

To better illustrate this process, let’s focus on the first two steps of speech construction and compare them to getting ready for a trip.

Winter break is coming up, and we know that we want to go somewhere fun. Unfortunately, for those of us who aren’t risk takers, we can’t just take a globe and spin it around. What if it lands on Antarctica? I don’t know about you, but I refuse to spend my winter in Antarctica; I’m trying to go somewhere warm! Let’s think of something tropical or desert-like, with coconuts and palm trees. Somewhere that is cost-friendly. Hmm... it seems that there is quite a bit of information we need to research before we take the plunge.

The same goes for the first step of the speech making process, also called the invention stage. Once we have a clear understanding of our speaking assignment, we then need to focus on a couple of important areas. One area pertains to developing our credibility as a speaker. It is crucial to gather as much information on our topic as is possible. This information will help us convey a sense of expertise and knowledge to our audience. Analyzing the audience is another key component of this step—what is our primary audience? Being proactive in targeting the needs, desires, and interests of your audience members while structuring your presentation will help fulfill this part of the process.

Okay, so now that we have completed research on where we want to go for the Winter Break, we’ve come to a conclusion that Aruba is the place to be. For those of you who don’t know where Aruba is, it’s a small island in the Caribbean off the northern coast of Venezuela. Aruba has snow-white sands that are actually crushed coral, so our feet won’t burn up as we take a cool dip in the crystal-clear blue waters of the Caribbean Sea. Let’s now establish what we are going to do in Aruba and organize our itinerary. For those who like extreme sports, I will take you to the right spots to go kayaking and windsurfing on the southern shores of the island. For those of you who want relax in palma-deh bennis or muscle-tea and board shorts, we can unwind from a hectic semester on world-renowned Eagle Beach.

Like organizing for our trip, the second step of the speech making process, called the disposition/arrangement stage, deals with effectively arranging the three parts of the presentation. In the introduction we provide the audience with an appetizer to our main meal (i.e. the body) by looking to hook our audience with an attention-getting device (asking a rhetorical question stating a fact or statistic, etc.), developing a thesis (what it is that you are proving/disproving), and providing the audience with a preview of our main points. The body is the meatloaf and mashed potato portion of the presentation, with the bulk of our information being presented here. Keep in mind that your main points should be effectively developing your thesis, transitions are used to connect main points (verbal or non-verbal indicators that we are moving to a new point/section), and supporting materials are verbally cited (again, building your credibility). The conclusion is the tiramisu and ice cream portion of our presentation. Once a transition has been used to signal that the presentation is coming to an end, it’s key to leave the audience with a lasting impression. This can be done by incorporating a memorable statement after you’ve summarized your main points. If you asked a question for your attention getter, perhaps you’ll answer it here; if you stated a fact or statistic, think about expanding on why that was so important or central to your message.

Now that we have touched on the organizational components for constructing a speech, stay tuned for our next newsletter where we will elaborate on the delivery element of speech making. An of course, come on in to the Speaking Center for any additional assistance or information!