



*Ambassador-Spokesman*  
DIRECTOR'S MANUAL

S P O K E S M A N            C L U B  
D I R E C T O R ' S            M A N U A L

(Revised November 1979)

## HOW TO USE THIS MANUAL

This DIRECTOR'S MANUAL is a supplement to the regular Ambassador-Spokesman Speech Manual and must be used in conjunction with it. Be sure that you are thoroughly familiar with the instructions in the regular speech manual. The additional guidelines and points given in this Director's Manual will then help you to direct your club more effectively.

TABLE OF CONTENTS

BASIC PURPOSE OF A SPOKESMAN CLUB..... 1  
HOW TO START A NEW CLUB..... 1  
WHO SHOULD BE A DIRECTOR..... 1  
WHO SHOULD BE CLUB MEMBERS ..... 2  
HOW TO CHOOSE OFFICERS ..... 2  
DINNER OR NON-DINNER MEETINGS ..... 3  
CLUB ATMOSPHERE ..... 4  
OFFICER ORIENTATION..... 4  
VOCAL EXERCISES..... 4  
BUSINESS SESSION ..... 4

What Can Be Discussed

1) Financial Needs of the Club ..... 5  
2) Special Projects ..... 6  
3) Ladies' Nights..... 6  
4) Club Outings and Activities..... 6

What Should Not Be Discussed

1) Printing Projects ..... 7  
2) Church Activities ..... 7  
3) Spokesman Club Format, Awards and Equipment ..... 7

TABLE TOPICS ..... 8  
SPEAKING SESSION..... 9  
SERMONETTE-TYPE SPEECHES ..... 10  
AWARDS..... 10  
LECTURE ..... 11  
TIME LIMITS ..... 11  
CERTIFICATES OF MERIT ..... 11  
SPECIAL SPEECH TRAINING ..... 12  
SPECIAL MEETINGS..... 13

Lecture Outlines

1) How To Get The Most Out Of Spokesman Club ..... 15  
2) How To Prepare, Organize And Deliver A Speech..... 17  
3) Become A Better Speaker By Growing Spiritually..... 20  
4) (Lecture planned by local pastor) ..... 24

SAMPLE FORMS..... 25

## BASIC PURPOSE OF A SPOKESMAN CLUB

Keep in mind that a Spokesman Club is, in the basic overall sense, a **SPEECH CLUB**. Its basic purpose is to help the men grow personally and spiritually and to help them become more effective in their personal relations with others. This is done by putting the men in a speaking situation -- by giving them experience and training in public speaking.

The Spokesman Clubs are **NOT** to become the "inner-most committee" of the managing directors of each local Church. They are not to "absorb" practically **EVERY** physical and spiritual activity of the Church! The Church is not to become "Spokesman Club oriented," but exactly the other way around!

By constantly keeping this overall view in mind as you direct your Club, you won't allow the Club to become sidetracked by time-consuming business projects and an over-emphasis on outings and social activities. Rather, you will help your club to stick to its main and basic purpose -- that of a speech club.

## WHO SHOULD BE A DIRECTOR

As a general policy, only full-time ministers of Local Elder rank or above should be Spokesman Club Directors. (In special circumstances, a Local Elder not employed by the Church may be approved as an exception to this general policy, but all exceptions should be approved by Headquarters in advance.)

Spokesman Clubs provide an excellent opportunity for the local ministers to work with and get to know potential leaders in the local Church areas. This is an important responsibility that is worth the time and talent of the ablest minister in an area. However,

no man should have more than one weekly Spokesman Club. In areas in which the meetings are held every other week because of a manpower shortage or other special circumstances, a Director can have two clubs, since he would have only one meeting per week.

Unordained Ministerial Assistants should not be regular club Directors, but they could evaluate a club from time to time in the absence of the Director. On the other hand, avoid using a "strong" member or a club President to evaluate the club. If for some reason the regular Director cannot attend, a fellow minister or Ministerial Assistant could take the club. If a qualified replacement is not available and the regular Director knows far enough in advance that he cannot be there, the club should be cancelled.

The Director should evaluate his club at least two out of three meetings in order to properly help the men. If a Director is unable to do this, someone else should be appointed as the regular Director who can meet regularly with the club. In areas that have more than one club, the local pastor should make it a point to visit and evaluate from time to time the clubs he is not directing personally.

#### WHO SHOULD BE CLUB MEMBERS

Club membership is limited to baptized members of God's Church -- with the exception of outstanding high school seniors who are Ambassador College prospectives. Such College prospectives may be allowed in club as regular members if there is room, but additional clubs should not be started just to accommodate a number of high school seniors. Having a few College prospectives in club will enable you to continue getting acquainted with these young men and will encourage them in their personal and spiritual growth, even though they may not yet be baptized.

#### HOW TO CHOOSE OFFICERS

The success of a club depends on its DIRECTOR, first and foremost, but the choice of able officers is very important in keeping the meetings alive and moving with sincere enthusiasm and interest. Choose officers who will spark the club and keep it alive and interesting. You can supply the wisdom and sound guidance.

Dull, incompetent performances on the part of officers will hold the other club members back. Choose competent men

for the purpose of helping the whole club instead of using the club to develop one or two "potential" officers. Clubs will usually die on the vine while "potential" officer-material is given a chance to develop. It is recommended, however, that you allow the Vice-President to preside over the meeting occasionally when the President has an assignment so that he can gain experience.

#### DINNER OR NON-DINNER MEETINGS

The cost of a meal every week in addition to regular Spokesman Club dues is more than many of our members can afford. In order to attend a club which holds regular dinner meetings, many men would have to use money which is needed by their families for other things or reduce their offerings to God's Work.

Dinner meetings in a restaurant can obviously present other problems, as well. Lack of privacy can be a real disadvantage. It is difficult to give an attack speech, for example, in a banquet room of a restaurant, and it is often difficult to comment freely in Tabletopics in such an environment.

If the entire membership of certain clubs can afford regular dinner meetings and if a suitable meeting place can be found in which the disadvantages mentioned above are not a major factor, then it is permissible to have regular dinner meetings.

Most clubs, however, will have non-dinner meetings most of the time. They can have dinner meetings occasionally in order to gain the cultural benefits of doing so without the expense of weekly dinner meetings, but their usual meeting will be non-dinner.

We have found that makeshift situations where meals are served in a home, or served potluck fashion at a hall are of little or no value. It is far better to just dispense with serving meals, except for simple refreshments, and proceed directly through a snappy, energetic meeting.

In selecting any meeting place -- whether a room at the local YMCA or at a restaurant or cafeteria -- look for a pleasant, inspiring room. Let it be a prod to every officer and member to produce at his HIGHEST level, according to his ability and guidance from God. The proper environment for your club will greatly enhance the fruit it bears.



## CLUB ATMOSPHERE

A Spokesman Club meeting should be a kind of practice session which enables men to develop their speaking abilities and their personalities. A stiffly formal atmosphere tends to inhibit the men and makes it difficult for them to relax, open up and participate wholeheartedly in the meeting. A more relaxed, pleasant atmosphere will help the men to feel free to open up and express themselves and will help them to use the meeting as a practice session. Strive for a balanced atmosphere that is neither overly formal nor so informal that the proper decorum is not maintained.

## OFFICER ORIENTATION

When beginning a new Spokesman Club, you should personally instruct your officers, and orient them as to their specific responsibilities before the first meeting begins. You will find an outline of each one's duties on pages five and six of the Ambassador-Spokesman Speech Manual. Imbue them with the real importance of the job they will be doing. Be sure that you go over the meeting format with them, and their individual duties in detail. Answer any questions they may have and make sure they understand what you expect of them. Encourage them to **TAKE THE BALL**, maintaining the vital spontaneity and enthusiasm that will keep the club alert!

## VOCAL EXERCISES

You as the Director -- or occasionally someone you call on -- should lead the club in a short Vocal Exercise session. This serves to relax and loosen up the men as well as to prepare their voices for speaking. An effective Vocal Exercise session will be brief and simple and will involve the active participation of the men without long, detailed instructions from the leader.

## BUSINESS SESSION

If there is no needful business to discuss at a particular meeting, have the President go on to Tabletopics. Do not admonish the men to come up with business for the sake of



having something to discuss in the business session! The purpose of the business session is to allow the members to discuss items directly concerning the functions and activities of the club -- not to test or exercise their imaginations in coming up with "new" projects or ideas.

Some subjects which can be brought up and discussed in the business session are as follows:

1) Financial Needs of the Club

Special assessments for an outing or activity, regular dues and other topics dealing with the club's financial needs could be discussed in the business session. The club is NOT to become a "fund-raising" or "money-making" organization, although it can undertake certain fund-raising projects as long as balance and wisdom are used. It should not become involved in some perpetual money-making project that goes on and on, but a single project -- such as painting a member's home for a fee -- from time to time would be all right.

Many clubs sponsor a child to the Summer Education Program, and this is fine as long as it does not put an undue financial strain on the club membership. If individual contributions from the men are necessary in order to do this, however, participation should be voluntary and not required of every member. Since Church Assistance help is available to the children of widows who are accepted for the Summer Education Program, the clubs who sponsor children usually sponsor those of needy families who would otherwise not have the opportunity to attend.

Although it is fine for clubs to give special offerings to the Work along with their tithes on the money they may earn from time to time, it would be better if they did not use their funds to help widows or needy families who have expenses that could be taken care of out of the Church Assistance Fund. It is not necessary, for example, for the club to buy a washing machine for a widow in need. This could be taken care of by Church Assistance.

Also, it is not necessary for a club to send in tithes on club dues.

2) Special Projects

A club can, at times, have a "work party" for a worthy cause -- perhaps to help a widow or a needy member -- when several men are needed to accomplish a certain job. Be sure to watch the human tendency to put everything in to a routine, however. A club should not have a "Widow's-House-Painting Committee" or the like. Each project should be handled on an individual basis as the need arises. Again, wisdom and discretion must be used. These special projects must not become excessive in number. The club is not to assume all the responsibilities of the local deacons.

3) Ladies' Nights

Two or three Ladies' Nights can be planned throughout the year, including the special meeting at the end of the club year. The plans for these occasions can be discussed during the business session.

Ladies' Nights are generally planned as dinner meetings, and the format for these meetings should be modified. There should be no business session, and the Director should determine which other changes in format should be made -- whether to have Table topics and the number of formal speeches to be given. Be sure that the members do not over-extend themselves financially for such a special occasion.

4) Club Outings and Activities

Strictly club outings and activities are suitable topics for the business session. Be sure, however that these are scheduled in the right balance -- two or three during the year in addition to the Ladies' Nights at the most.

There are certain projects and subjects which are not appropriate for discussion in the business session. Here are some types of projects and subjects which should NOT be discussed:

1) Printing Projects

Spokesman Clubs should not undertake printing, mimeographing or xeroxing projects of any kind. The only exception to this policy is a mimeographed or xeroxed -- but not printed -- club roster. These are not always needed, and we are not necessarily recommending them, but we have not prohibited them.

This policy against printing projects was instituted as a result of a number of clubs in years past undertaking elaborate, time-consuming projects involving compiling and printing indexes of our literature, printing and distributing "Memorize the Bible" sheets, printing programs for Ladies' Nights and many other printing projects. Such projects are not within the scope of Spokesman Club responsibility, and in order to completely eliminate them in the future, printing of any kind of information or material is expressly prohibited without approval from Headquarters in advance.

2) Church Activities

Spokesman Clubs are not to sponsor or organize dances, picnics or other activities for the local Church. These are to be planned and carried out by the deacons and others assigned by the local pastor. The local pastor -- not the Spokesman Club -- should decide, based on the guidelines for social activities given by Headquarters, which Church activities should be planned. Spokesman Clubs should discuss only their own activities and outings.

3) Spokesman Club Format, Awards and Equipment

The club members should not discuss or bring up in the business session any proposal or idea to change the standard Spokesman Club format, awards or equipment outlined in the manual.

Day in and day out the club format works best the way it is set up in the manual. It has been developed through years of experience. Not realizing this, and in their zeal to show initiative, club members often come up with ideas which are contrary to the format and objectives of the club. Some of the items which club members have improperly discussed are: changes in type of speeches,

length of speeches, method of speaking, new timing light systems, different awards, new trophies, new opinion ballots, changes in the speech manual, having an "Etiquette tip" each meeting, having a "vocabulary word" each meeting, having a "grab-bag" or "impromptu" meeting, adding fines and a host of other items.

These zealous members may think that their idea will enhance and add zest to the club, but experience proves it will do just the opposite. Such proposals should be squelched and not allowed to take up valuable time.

The Director should initiate any needful temporary changes -- not the club President or club membership. If the Director feels that the Club would profit from a "grab-bag" meeting, he should make this decision and announce it to the Club.

The Director can, at his discretion, make any change in format for a single meeting, but even he should not make any of the changes listed above for more than one meeting. It should be obvious that unless the standard format and program is followed by all Directors, various Directors would adopt their own "innovations," and absolute confusion would result!

## TABLETOPICS

Evaluate the Topicsmaster on his performance, and use the basic principles mentioned on page 25 of the speech manual to explain to him how he could have done a better job. This will help all of the men learn how to properly present Tabletopics. Be sure that he presents a news topic as well as a topic relating to the Bible or Christian living.

Go over the topics covered to correct any comments which were based on wrong information, false assumptions, unsound reasoning or just lack of wisdom. Teach the men how to go right to the heart of a matter in answering a question. Point out the ones who had the soundest and best comments on the various topics, and if some question was not fully answered because all the comments on that particular topic missed the crux of the problem, then explain how it should have been answered. The evaluation of the Tabletopics session can be an important and valuable part of the program in teaching the men how to think and use wisdom in speaking.

## SPEAKING SESSION

Evaluate the Toastmaster, and then evaluate the evaluators' comments. It is not necessary to re-evaluate each speaker or to rehash each evaluation, but let the evaluator and speaker know whether the evaluation pinpointed the main problem. If not, show the evaluator how he could have better helped the speaker. Be sure that each speaker has been given positive advice and suggestions on how to overcome his major speaking problems. The section in the speech manual dealing with evaluations (pages 21 and 22) is an excellent guide to use in teaching the men to give good evaluations.

Let each speaker know whether or not he "passed" the particular speech lesson he was working on. Remember -- do not be too strict in determining whether the man successfully completed the assignment.

It is not necessary to grade each speaker, but for the purpose of giving guidelines, we can do so in this explanation. If the speech were graded on the usual "A" through "F" scale, a grade of "D" or above would normally be considered "passing." Only an "F" speech would be considered unacceptable. Most of the men will be able to pass most of the speeches without repeating them, and a man should rarely have to repeat a speech more than once.

If a man is an exceptionally good speaker who usually gives a speech that would be graded "A" or "B," you could have him repeat a speech that is far below par for him. Since he probably would not have to repeat many speeches anyway, you might want him to repeat a speech that was only of the "D" level even though a speech of that quality by most of the men would be considered "passing."

Do not allow club members to aimlessly skip from speech to speech. They should progress in an orderly fashion from lesson one through twelve. If any man wants to skip ahead for a particular meeting -- such as for a "Ladies' Night" -- or wants to drop back to repeat a lesson he has already completed, he should check with you in advance for permission.

Those men who complete all twelve lessons before the end of the club year can give any lesson they choose, or you could assign them a particular lesson at times. These men can elect to stay in club until the end of the year, or if there is a need to make room for someone else in club, they could be asked to drop club and return for the year-end meeting to receive their "Certificates of Merit." (Club officers would generally remain in club for the remainder of the year.)

Have the Secretary keep a record of each man's speech lessons as they are completed. He should enter the date that each man successfully completed each assignment on the Lesson Completion Record Sheet. You can review this record from time to time to see how various men are progressing and to see how the club is doing overall.

### SERMONETTE-TYPE SPEECHES

Most Club members are not qualified to give sermonettes. They should not give sermonette-type speeches unless you specifically assign them to do so for one of the "Special Meetings." The only speech lesson that is somewhat like a sermonette is lesson six -- "Stir to Action" -- but even in this lesson, the speaker should use a positive approach in exhorting the club rather than correcting them or "preaching" to them.

### AWARDS

Awarding trophies each meeting serves to point up the importance of doing a good job on assignments and gives the men an incentive and a goal to work toward.

By filling out "Impression Slips" to give their impression -- their opinion -- of who deserves to receive the various awards, the men learn to properly evaluate which speaker was the most effective, which speaker was the most improved and which evaluator was the most helpful. You, as the Director, however, should determine who should receive the awards -- taking into consideration the "multitude of counsel" from the club as shown on the Timer's Tally Sheet.

You may at times choose to award the trophies to different men from those selected by the majority of the club. Let the men know that they are not determining -- by a "vote" -- who should receive the awards but that you make the final decision after seeing their opinion. When you overrule the club's opinion, it is good to mention why you selected the ones you selected if there is a particular reason. Most Directors call on the award winners from the last meeting to present the awards.

The trophies should be left with the other club equipment rather than be carried home by the recipients each week. Much

wear and tear on the trophies will be avoided in this way, and this will insure that all the trophies will be available for each meeting and not left at home by forgetful club members.

### LECTURE

At the end of the meeting, a ten-minute lecture period is allotted for you to give instructions on speech techniques or on any subject that you feel would be helpful to the men. This could be a sermonette-type exhortation geared specifically to the men in the club to help them overcome and produce, or it could be a brief explanation of some concepts or principles you have gleaned from books on such subjects as organizing your time, leadership, self-improvement, etc.

In order to really help the men, you will have to plan this lecture in advance. If you depend on the inspiration of the moment and hope something profitable will come to mind in the course of the meeting without preparation, you will find you won't really help the men consistently. You may, of course, change the planned lecture topic at times as a result of something that came up in the meeting, but it is good to have a definite lecture topic in mind before the meeting.

### TIME LIMITS

The time limit for a Spokesman Club meeting is two hours and ten minutes. Be sure to keep your meetings within these time limits.

### CERTIFICATES OF MERIT

Upon successfully completing the twelve speech lessons and fulfilling the Topicsmaster and Toastmaster assignments at least once, a member is qualified to receive the "Certificate of Merit." This certificate is formally awarded at the year-end Ladies' Night meeting which will, if practical, be a combined meeting of all the clubs in the area.

Be sure to review your Lesson Completion Record sheet a couple of months before the end of the club year so that you will know who has nearly completed all the lessons. If, according to



the present speaking schedule, a man would normally be on lesson eleven at the end of the club year and fail to graduate, the Director would want to give him an extra speaking opportunity so that he can complete lesson twelve and graduate. Remember that it is necessary to determine in advance who will graduate from club and to request the blank Certificates at least six weeks before the end of the club year. In this way the blank Certificates will be received in time to be properly prepared for the year-end meeting.

By the time a man has successfully completed the twelve speech lessons and has received his "Certificate of Merit," he has received the basic training and experience that is provided by membership in the Spokesman Club. After receiving their certificates, many would enjoy continuing in club as a kind of enjoyable "social activity," but in order to make room for others, they should "graduate" and end their Spokesman career. Any exceptions to this general policy should be approved from Headquarters.

Exceptions might be made in those areas which would not have enough men for a club without a few of the graduates remaining in club or which lack qualified men to be club officers. These men should continue, on approval, for only one additional year, however. In some cases it might be better to just cancel the club rather than to have the graduates continue if only a small number of other men are available for club.

### SPECIAL SPEECH TRAINING

After a top man who is not on the sermonette list has "graduated" from Spokesman Club, he could possibly receive further speech training and experience by speaking in club occasionally. In those few areas in which the sermonette lists are already filled because of a large number of Local Elders or other top men, one or two men in an area could be given an opportunity to speak in one of the local Spokesman Clubs every four or five weeks.

They would not be considered regular members and would not attend all the meetings, but they would attend only when they are scheduled to speak. This will enable them to continue to develop

as speakers and will give you an opportunity to see how they are progressing. This should be done, however, only if your sermonette list is filled and if you have one or two top men who would definitely be on the sermonette list if you had enough speaking opportunities.

### SPECIAL MEETINGS

Four times during the year, Spokesman Clubs should hold special meetings. Whenever practical, these should be combined meetings with the minister in charge of the area as the Director, but they should not be Ladies' Nights.

The first special meeting is a kind of "orientation" meeting which should be scheduled as the first meeting of the club year and would normally be held about the middle of August. The second should be scheduled about the middle of November; the third about the middle of February and the fourth about the middle of May. (Clubs in the Southern Hemisphere would have their first special meeting about the middle of February; the second about the middle of May; the third about the middle of August and the fourth about the middle of November.)

The Director should appoint a Toastmaster and five speakers -- usually the most effective speakers in the area -- for these meetings. After the opening prayer, the President will introduce the Toastmaster who will then introduce the speakers in turn. There will be no evaluators for these special meetings. After all the speeches have been given, the Director will give a detailed evaluation of each. This evaluation will be patterned after the evaluations given in Advanced Public Speaking at Ambassador College. After a ten-minute recess, the Director will give an hour-long lecture on the material provided for each of the special meetings. (The material is given on pages 15-24 of this manual.)

The speeches for this meeting would not normally be sermonettes, but if you would like, you may assign one or two of the speakers to give sermonettes if you feel they could do a good job and would profit from the experience. The speakers would normally give the speech lesson that they are currently working on. (The speakers for the first special meeting would not give ice-breakers, however.)

In order that the lectures for the special meetings will be standardized for all the clubs, we have provided basic outlines

which should be used as guides in giving the lectures. These outlines are intended merely as general guides -- not complete lectures to be given verbatim. You should cover all of the main points of each outline -- expounding, enlarging and explaining, in your own words, the concepts which are briefly outlined under each point.

**NOTE:** Since the assignments for special meetings are made by the Director and do not follow the regular schedule on the Assignment Work Sheet kept by the Secretary, the assignments for the special meetings should not in any way interfere with the regular assignment schedule. Those men who are assigned to speak at the special meetings will simply receive an extra speaking opportunity. The secretary should not enter the special meeting assignments on the Assignment Work Sheet, but he should list the speeches -- if they pass the lessons -- on the Lesson Completion Record.

## FIRST SPECIAL MEETING

### HOW TO GET THE MOST OUT OF SPOKESMAN CLUB

#### I. Use Meetings As Practice Sessions

Take advantage of the opportunity Spokesman Club provides to really work on yourself and to develop your personality as well as your speaking abilities. Think of meetings as being practice sessions or workshops, and resolve to use them as such. Don't be concerned about your "image" or the impression you are making on the Director or on the other men. Club is a learning experience -- a training ground -- to help you grow personally and spiritually and to help you become more effective in your personal relations with other people.

Don't hold back but throw yourself into club wholeheartedly. Resolve to comment at least once -- or more -- in Tabletopics every meeting! Resolve to prepare diligently for your speeches and to learn from the experience by accepting the advice and instruction from your evaluator on how you can improve next time.

#### II. What Can Be Discussed in the Business Session?

(Explain the points given on pages 4-6 of this Director's Manual.)

#### III. What Should NOT Be Discussed in the Business Session?

(Explain the points given on pages 6-8 of this Director's Manual.)

#### IV. How To Introduce New Business Proposals.

(Briefly review the procedure outlined on page 24 of the Ambassador-Spokesman Speech Manual.)

#### V. How to Present Tabletopics.

(Expound the main points covered in the instructions on page 25 of the Ambassador-Spokesman Speech Manual.)

#### VI. How To Be a Successful Toastmaster

(Expound the main points covered in the instructions on page 26 of the Ambassador-Spokesman Speech Manual.)

VII. How To Give An Evaluation.

(Expound the main points covered in the instructions given on pages 21 and 22 of the Ambassador-Spokesman Speech Manual.)

VIII. Pray About the Club.

Pray for the other men -- especially when you are to evaluate a particular one. Pray that the meetings will be successful and profitable. Ask God to inspire the Director so that he can really help the club. Pray about your own speech problems. Ask for God's help and expect it!

SECOND SPECIAL MEETING

HOW TO PREPARE, ORGANIZE AND DELIVER A SPEECH

I. Choosing a Topic.

- A. Be speech conscious.
  - 1. Jot down ideas continually and be thinking about future speech topics.
  - 2. You could begin a speech material "file" by clipping newspaper and magazine articles on topics that you may want to speak on in the future.
- B. Choose a topic to fit the speech lesson.
- C. Narrow it down to fit the time limit.

II. Preparing the Speech.

- A. Lay out as many facts and ideas on the topic as possible.
- B. Brainstorm for related ideas.
- C. Prepare a rough draft.

III. Organizing the Speech.

- A. S. P. S. -- After deciding on a topic, write out the Specific Purpose Statement which states the one point that you want to get across to your audience.
- B. Body -- Organize the body into two or three points which are part of the main point, putting your most important point last.
- C. Conclusion -- This is the most important part of the speech in one sense because it is last and is therefore the part best remembered.
  - 1. Some types of effective conclusions are:

- a. Summary.
  - b. Appeal for action.
  - c. Quotation.
  - d. A story or example to illustrate your point.
2. Other points to remember in concluding:
- a. Don't introduce new material.
  - b. Don't end weakly or fail to have a conclusion.
  - c. Begin your conclusion in ample time so that you don't have to rush.
  - d. Don't ramble or go on and on.
  - e. Don't apologize.
  - f. End on a positive, uplifting, strong note.
  - g. Plan your last sentence -- memorize it if necessary.
- D. Introduction -- After planning the S. P. S. , body and conclusion, now go back and plan an appropriate introduction.
1. It must be related to your main point in such a way that it logically leads to the S. P. S.
  2. It must grab the audience's attention and make them want to listen.
  3. Some types of effective introductions are:
    - a. Use a short anecdote or cite a recent happening or news event.
    - b. Give some startling facts or figures.
    - c. Ask a moving question or questions.
    - d. Present a challenge.
  4. Other points to remember in preparing an introduction.
    - a. Use an interesting vocabulary and be concrete. ("An orator should change a person's ears into his eyes.")
    - b. Don't wander and waste time.
    - c. Don't apologize.
- E. Delivery of the speech.



1. Assume a natural stance, one foot slightly in front of the other.
2. Don't slump or lean on lectern or stand "hipshot" with weight on one foot.
3. Show zeal and interest by being lively and enthusiastic in your presentation.
4. Be warm and friendly.
5. Strive to be natural and sincere, not affected.
6. Maintain eye contact in order to see the audience's reaction and to get the "feedback" to help you put yourself into your speech and forget self.
7. The proper bodily action and gestures will automatically come if you are intent on communicating -- getting your point across.

### THIRD SPECIAL MEETING

#### BECOME A BETTER SPEAKER BY GROWING SPIRITUALLY

##### I. Importance of Good Character

Good character is the foundation upon which you must build in seeking to become an effective speaker. You cannot concentrate on becoming a good speaker apart from this matter of developing good character.

##### A. What you ARE speaks loudly.

Have you ever heard the expression, "What you are speaks so loudly I can't hear what you are saying"? (This expression came from an essay by Ralph Waldo Emerson. He actually wrote: "Do not say things. What you are stands over you the while and thunders so that I cannot hear what you say to the contrary.")

This happens to be a true principle. It is one of the most important basic principles to understand in seeking to become a better speaker. Even though you may become a "polished speaker" by mastering some of the physical techniques of speaking, you can never be truly effective in motivating, inspiring, edifying, instructing and uplifting others unless your audience has confidence in you as a person -- in your character.

If you are insincere -- if you say one thing and do another -- your audience will not accept what you have to say. In order to really help and build up others through speaking -- whatever your specific purpose may be -- you must be speaking from a base of good moral and spiritual character. What you are as a person "speaks." What you are must say the same thing you are saying with words. Your personal integrity and character must not contradict what you are saying but rather, it must back up, reinforce and add weight to what you are saying.

##### B. Your true character is revealed in speaking.

Another reason that good character is vitally important

in effective public speaking is that your true character will show up in speaking. Christ said (Matthew 12:34), "...out of the abundance of the heart the mouth speaks." What you are will be revealed by what you say. To work on speaking techniques alone -- even though that is vital and necessary -- while ignoring the part played by character development in public speaking is like working on the superstructure of a building without first building a good foundation. Good speaking begins with good character!

## II. Character Development Must Be Continuous.

Our spiritual condition does not remain static. We cannot reach a certain spiritual plateau and then stay there. We must either be growing spiritually or retrogressing -- we can't stand still, spiritually. Unless we are constantly bringing our thoughts (II Cor. 10:5), our attitudes, and our "spirit" (Prov. 16:32 and 25:28) -- our human nature -- into control by putting on the yoke of Christ (Matthew 11:29-30), our human nature will pull us down spiritually (Romans 7:23).

In order to grow in Spokesman Club and to develop as a speaker, you must be growing spiritually. Your success as a Spokesman depends on your success as a Christian in fulfilling the very purpose of your existence -- that of developing Godly character so that you can someday enter the Family of God! Do you want to really grow in club and to become a more effective speaker? Concentrate on growing spiritually -- continuously!

## III. Strive For True Humility.

A very important aspect of Godly character is true humility. Many men fail to grow and make the kind of progress they should be making in Spokesman Club because they have not learned the lesson of true humility. Their approach in club -- and in their spiritual lives -- is the natural human approach. We all desire a certain respect and recognition from others, and rightly controlled, this desire is not necessarily wrong. But we tend to humanly covet -- in a wrong way -- exaltation and the esteem of others. Only by putting on real Godly humility can we overcome this human tendency.

A "humble" person is not one who speaks in a quiet, soft voice and walks with his head down. Humility is a matter of a person's

ATTITUDE TOWARD GOD and toward HIMSELF. A person can walk with a spring in his step and with his shoulders straight, and speak with enthusiasm and life in his voice -- and yet be humble.

Colossians 3:12 -- "Put on... humbleness of mind..." or as the Amplified New Testament expresses it -- "... a lowly opinion of yourselves...."

Philippians 2:3 -- What if every man in Club truly did this -- really and sincerely, from the heart? We would have some real growth! We should be able to see our own sins and faults much more clearly than we can see other people's sins. When we do, our opinion of ourselves is lowered. This kind of attitude begins on our knees before God. It begins with our attitude and opinion of ourselves.

Romans 12:3 -- We ought to see ourselves as we really are.

Ps. 39:4-5 -- Altogether vanity! But we carnally tend to minimize our own faults and weaknesses and exaggerate our strengths. We need to get the balance -- having true humility without going to the other extreme and deprecating ourselves.

All the men of God were humble. Jacob said, "I'm not worthy." (Gen. 32:10). David asked, "Who am I?" (II Samuel 7:18). Paul considered himself "less than the least of the saints" (Ephesians 3:8) and "not fit to be called an apostle" (I Corinthians 15:9-10). Christ said continually "I can of mine own self do nothing" (John 5:19,30). How much less can we do of ourselves? How much more reason to be humble do we have?

Matthew 15:22-28 -- Notice the complete humility of this woman. What if we were in this situation and had been first ignored and then answered the way Christ answered her (vs. 23, 24, 26)? Would our reaction show an attitude of real humility, or a false concept of self importance?

Luke 14:11 -- This is a living principle. We won't necessarily be exalted in this life, although God will see that we receive the proper respect and esteem from others that we deserve here and now if we are truly humble. We will be exalted when we receive our reward at Christ's return (Revelation 22:12). If we seek to exalt ourselves, we will be abased!

Develop, as a part of your spiritual character, true humility, and you will find you will grow in club and become a more effective speaker.

#### IV. Look To God for Help.

As in every other area of your life, in order to become a more effective speaker, you must look to God for help. If you put your trust in yourself -- in your own abilities -- you will utterly fail (Jeremiah 17:5), but if you trust God, your efforts will be blessed (v. 7). This is another important basic principle that we must learn and put to practice in order to grow in club.

Stay close to God. Put Him first in your life. Pray for His help in overcoming your speech problems and then work on them with a positive approach, expecting and depending on His help.

John 15:5 -- Recognize that you can do nothing worthwhile apart from God.

Zechariah 4:6 -- It is not by our own physical abilities but by God's Spirit that we can grow in club and become more effective speakers.

Luke 11:9-13 -- That Spirit and the help it can give is available for all who will seek it!

Remember these important principles in seeking to become a better speaker:

1. Good Character and continuous spiritual growth is the foundation upon which you must build.
2. Your attitude and approach must be that of humility and "lowliness of mind."
3. It is only through God's help that we can really succeed.

FOURTH SPECIAL MEETING

For this meeting the local pastor in charge of the area should plan a lecture which is specifically geared to help the men in his area. He should use this hour-long period to give the men needed correction, exhortation or instruction along lines that will help those particular men the most.

**SAMPLE FORMS**



# MINUTES REPORT

Date August 18, 1970

THE MEETING OF THE Pasadena "C" Spokesman Club was called to order at 7:00 o'clock.

The regular Director of the Club is Mr. Robert Johnson Pastor  
(Title)

Tonight's Chairman was Mr. John Smith President  
(President or Vice President)

Total membership 28 Members present at start of program 27 Late arrivals 1

Place of meeting Pasadena YMCA Dinner meeting  Non-Dinner

List here any special instructions by Director or others on voice improvement, vocabulary, grammar, etc.

Vocal Exercises Given by Mr. Robert Johnson

BUSINESS: (List ALL items of business discussed)

1. Dues to be 50¢ per meeting Adopted? Yes
2. \_\_\_\_\_ Adopted? \_\_\_\_\_
3. \_\_\_\_\_ Adopted? \_\_\_\_\_
4. \_\_\_\_\_ Adopted? \_\_\_\_\_
5. \_\_\_\_\_ Adopted? \_\_\_\_\_
6. \_\_\_\_\_ Adopted? \_\_\_\_\_

On back of this sheet give details of *all* items which were *adopted*.

TOPICS MASTER: Mr. Truman Foster Performance evaluated as Very Good

Table Topics consisted of:

1) Of what value are pets to our children? 2) What kind of sports will we have in the Millenium? 3) How would you explain to an unconverted friend why you do not vote? 4) Proverbs 26 -- Does verse 5 contradict verse 6? 5) What effect will Czechoslovakia's liberalism have on the East European Bloc?

TOASTMASTER of the evening: Mr. Edward Jones Performance evaluated as Excellent

	Speaker	Subject of Speech	Award	Evaluator	Award
1st	<u>W. Nabors</u>	<u>2 Keys to Learning</u>		<u>J. Wilson</u>	
2nd	<u>F. McIntosh</u>	<u>FBI versus Criminals!</u>	<u>MIS</u>	<u>A. Taylor</u>	
3rd	<u>D. Trent</u>	<u>Icebreaker</u>		<u>P. Edwards</u>	
4th	<u>P. Shelton</u>	<u>Smog Pollution</u>		<u>W. Lamar</u>	<u>MHE</u>
5th	<u>D. Brown</u>	<u>Britain's Greatest Leader</u>	<u>MES</u>	<u>P. Andrews</u>	

THE OVERALL EVALUATOR: Mr. Robert Johnson admonished us on the following points:

Be sure to organize with 4 main sections: Introduction, specific purpose statement, body, and conclusion. Once you have these points down, you can learn to put feeling into your speeches instead of worrying about organization.

MEETING ADJOURNED at: 9:10 o'clock.

By: Steve Jackson Secretary



## ASSIGNMENT WORK SHEET INSTRUCTIONS FOR THE CLUB SECRETARY

Making assignments for each meeting is an important responsibility which must be done on an *organized* basis. Your goal is to give each man regular assignments. Depending on the size of your club, each man should have both a speech and an evaluation every four to six meetings. Also, each man should act as Toastmaster and Topicsmaster at least once a year. Ideally, these assignments should be spaced so that each man has an assignment *every other meeting*.

The most important key in making the assignments is to *begin* properly. You should fill in the assignments *one week at a time*, and your first assignments should look very similar to those in the first column on the sample, varying somewhat depending on the size of your club. After you have filled out the roster on the *Assignment Work Sheet* and figured out the assignments for the *first* regular meeting, show it to the Director for his approval. Then fill in the assignments for the next meeting so that you can announce them during the first regular meeting.

Notice on the sample *Assignment Work Sheet* that after the beginning assignments are made, the assignments which follow are *automatic* except for the evaluations, which become automatic after a couple of meetings. Each assignment drops down on a diagonal to the man below for the following meeting. When an assignment reaches the *bottom* of the list, it is moved to the *top* of the list for the next meeting. By the third meeting, the special problems revolving around new members will be worked out, and each week's assignments will be smoother and simpler. You will notice as the weeks go by, that the assignment symbols march down the page on a diagonal straight line. This will indicate that you are doing it properly and that no one is being left out. Here is how to proceed in filling out your *Assignment Work Sheet*:

1. **CLUB ROSTER** — List the members according to club experience and leadership ability. Start with the appointed officers and the most experienced men, and continue down the list, placing the less-experienced men next and the *new members last*.
2. **PLANNING FIRST REGULAR MEETING** — It is very important that the first regular meeting be planned properly so that the following assignments will proceed in an orderly fashion.
  - a. Do not give an assignment to the President for the first regular meeting. (The Vice-President normally presides when the President has an assignment, and it is better for the *President* to preside at the first regular meeting of the Club year.)
  - b. Place the Toastmaster assignment (T) near the top so that the most experienced men can have this assignment first.
  - c. Place the Topicsmaster assignment (M) among the experienced men, but down four to six spaces from the Toastmaster assignment, depending on the size of your Club.
  - d. Place the speaker assignments (S) *evenly* throughout the list but not directly above or directly under the Toastmaster or Topicsmaster assignment. (This would cause the men to have another major assignment the following week. While evaluations and the Timer assignments can follow one Club meeting after another, it is better if the *major* assignments are separated by a week or two — whenever practical.)
  - e. Place the evaluator assignments (E) among the experienced and less-experienced men, but do not give a *new* member an evaluation until he has given his first speech. In the first weeks of the club year, the older members will have more evaluations. Notice on the sample that the evaluator assignments do not necessarily follow on a diagonal down the list from the first and second meetings. After one or more of the new members have spoken, the evaluator assignments should be shifted so that these assignments will be evenly spaced throughout the list. (See #1 on sample.) Notice that the evaluator diagonal does not continue from the circled "E" in the second week. Instead, it began in the third week with the new member who had already given his first speech. (Note: In the beginning months of the Club year — whenever practical — you should assign experienced men to evaluate experienced speakers and new members to evaluate other new members or less-experienced men, but avoid assigning the same men to evaluate the same speakers every time.)
3. **ABSENTEES AND EXTRA ASSIGNMENTS** — If a member is absent and misses an assignment, he simply loses the opportunity, but if he knows *in advance* that he will have to miss an assignment, he can check with you in order to switch with someone else. In this way he will not miss an opportunity, and the normal schedule of assignments will not be affected. The diagonal will continue as usual for the next meeting. If a member receives an *extra* opportunity by being scheduled at a special meeting or as an impromptu speaker to replace an absentee, his *regular* schedule of assignments is not affected.

4. **MEMBERS ADDED LATER**—When a new member is added to the club roster, allow the assignments to continue on a diagonal down to him. (See #2 on sample.) His first assignment should be a speech, and he should give it when a speech assignment falls to him according to the schedule. If any assignment besides a speech would fall to him right away, just skip him for that particular assignment and continue the diagonal from the top again.
5. **MEMBERS DROPPED**—If a member drops from Club, draw a line through all his assignment spaces, drop down one space, and continue the assignments on a diagonal as usual. (See #3 on sample.)
6. **REPLACEMENTS**—If a new member replaces a dropped member, you can substitute the new member in the place of the dropped member on the roster. In this case you would not draw a line through the assignment spaces, and the regular schedule of assignments would not be affected.
7. **ADJUSTMENTS**—It may be necessary to adjust the assignments periodically if drops cause assignments to fall too close together in one part on the roster and new members being added causes gaps to appear elsewhere. (See #4 and #5 on sample.) When this occurs, the speaker and evaluator assignments can be shifted in order to properly space the assignments. Avoid shifting the Topicsmaster or Toastmaster assignment, however, so that everyone will have an opportunity to fulfill these assignments during the Club year.

# ASSIGNMENT WORK SHEET

5

NOTE GAP IN ASSIGNMENTS CAUSED  
BY ADDITION OF NEW MEMBERS

MEMBER	Date	Aug. 26	Sept. 2	Sept. 9	Sept. 16	Sept. 23	Oct. 7	Oct. 28	Nov. 4	Nov. 11	Nov. 18	Dec. 2	Dec. 9	Dec. 16	Dec. 23	Dec. 30	Jan. 6	Jan. 13	Jan. 20	Jan. 27	Feb. 3	Feb. 10	
( 1 Pres. John Smith			S																				
2 V. Pres. Edward Jones		T	E	S	S																		
3 Secy. Steve Jackson		T	E	S	S																		
4 Sgt. at Arms Dick Brown		S	T	E	S																		
5 Treas. Pete Andrews		E	S	T	E	S																	
6 Wayne Lamar		E	S	T	E	S																	
7 Raymond Clark		M	E	S	T	E	S																
8 Truman Foster		M	E	S	T	E	S																
9 Richard Stevenson		M	E	S	T	E	S																
10 Wesley Nabors		S	E	M	E	S	S																
11 James Wilson		E	S	M	E	S	S																
12 Andy Taylor		E	S	M	E	S	S																
13 Ronald Grant		E	S	M	E	S	S																
14 Dennis Rogers		L	E	S	M	E	S																
15 Frank McIntosh		S	L	E	S	M	E																
16 Jack Roberts		S	L	E	S	M	E																
17 Paul Edwards		E	S	L	E	S	M																
18 Jim Scott		E	S	L	E	S	M																
19 Pat Shelton		S	E	S	L	E	S																
20 Kenneth Caldwell		S	E	S	L	E	S																
21 Fred Williams		S	E	S	L	E	S																
22 Clifford Coleman		S	E	S	L	E	S																
23 Dean Trent		S	E	S	L	E	S																
24 Gerald Davis		S	E	S	L	E	S																
25 Thomas Willard		S	E	S	L	E	S																
26 Douglas Chandler		M	E	S	L	E	S																
27 Ben McGregor		M	E	S	L	E	S																
28																							
29																							
30																							

EXPERIENCED

LESS EXPERIENCED

MEMBERS DROPPED

MEMBERS ADDED LATER

SOME EVALUATIONS AND SPEECHES SHIFTED  
TO EVEN OUT THE ASSIGNMENTS AND FILL  
IN GAP (SMALL ARROWS IN THE COLUMN  
INDICATE HOW SHIFTS WERE MADE FOR  
THIS PARTICULAR SITUATION)

T — Toastmaster  
M — Topicsmaster  
S — Speaker  
  
E — Evaluator  
L — Timer

# TIMER'S TALLY SHEET

Timer .....

Date .....

TIMING LIGHTS GUIDE	
Speakers	Evaluators
green . . . . . turn on at 4 minutes	white . . . . . turn on at 1 ½ minutes
yellow . . . . . turn on at 5 minutes	buzzer . . . . . turn on at 2 minutes
red . . . . . turn on at 5 ½ minutes	
white . . . . . turn on at 6 minutes	
buzzer . . . . . turn on at 6 ½ minutes	

**INSTRUCTIONS:** Have the speakers' and evaluators' names filled in before the impression slips are passed to you. Tabulate them as quickly as possible by sorting them three times. Sort them for Most Effective Speaker, and write down the total for each man under the heading "MES Tally." Sort them again according to the men listed as Most Improved Speaker and write the total under "MIS Tally." Do the same for the Most Helpful Evaluator. Finally, fill in the award winners for each category and hand this sheet to the Director.

## AWARDS:

Most Helpful Evaluator .....

Most Improved Speaker .....

Most Effective Speech .....

## STATISTICS:

Speakers' Names	Time	MES Tally	MIS Tally
1. ....			
2. ....			
3. ....			
4. ....			
5. ....			

Evaluators' Names	Time	MHE Tally
1. ....		
2. ....		
3. ....		
4. ....		
5. ....		