PUBLIC SPEAKING INITIATIVES

Prepared by: Carrie Moore
Instructor, Communication Studies
# TABLE OF CONTENTS:

1. INTERNATIONAL EDUCATION - STUDY ABROAD.................................................. PAGE 3
2. THE WISDOM AWARD FOR PUBLIC SPEAKING EXCELLENCE.......................... PAGE 8
3. THE GORVETZIAN SPEAKER SERIES................................................................. PAGE 11
4. THE COMMUNICATION LAB............................................................................... PAGE 12
5. BATTLE OF THE FLOWERS ORATORICAL COMPETITION............................. PAGE 14
BACKGROUND:
ENGLAND AND SCOTLAND:
England and Scotland provide a rich, cultural laboratory for studying Parliamentary debate and historic British orators. Visits to sites such as the Houses of Parliament, Hyde Park Speaker’s Corner, Hampton Court, Tower of London, British Library, Scottish Parliament, and Edinburgh Castle provides students the opportunity to experience first-hand Parliamentary debate and view sites where world-changing orations took place.

ITALY:
Students experience the communication and culture of Italy - from the legacy of the Roman world to the distinctive lifestyle of the modern. We are awed by the fascinating Eternal City of Rome and the stunning galleries of Renaissance Florence as we study the foundation of communication through the rhetoric of Ancient Rome and the visual spectacle found in the early Western world. In Rome, we visit the Roman Colosseum, Forum, Pantheon, Vatican City, and Sistine Chapel. In Florence, we take in Uffizi Gallery, Duomo, Piazza della Signoria, and Pisa.

PROGRAM MANAGEMENT:
For each program destination, Dr. Iba and my responsibilities include:
1. Develop and execute recruiting strategies including: yearly creative, email campaign, print, social media, and information sessions.
2. Develop and manage the program budget.
3. Coordinate with in-country contacts housing, site visits and travel.

Since developing the Department of Communication Studies study abroad program, two new courses have been added:
1. COMM 30273 – Great British Orators
2. COMM 31213 – Rhetoric - From Ancient Rome to Modern Oratory

TECHNOLOGY:
These programs use mobile technology. Mini iPads are used for:
- Course materials
- Travel tools
- Faculty/student communication
- International call, texts, data

Benefits for learning:
- eJournals - photo, video, voice, text
- eQuizzes and eFinal Exams - markups directly to PDF
- eDocs - markups directly to PDF for student reference
- Social Media - student-driven learning outcomes
- Mobile classroom - locations become our laboratories

OBJECTIVES:
ENGLAND AND SCOTLAND:
1. Discuss British contributions to the evolution of America’s first amendment freedoms of speech.
2. Explain the development of the British Parliamentary system.
3. Contrast resolutions of fact, value, and policy.
4. Present both a prepared and rebuttal speech to a live audience.
5. Understand the place of rhetoric in British history and how speech link to policy decisions.
6. Be able to critically discuss elements of orator, intent, audience, persona, metaphor, and context concerning speeches of great British orators.

ITALY:
1. Learn the origins of rhetoric and oratory derived from Ancient Rome.
2. Understand the Roman influence on rhetoric across the centuries.
3. Develop the knowledge and skills for rhetorical analysis.
4. Know the central importance of audience, situation, and style in rhetoric.
5. Develop nonverbal communication competence in the nonverbal codes of environment, artifacts, proxemics, and haptics.
6. Explore the nonverbal, visual artifacts of Ancient Rome as symbols of cultural identity.
7. Understand the Roman influence on culture and lifestyles in modern Italy.

RESULTS:
2015: COMMUNICATION AND DEBATE: LONDON AND EDINBURGH
Currently in process of recruiting students for the summer 2015 program.

Brief Description:
Travel with the Department of Communication Studies to England and Scotland and study great British orators and Parliamentary debate while experiencing the amazing British and Scottish cultures. Specific visits include Stonehenge, Canterbury, Hampton Court, Tower of London, British Library, Windsor Castle, Edinburgh, Fort William/Mallig, The Savoy, Edinburgh Castle, Palace of Holyroodhouse and many more!

Students can earn up to six hours of credit by participating in one or both of the following courses:
COMM 30123: Parliamentary Debate: Explore the British origins of contemporary Parliamentary debate and decision-making while observing first-hand debates at the Houses of Parliament and Scottish Parliament. Also, perform live debates at some of the British Isles most celebrated and historic locations.
COMM 30273: Great British Orators: Travel through time as you discover the persuasive power of words originating from some of the most celebrated meeting places in all of history.
#COMMfrogsinEngland

2014: ITALY: COMMUNICATION AND CULTURE
# of students: 19
  a Nonverbal Communication Across Cultures: 19
  a Rhetoric - From Ancient Rome to Modern Oratory: 16
Site visits: Vatican Museums, Sistine Chapel, St. Peter’s Cathedral, Colosseum, Roman Forum, Tivoli, Villa d’Este, Anversa degli Abruzzi, National Gallery of Ancient Art, Pantheon, Uffizi Gallery, culinary classes, Pitti Palace Museum, Boboli Gardens, Castello Banfi, Accademia Gallery, Opera Madam Butterfly
Dates: June 6-30, 2014
Program fee: $3,585
2013: COMMUNICATION AND DEBATE IN THE UK

# of students: 9
- Great British Orators: 8
- Parliamentary debate: 7


Technology: Integrated iPad mini technology to course for course materials, travel tools, faculty/student communication, international calls, texts, data and student assignments.

Dates: June 16 - July 8, 2013
Program fee: $3,460

LOOKING AHEAD:

GOALS:
1. Develop spring study abroad program to launch 2016.
   a. COMM 30253 - Intercultural Communication
   b. Travel component during spring break
   c. Designations of interest:
      i. Istanbul, Turkey
      ii. Warsaw and Krakow, Poland
      iii. Lima, Peru

2. Continue working toward TCU Core designation for the following courses:
   a. COMM 30123 - Parliamentary Debate - GLOBAL AWARENESS
   b. COMM 30273 - Great British Orators - HUMANITIES or HISTORICAL TRADITIONS
   c. COMM 31213 - Rhetoric - From Ancient Rome to Modern Oratory - HUMANITIES

NEEDS:
1. SPRING STUDY ABROAD - consideration of spring co-teaching load for COMM 30253.
2. PROGRAM TECHNOLOGY ENHANCEMENTS: with the number of students applying for and ultimately travelling with the study abroad program, technology adaptations will likely change and grow in the future.
3. UNDERGRADUATE STUDENT SCHOLARSHIP: we would like to offer our most promising students scholarship relief to study abroad. Currently, students spend approximately $10-15,000 to study abroad with this program.
4. GRADUATE STUDENT OPPORTUNITIES: with inspiration from the TCU QEP, we would like to provide an opportunity for a graduate student travel abroad and co-teach a course. Having the opportunity to teach another course in addition to the Basic course at TCU would be an immense benefit and value to the graduate.
2014: ITALY: COMMUNICATION AND CULTURE

LECTURE - VATICAN AND THE POPES:
Students and guest lecturer Sean Patrick Lovett, Program Director of the Vatican Radio.

ANVERSA DEGLI ABRUZZI
Students and faculty at Anversa degli Abruzzi - an Italian Agriturismo that is dedicated to organic, sustainable farming.

PANTHEON
Students outside the Pantheon following a tour of the Ancient City preceding lecture for both courses.
2013: COMMUNICATION AND DEBATE I N THE UK

TRAIN TO CANTERBURY:
This is one example of having lecture on-the-go. The Mini iPad technology allowed us to use our two-hour train-ride as an opportunity for learning.

LECTURE AT HAMPTON COURT:
After experiencing the richness of Hampton Court, we sat down for a lecture in the garden regarding Parliamentary debate procedure.

DEBATES AT STONEHENGE:
The use of mobile technology allowed our students to research in the field as well. To the left are our Parliamentary debate students at Stonehenge after debating current topics relevant to the UK and global community.
THE WISDOM AWARD FOR PUBLIC SPEAKING EXCELLENCE

BACKGROUND:
The Wisdom Award for Public Speaking Excellence was originally established by the generosity of Alison and Stephen Lewis in the spring of 2010 as an annual competition open to any TCU undergraduate student. In its current form, a “preliminary round” is held early in the fall semester as an open video audition in the Communication Lab. Faculty members and graduate assistants from the Department of Communication Studies evaluate the entries and then determine the “final round” of four-to-six students. The “final round” is then held in conjunction with the fall College of Communication Board of Visitors meeting as an open event for students, faculty, staff and guests. College of Communication Board of Visitors alumni and donors serve as our “final round” panel of judges.

The following criteria are given to all contestants before auditioning:
  Type of speech: persuasive
  Time: 7-10 minutes
  References: Minimum of three
  Visual Aid: Speakers may use a visual aid; however, no PowerPoint/Prezi available.
  Attire: Business
  Topic and organization: Speakers may choose any topic; however, it must address an issue of social significance. This speech will need an introduction, body (2-5 main points) and conclusion.
  American Forensics Association definition of persuasive speaking: An original speech by the student designed to inspire, reinforce, or change the beliefs, attitudes, values or actions of the audience. Audio-visual aids may or may not be used to supplement and reinforce the message. Multiple sources should be used and cited in the development of the speech. Minimal notes are permitted. Maximum time limit is 10 minutes.

PROGRAM MANAGEMENT: Developed a marketing plan to recruit students to enter the competition including: emails, yard signs, messaging, social media and posters.

WISDOM AWARD
PUBLIC SPEAKING
COMPETITION
WIN A $1,000 SCHOLARSHIP!
Open video auditions: SEPTEMBER 26
9 AM - 4 PM, MoudyS 333
Entry info at: commstudies.tcu.edu
RESULTS:

1. 2014: six finalists selected from 17 video auditions:
   a. 1st – Stephanie Milligan, $1,000
   b. 2nd – Emily Siegers, $500
   c. 3rd – Michael Daniels, $300
   d. Remaining finalists: Jaclyn Cravello, Kamryn Schropp, Shelby Whitson
   e. Judges: College of Communication Board of Visitors: Hal Brown, Earl Cox, Scott Keenan, John Samford

2. 2013: seven finalists selected from 11 video auditions:
   a. 1st – Michael Daniels, $1,000 scholarship
   b. 2nd – Stephanie Milligan, $500 scholarship
   c. 3rd – Kelsey Ritchie, $250 scholarship
   d. Remaining finalists: Jaclyn Cravello, Trevor Faye, Ashley Hodge, Lydia McGarva
   e. Judges: College of Communication Board of Visitors: Hal Brown, Valerie Blackburn, Krys Boyd, Elaine Frontain Bryant, Earl Cox, Diane Crane, Cathy Hirt, Scott Keenan, Nick Karanges, Mike Winter
   f. Additional Information: Two additional donors (Valerie Blackburn and Diane Crane) stepped up to gave to award scholarships additional scholarships for the 2nd and 3rd place finalists.
3. 2011: finalists selected from the three Advanced Public Speaking sections and Honors Basic Speech Communication course:
   a. 1st - Rashaun Sibley, $1,000 scholarship
   b. 2nd - Devon Harris
   c. 3rd - Andre Tillotson
   d. Judges: Steve Lewis, Provost Nowell Donovan, Dr. Amber Finn

4. 2010: finalists selected from the two Advanced Public Speaking sections:
   a. 1st - Erin Quick, $1,000 scholarship
   b. 2nd - Elyse Menger
   c. 3rd - Andrew Bryant
   d. Judges - Allison and Steve Lewis, Provost Nowell Donovan

LOOKING AHEAD:

GOALS/NEEDS:
1. In order to ensure the Wisdom Award for Public Speaking Excellence exists in perpetuity, University Advancement is working to find donor support with an endowed gift of $50,000 - $100,000.
THE GORVETZIAN SPEAKER SERIES

BACKGROUND:
The Gorvetzian Speaker Series was established by the generosity of Lori and Ken Gorvetzian in the spring of 2013 with the inaugural event occurring in the spring of 2014.

OBJECTIVES:
1. To invite speakers to TCU who have significant experience within the field of communication and work for successful corporate partners
2. Speech topics range from issues or trends within the communication industry, to leadership topics related to communication

RESULTS:
1. 2015:
   a. Speaker: Stephanie Sanford, Chief of Global Policy and Advocacy for The College Board
   b. Date: Friday, April 17

2. 2014:
   a. Speaker: Ginger Hardage, Senior Vice President of Culture and Communications for Southwest Airlines
   b. Date: Friday, April 11
   c. Approximately 120 attendees including students, faculty/staff and small group of donors

LOOKING AHEAD:

GOALS:
1. To grow the audience-reach for each speaker series.
2. To extend the availability from the speaker (e.g. fireside chat with students, class lectures, small student leadership luncheon, etc.) to more leadership and academically superior communication studies students.

NEEDS:
1. To develop a list of potential speakers.
THE COMMUNICATION LAB

BACKGROUND:
The COMMUNICATION LAB is a performance laboratory suite of two rooms. The space is outfitted for multi-purpose use enabling faculty to coach students and community members to improve public speaking and group discussion skills including:

- Specific method coaching (impromptu, extemporaneous, manuscript/teleprompter, memory)
- Vocal delivery (volume, rate, pitch/intonation, use of pauses, vocal variety, etc.)
- Body delivery (gestures, movement, eye contact, facial expression, etc.)
- Use of language (pronunciation, enunciation, phrasing, etc.)
- Use of visual aids (PowerPoint, Prezi, etc.)

OBJECTIVES:
1. The Wisdom Award for Public Speaking Excellence used the COMMUNICATION LAB for the preliminary rounds of the campus-wide public speaking competition.
2. The Advanced Public Speaking course uses the COMMUNICATION LAB for student presentations throughout the semester. Students perform two teleprompter speeches and also prepared presentations in the lab. The lab allows us to video the students where they can then observe their performance and write thoughtful and meaningful reflections based on their performance. In the future, we plan on integrating this feature into the ePortfolio/FROGFOLIO initiative.
3. The Group Discussion and Communication in Group Leadership courses have utilized the COMMUNICATION LAB for performances and meeting space.

RESULTS:
1. STEER FORT WORTH: in the fall of 2014, SteerFW visited TCU and specifically the COMMUNICATION LAB for public speaking consulting. SteerFW was founded in 2011 initiated by The Honorable Mayor Betsy Price to engage emerging Fort Worth leaders. SteerFW members presented civic project proposals and received individual feedback for areas they performed well and areas of improvement.
2. JUNIOR LEAGUE OF FORT WORTH: in the fall of 2014, The Junior League of Fort Worth (JLFW) visited TCU and specifically the COMMUNICATION LAB for public speaking consulting. JLFW’s All Aboard leadership training program consists of 20 emerging leaders receiving training on several topics including the Fort Worth community, fundraising and public speaking. JLFW members attended a two-hour training.

LOOKING AHEAD:

GOALS:
1. PUBLIC RELATIONS/OUTREACH PROGRAM: by partnering with community organizations to provide a valuable consultation service. We have been approached by a local law firm to create a CLE-course for attorneys to improve their public
speaking skills. This would also allow us the opportunity to make the COMMUNICATION LAB not-for-profit revenue center.

2. FACULTY RESEARCH: Faculty will be able to conduct observational and experimental research, making video recordings for later analysis. If this research involves group discussion or public speaking, then research participants will have a space that is appropriately appointed and equipped for the purpose.

3. GRADUATE STUDENT STAFFING: Regular graduate student staffing would permit students in all communication classes (including general university students enrolled in basic speech) to schedule appointments for rehearsal and feedback. Further, they could take recordings of their sessions with them for later review. The advantage of a trained graduate assistant would be that students would receive the additional benefit of expert feedback from an individual who has completed a degree in communication studies.

NEEDS:

1. In order to ensure the COMMUNICATION LAB exists in perpetuity and that technology is consistently state-of-the-art, University Advancement is working to find donor support with an endowed program of $250,000.
BATTLE OF THE FLOWERS ORATORICAL COMPETITION

BACKGROUND:
From the Battle of the Flowers website:
The Battle of the Flowers Oratorical Competition is the oldest university and college level oratorical contest in the state of Texas, having been held annually on a topic of Texas history since 1926. Our historical event awards more prize money to its winning contestants than any other similar competition in the nation.

RESULTS:
2014:
In the fall of 2013, TCU students Michael Daniels ’15, Blair Guilfoile ’17 and Stephanie Milligan ’16 entered the 89th annual Battle of the Flowers Oratorical Contest. They each developed abstracts concerning the topic “Landmarks and Legacies of Native Americans in Texas.” Guilfoile and Milligan were selected as two of 11 finalists from across the state of Texas. On February 28, 2014, Guilfoile and Milligan competed with their fully memorized 10-minute speeches: “Alibates Flint Quarries: A Prehistoric and Modern Monument” and “Caddo Ceremonial Mounds: A Storytelling Legacy.” Finalists represented the following schools: Baylor University, Rice University, Southern Methodist University, Texas A&M University, Texas Christian University, Texas State University and the University of Texas at Austin.

Stephanie Milligan was awarded 2nd place earning a $1,500 scholarship.
Blair Guilfoile was a non-advancing finalist earning a $100 scholarship.
In the fall of 2012, TCU student Jaclyn Cravello ’15 entered the 88th annual Battle of the Flowers Oratorical Contest. Cravello developed an abstract concerning the topic “History Happened Here - Stories from Texas Historical Markers.” She was selected as one of 10 finalists from across the state of Texas. On February 22, 2013, Cravello competed with her fully memorized 10-minute speech: “Wells of Yesterday and How They Impact Us Today.” Finalists represented the following schools: Rice University, Texas A&M University, Texas Christian University, Texas State University, Trinity University and the University of Texas at Austin.

Jaclyn Cravello was awarded 5th place earning a $500 scholarship.

LOOKING AHEAD:

GOALS:
1. Continue entering three to five students per year with two to four being selected for the final round in San Antonio.

NEEDS:
1. Approximately $1,000 per year for travel funds set aside.