

Audience Descriptions

1. You are speaking to a group for single fathers. The meeting is in the evening at the local community center. The size of the group is small (7-15 members), and the ages range from 24-50. The fathers are concerned about raising their children in today's society with all of its problems.
2. You are speaking to the Toastmaster's Club. This is a group of people who get together once a week in the evenings in a YMCA conference room. The members range in age from 20-60, and are individuals who are interested in improving their speaking abilities. A different person makes a speech each week, and a different evaluator is chosen to provide feedback concerning the topic and speaking style.
3. You are speaking to a group of about 20 lawyers at a Michigan Law Day Banquet. You are the second speaker of the day, it is after dinner, and the lawyers don't really know much about you. The first speaker lacked charisma, so not only do you have to get your message across, but you also have to get their attention and convince them that what you have to say is vital.
4. You are speaking to a group of MADD members (Mothers Against Drunk Driving) on a Wednesday evening. There are approximately 25 people present ranging in age from 30-60. Most of them are parents of high school students, and they are very concerned about the increase in number of accidents involving alcohol in Mt. Pleasant. The recent death of a high school student has the group especially concerned.
5. You are speaking to a group of high school students who belong to Business Professionals of America, a club for those students interested in the field of business. The meeting is in the high school auditorium and it is a Wednesday afternoon, approximately 1:00 p.m. About 50 students are present, and they are mostly juniors and seniors.
6. You are speaking to a group of fifty male athletes from a Big 10 University. It is a meeting that begins at 7:00 p.m. and the athletes are there because they have to be. You are the first speaker of the evening.
7. You are speaking to 25-50 members of a fraternity at an informal meeting. The forum has been left open to you. The audience is rowdy and is anticipating your topic of discussion.
8. You are speaking to a group of sixth graders during their gym period. It is 10:00 A.M. They have been told that someone from CMU would be speaking to them about health issues. There are about 24 children present and they are from a small town.
9. You are speaking at a biannual meeting of the Musicians Union. The meeting is being held at a hall in Pontiac, MI. A good mix of musicians is present (i.e. rock, lounge acts, polka bands, etc.) The meeting is at 7:00 P.M., on a Wednesday night. Approximately forty people are present.
10. You are speaking to a part of the CMU Football team, mostly freshmen and sophomore transfers. Thirty men are present and are anxious about starting college. It is in the middle of the summer, and they have just had their first workout a couple of hours ago. Most of them are tired and hungry, though curious about what you have to say.
11. You are speaking to a group of Radio/TV/Film broadcasting majors. There are approximately 150 students attending, ranging from freshmen to seniors. This is a required monthly meeting for the students. You have been asked to speak to the group by one of the broadcasting instructors who is present. Last month a speaker discussed ethics in the media. It is a Thursday afternoon, 12:30 P.M. The students do know who you are based on a newsletter they received.
12. You are speaking to a group of military wives. There are 25 women present at this biweekly coffee. Most women are between 23 and 35 years of age, although there are a few older women present. About three quarters of the women are married to enlisted men, while one quarter are married to officers. Most women have at least two children under the age of 3. The women do not know who you are or what your topic is.
13. You are speaking to a group of Amway Distributors who just ended their meeting. They have decided to listen to your presentation before they go home. They are tired, but willing to listen. There are 20 women and five men present. It is 8:00 P.M. on a Monday evening.
14. You are speaking to a group of high school teachers. There are fifty men and women present at this monthly luncheon. It is a Saturday meeting, and it is not a requirement for the teachers to attend. You were asked by one of the teachers to speak. The speaker before lunch spoke about the need for high school students to develop their studying skills in preparation for college. You are speaking after lunch. Very few teachers know who you are.

15. You are speaking to the Governor of Michigan and the cabinet members. The audience is primarily male and the ages range from 37-57. These people hold positions of authority and are upper class with a great deal of prestige. You will be speaking after brief introductions have been made. It is 10:00 A.M. on a Wednesday.
16. You are speaking to members of the Fine Arts Commission. These are men and women interested in expanding the arts in the community. They hold fund-raisers and are an informed group. The group members are upper-middle class and upper-class. The meeting is on a Sunday afternoon, about 3:00 P.M. The members are addressing the concerns of the group first. After the general business is taken care of, you will end the afternoon with your presentation.
17. You are speaking to a group of managers and executives from the Amoco Oil Company. There are fifteen men and five women present, ranging in age from 30 to 50. This is part of their Youth Outreach Program. It is a Thursday morning, about 11:00 A.M. They don't know who you are or what you are speaking about.
18. You are speaking to a group of professional psychologists from the A.P.A. (American Psychiatric Association). There are approximately fifty people attending the yearly conference in May. The meeting is in a large hotel conference room. Half are male, the other half are female.
19. You are speaking to a group of nurses in a conference room at the hospital on a Wednesday night. There are 40 women and 20 men present. They have just finished their shift and are tired; yet interested in what you have to say.
20. You are speaking to the officers and group members of the CMU Minority Affairs organization. There are approximately 15-20 people present. The meeting is taking place in a University Center Conference room. The people are from a mix of races and cultures. The members are concerned about the growing trend of hostility being shown toward minorities throughout the nation and at CMU.
21. You are speaking to the Listening Ear Administration. It is 7:45 A.M. on a Tuesday morning. This is a weekly staff meeting and you are to be the first speaker following the reading of the minutes from the last meeting. The meeting is taking place at the main office on Illinois Street.
22. You are speaking to members of the Gay and Lesbian Alliance here at CMU. It is 10:00 P.M. on a Wednesday evening. The meeting is taking place in the offices located in the lower level of the U.C. There are approximately 28-30 people present, ranging in age from 18-27 years. The members are open minded and willing to support a good cause.
23. You are speaking to a number of people attending Parents without Partners weekly meeting. It is 6:30 P.M. on a Thursday night. You are the only guest speaker of the evening. You have been asked by one of the members to speak to the group about your topic. There are approximately 20 men and women present. A couple of parents had to bring their children, and the kids are restless.
24. You are speaking to a large group of people attending a weekly AA (Alcoholics Anonymous) meeting. There are approximately 50 men and women present, ranging in age from 16-70. Most of the members are friendly and open. You are the only guest speaker this evening and you will be making your presentation following the general meeting.
25. You are speaking to a group of men and women attending a bimonthly Adult Children of Alcoholics meeting. The members tend to be open, friendly, and helpful. The members are motivated to make changes in their personal lives and in society. You have had to do some research (hint, hint) about the organization, as it is somewhat different from other groups dealing with alcoholism. It is a Monday night, about 7:00 P.M., and the members are anxious to get started.
26. You are speaking to the members on the Board of Education for a public school system in a medium-sized, middle-class community. It is 7:00 A.M. (yes, that's A.M.) on a Monday morning. The men and women are groggy, as it is quite early, but they've just eaten donuts and coffee so they should be alert in a matter of minutes. Your presentation is to follow a discussion of what programs will need to be cut for the next school year. As this is a grim topic, you will need to motivate them to listen to you.
27. You are speaking to an audience comprised of mostly at senior citizens at a retirement village. You have been invited to speak to them during one of their monthly meetings. The person who spoke at the last meeting presented a slide show of her trip to the Grand Canyon. The group decided they wanted to hear something a bit more serious or urgent in nature. These people are motivated individuals, always ready to volunteer their time and services for a good cause.

28. You are speaking to members of a Methodist Women's group, which is composed primarily of women ages 40 to 60 years. It is a Wednesday afternoon, after a "tea". The women are concerned, attentive, uninformed, and traditional in beliefs.

29. You are speaking to the members of a Mt. Pleasant PTA chapter, which consists of adults, ages 22 to 55 years. The audience is basically uninformed on this topic, though well educated in general. They are genuinely concerned. It is a cold, rainy Thursday night. Mt. Pleasant is a medium-sized town, somewhat conservative.

30. You are speaking to a group of CMU Physical Science majors as a guest speaker on the environment. The meeting is mandatory; some students are uninterested, others are enthusiastic conversationalists.

31. You are speaking to a group of men and women Physical Education majors and faculty members at CMU. This is an organization that helps to raise money for local athletes to train for and attend the Olympics. People ranging in age from 18 to 42 are present. The meeting is taking place at 5:00 p.m. on a Friday. There are approximately 30 people present.

32. You are speaking to a high school government class comprised of juniors and seniors. They are basically uninformed, unmotivated, uninterested, and undecided in their opinions. There are 21 white students, 3 African-American Students, and 1 Asian-American student in the class.

33. You are speaking to the City Planning Commission of the Mt. Pleasant area. Twelve members are present, along with about 60 interested and concerned citizens. The audience members are mostly well trained/educated individuals, ranging from middle to upper-middle class adults from 25 to 60 years of age. It is a Tuesday evening at 7:00 P.M.

34. You are speaking to 250 men and women attending the A.P. Annual Press Convention being held in Reno, Nevada this year. The audience members range in age from 23 to 60 years, and are from all parts of the country. It is 2:00, right after lunch, some people are straggling in late. The members are excited to be in Reno, as the convention is usually held in a smaller city.

35. You are speaking to a group of biology teachers at a biological science teaching convention in Chicago. Most of these teachers require their students to dissect at least two animals and complete lab reports during a 10th & 11th grade biology class.

36. You are speaking to a mixed group of juniors and seniors from a high school health class. It is a Monday morning, 9:00 A.M. There are 16 girls and 9 boys. They are mostly uninterested.

37. You are speaking to Elementary Education majors at an on-campus mandatory meeting. These are mostly juniors and seniors who will be student teaching the following semester. They range in age from 21 to 25 years. They are above average students, and are fired up to make a difference.

38. You are speaking to an upper-level mental health class at a large university. The class is semi-interested and semi-informed. However, the students may be responsible for having to know your information for their next test. The class meets at 6:30 on Thursday evenings.

39. You are speaking to a group of mothers whose children attend a nursery school. Their children range in age from 2 to 6 years. The mothers work long hours, and are mainly of a below-average socioeconomic status. They tend to have more than 3 children. They range from being divorcees to single women, to happily married wives of working men. The women range in age from 20 to 35 years.

40. You are speaking to members of the Chamber of Commerce in Mt. Pleasant. These individuals are well educated for the most part, hard-working, upper-class citizens, ranging in age from 25 to 68 years. The meeting is taking place after a luncheon at The Embers.

41. The local chapters of the National Audubon Society and the National Wildlife Federation's local club have gotten together to sponsor an "Awareness Day" for the local community. Because of your interest in their work you have volunteered your services and have been asked to give a speech on some topic relevant to the interests of the club. The speech will be part of an all day program of events that take place throughout the community. The group you expect will be mixed in ages and gender.

42. You are speaking to a senior high school social studies class concerning an aspect of social studies. They have been studying political reform and the agencies and services of the federal government for the last three weeks. The

kids are not overly excited about your presence. Two students in the corner are passing notes. A few others are fussing with things on their desks. They all look up as you are introduced by the teaching.

43. You are speaking at the monthly Catholic Rosary Society meeting, composed mostly of women of the parish. There are about 25 group members who are housewives with families. They do not know the nature of your talk, but have invited you to speak on any subject that concerns you. You have been invited at the suggestion of a friend's mother, who is a member of the group.

44. You are speaking to members of the State Association of Civil Service Managers at its annual meeting in Mt. Pleasant. You have been invited to speak to the group as a part of their program to involve young people in government. You are scheduled to speak after lunch, which is not formal. You are meeting in the local Civil Service building. There are approximately 30 people present, mostly men of middle age.

45. You are speaking to a group of women who belong to a social sorority here at CMU. It is a Monday night meeting and you have been instructed to speak on any topic you wish. Your speech follows the business agenda during which two big pitches were made for the women to buy sorority pins and T-shirts, and for the women to live in the sorority house next fall. There are about 35 women present.

46. You are speaking to members of the local American Business Women's Association. All of the women who are members have full-time jobs and the majority has families with 2 or more children. They were originally supposed to hear a speech from a woman (a nonmember like yourself) who owns a local travel agency but she became ill and recommended you as her replacement. The women have just finished cocktails and dinner. There are approximately 40 women present.

47. The parents of the varsity high school soccer team have assembled for their preseason meeting. You are the invited guest speaker. Some of the parents are concerned about their child's/children's ability to do school and sports at the same time. They are also concerned about being around other unhealthy students. Some parents are even afraid that other kids might have AIDS. The meeting is Tuesday night at 8 p.m. and lasts one hour.

48. You are speaking to a kindergarten class in a small, rural community. You are the first guest speaker they have ever seen. Your presentation is after their naps and before they go home.

49. You are speaking to approximately 25 high school-aged boys and girls at their weekly Sunday evening youth group meeting at the local Catholic church. The audience members are a bit unruly, yet sincere and interested in you as the guest speaker. The potential for distractions is there, so you must somehow keep their attention.

50. You are speaking to CMU parents at an orientation meeting on campus. You have been asked to address this meeting by the Admissions and Advising Offices because you were one of the top 10% of your graduating class and have gone on to college. There are approximately 50 couples attending the meeting, most of them have attended college.

51. You are speaking to young girls from a Detroit juvenile home. The girls range in age from 9 to 16. The "house-parents" have offered to pay you about \$35.00 to speak to the girls. Most of the girls have had some trouble with the law or have been deserted by their parents.

52. Parents of the local elementary school have become alarmed at the media's publicity of child abuse in the country. They have formed a study group to explore the problems of child abuse in the local area. They are also aware of the new laws that require sex offenders to be registered at the local police station. The parents who regularly attend the study group are women in their 20's and 30's, and most are housewives. Because the meeting has been scheduled in the evening to allow for you to be a guest speaker, you can probably expect some men to show up with their wives.

53. You are speaking to boys in the 8th grade at Mt. Pleasant Junior High School. These boys are required to take 3 weeks of home economics, and most of them don't see the relevance of taking such a course. They are moderately good at paying attention to a guest speaker, though the teacher, who is very strict, doesn't seem to have much rapport with them. She has invited you to speak to the class in hopes that you will inspire them. It is a Friday, about 9:00 A.M.

54. You are speaking at a weekly meeting of the Wesley Foundation Student Prayer Group. The group is meeting in the evening, approximately 9:00 P.M. There are about 20 members. They are mixed in ages, but predominantly freshmen and sophomores, about equally split between males and females. Some of the members of the group are a bit skeptical about your topic based on the comments of the person who arranged the meeting. There are some rowdy people in the group, so be prepared.

55. You are speaking to members of local businessmen's club (like Rotary, Lions, or Optimists). They have asked you to come to one of their noon luncheon meetings to discuss a problem in the local area. The group is all men and they've just finished eating a light lunch. The group usually averages about 15-20 members; most are middle-aged, and married.

56. You are speaking at a meeting comprised of foreign exchange students from the central and northern Michigan regions. The group gets together once a month to discuss national and international politics and relations. They are interested in attracting outsiders who are not exchange students. The group is mixed in terms of gender. The ages range from 14 to 17.

57. You are speaking to members of the high school's Future Farmers of America Club. The group has about 50% seniors, 40% juniors, 7% sophomores, and 3% freshmen. About 55% of them come from a large farm operation, or small "hobby-type" farms or have an interest in farming. The meeting is to be held after school at the Mt. Pleasant High School. The students have had no guest speakers. It is a Thursday.

58. You are speaking to members of the Native American Organization for the Saginaw Chippewa Indian Tribe of Mt. Pleasant. The group is mixed in gender and the ages range from 15 to 65. There are about 45 people present for your speech.

59. You are speaking to a group of boys at a Detroit juvenile home. Most of the boys come from broken homes and have been in trouble with the law. The house parents have been trying to have guests come in weekly to talk about things they think might interest the boys. There are about 20 boys ranging in age from 12 to 17.

60. You are speaking at a United Auto Workers rally. The workers range in age from 30 to 65. They are angry and expressive about contract talks. The contract deadline is one week away and no concessions have been made by the company to settle.

61. You are speaking at an Aid Association for Lutherans monthly meeting. The organization consists of women ages 20 to 70. The group works on community projects, Lutherans for Life, antiabortion, etc. You have been brought in to speak by the president of the club. It is a Tuesday evening, about 7:00 P.M.

62. You are speaking to a group of elderly ladies who gather each week to share scripture and stories about their week. They believe in the literal interpretation of the Bible. You asked the individual in charge of the agenda if you could come and speak. She reluctantly agreed.

63. You are speaking to a group of Amnesty International activists during their Tuesday evening meeting. You will be speaking at 7:00 P.M. The group meets regularly in order to write letters to free prisoners of war.

64. You are speaking to college-aged members of the American Socialist Party. The group meets downtown every Thursday at 10:00 A.M. Their main objective is to get their ideas incorporated into the mainstream. They have invited you to speak on a topic that is interesting to you.

65. You are speaking to a "Newcomers' group, which consists of people who have recently moved to Mt. Pleasant. The group meets biweekly on Saturday morning at approximately 10:00 A.M. The members meet for social purposes. Most of the members have families with small children.

66. You are speaking to a group of union workers from the CMII Corporation located in the University Park area of campus. Many of the union workers have had previous union problems and are very skeptical about a young "college kid" coming in to give them advice. There are approximately 40 to 50 members present.

67. You are speaking to a large group of conservative parents from the Mt. Pleasant area. It is a Wednesday evening, approximately 8:00 P.M. Most of the parents have children in the school systems and the kids are heavily influenced by occurrences at CMU. The parents have strong moral beliefs as to what is right and wrong and are fairly set in their ways.

68. You are speaking to a group of expectant parents enrolled in a prenatal care class at CMCH. The group is made up of 10 couples and the meeting times are Monday evenings at 7:00. The expectant parents are mostly in the upper-middle class bracket.

69. You are speaking to an Overeaters Anonymous group whose members meet at the Wesleyan Church on campus once a week. The group is predominantly female (15 female and 5 male). The socioeconomic status of the members varies. The members range in age from 18 to 35.

70. You are speaking to members of N.O.W. (the National Organization of Women). The group is meeting in Warriner Auditorium on a Wednesday at 7:00 P.M. One hundred and eighty-nine women are present and there are 18 men.

71. You are speaking to 20 men and 20 women who belong to the Lodge of the Rising Son. The men are Masons and the women are Eastern Stars. The age range for the entire group is 40 to 55 years of age. The socioeconomic status of the members is upper class. The average salary for each member is \$225,000 a year.

72. You are speaking to 15 students who belong to the Program Board at CMU. All of them are seniors or juniors in college. The purpose of the organization is to develop programs and events for the entire CMU population. The group members work in conjunction with the Assistant Director of Student Life.

73. You are speaking to members of local 795 of the United Auto Workers, composed of 50 men and 70 women. The workers work for the Steering and Axle plant located in Livonia, MI. The economic status of the workers is middle-class, with a salary range of \$30,000 to \$50,000. The group was formed to discuss any issue that involves job security and work ethics. The educational level ranges from first year college students through college graduates.

74. You are speaking to members of the Sierra Club. The club is having a series of guest lecturers come to their meetings to speak on topics relevant to their interests in the out-of-doors. The club is mixed, but attracts mostly males in the teens and twenties. The club is concerned with protecting the natural wilderness areas in Isabella County. It is a Tuesday evening meeting. There are approximately 20 people present.

75. You are talking to a number of resident assistants during a training program just prior to the fall semester. The R.A.'s range in age from 20-26. There are approximately 20 females and 18 males present. It is a Friday evening and your presentation is to be the last one for the evening.

76. You are speaking to members of the Mt. Pleasant Ladies Club. There are approximately 15 members. The women, all of whom are over 65, have been criticized lately for not being intellectual enough. They have decided to invite a guest speaker to their meetings to help them focus on more than just flowers. Other speakers have talked about TV violence and juvenile delinquency. The women know the topic to be discussed, but they have very little information about you.

77. You are speaking to the parents of children who attend school in Rosebush, a small community just north of Mt. Pleasant. The area is composed largely of farms. Last year three seniors had to drop out of school to have babies. The school wants to start a program of sex education. The parents strongly oppose this idea. The school has invited you to this meeting. There are 30 parents present. They know your name, but not who you are.

78. You are speaking to members of the local Mt. Pleasant Girl Scout chapter at their bimonthly meeting. The girls have been studying different customs of groups of people. There are 13 girls plus 5 mothers present for your speech. The girl scouts are between 12 and 15 years old. It is a Tuesday afternoon, about 4:00 PM.

79. You are speaking to approximately 20 men and women, all of who are new pet owners. This is a free class offered by the local pet shop. It is Saturday morning, and the location is a room adjacent to the pet shop. Possible topics: spaying/neutering pets, animal rights, teaching children responsibility, domestic animal control (loose dangerous animals and overpopulation).

80. You are speaking to a professional organization of Kindergarten teachers that work in a large school system. Most of them teach along traditional lines, but there is a wide age range from those who are "just-out-of-college" to "teaching veterans" in their 60's. About 30 teachers are present. It is 10:00 on a Saturday morning.

81. You are speaking to a large group of high school teachers at an in-service meeting. The teachers represent the Detroit school system (inner-city). You are the third speaker of the afternoon, and it is a Wednesday. There are approximately 250 instructors present. The gender and ages are mixed.

82. You are speaking to a large number of seniors from Mt. Pleasant High School during their "college day." These students are meeting in the auditorium on a Thursday afternoon. Most of the students are planning to go to college; a number of them are undecided. It is a cold January day, and college admission forms are due soon.

83. You are speaking to a group of Republican Party Leaders who are meeting in Washington D.C. concerning the next convention. You will speak to 30 men and women, ages 30 - 65, at 2:00 in the afternoon. These people represent 22 states from all over the country. They are interested, but biased.

84. You are speaking to members of the mid-Michigan Sheriff's Association at their two-day conference in Mt. Pleasant. As part of their yearly conference, they ask a college student to come to their first-day's luncheon to speak on a topic of interest. You have been chosen. The Sheriffs have just finished eating a large luncheon banquet. There are only 3 women present, and approximately 27 men.
85. You have been asked to be the guest speaker for the local chapter of the American Society for (business) Training and Development (ASTD) in Midland, Michigan. There are 30 members present for this month's luncheon at the Holiday Inn. Members age ranges from 25 to 45 years old. You have been asked to give your presentation at 11:15 A.M., prior to lunch. The members are extremely motivated and look forward to your presentation.
86. You are speaking to the SMEA (Student Michigan Education Association) group at CMU. There are about 50 members present. All of these members will be student teaching sometime within the next 1 1/2 years. They have come to this meeting by choice and are eager to hear what you have to say. It is a Tuesday afternoon in the UC ballroom.
87. You are speaking to Japanese-American consumers at a convention on American/Japanese diplomatic and business relations. The meeting takes place in Washington, DC during the week. There are several Japanese and American businessmen and businesswomen and several members of the U.S. Congress and the Senate. Your audience is very interested in what the younger generation has to say.
88. You are speaking to the Phi Alpha Delta pre-law fraternity at U of M. The group meets on Wednesday nights at 6:00 p.m. Members consist of 18 men and 12 women. Members are venturing into different areas of law: criminal, civil, business.
89. You are speaking to a group of tenants in a New York City apartment building. The audience ranges from single men and women to married couples of various ages. They are upper-middle class, white-collar workers who meet every month to discuss various issues that pertain to maintaining the neighborhood and making their living environment more bearable. They are open-minded and will try just about anything that may give them an advantage.
90. You are speaking to the executive board for Mainstream Christian Fellowship at CMU. This is a group of about 20 Christians (mostly CMU students) who make up the core group of Mainstream. The group meets every Sunday at 7:30 P.M. A typical meeting begins with the planning of all the upcoming events for the group followed by a time of prayer. The students are interested in sharing their faith with people and supporting just causes. You are speaking in the middle of the meeting.
91. You are speaking to a group of cosmetologists. They are at an annual meeting in which they learn about new and upcoming trends. There are approximately 100 people in attendance. Most are women although some men are present. It is a Saturday afternoon in June.
92. You are speaking to managers of retail stores. All stores are located in Northland Mall in the Detroit area. The owners of the mall arranged this meeting and plan to have a meeting such as this once every two months. Store managers have been concerned about economic trends and the increase in shoplifting and violent crimes within the mall. There are approximately 150 people in attendance. It is at 8:00 A.M. on a Wednesday morning, before the mall opens.
93. You are speaking to women, ages 13-25, who work for a local modeling agency. The women often do 'shoots' for local and regional department stores as well as commercials for local businesses. Some of the women have had quite a lot of modeling experience while others have just begun. The less experienced women are excited to hear what you have to say while the more experienced women seem a bit bored.
94. You are speaking to members of the local Tavern Association. The members are owners or managers of drinking establishments. They meet once a month as a requirement. They usually have their meetings in a variety of settings. This month the meeting is held at the Mt. Pleasant Comfort Inn. There will be a lunch buffet before you speak. It is mandatory for the members to be in attendance or they may lose their establishment's liquor license. There are 35 people in attendance, males and females.
95. You are speaking at the annual convention of Physician's Assistants. The members receive credit for attending the weekend conference. The members engage in a variety of activities during the conference such as listening to speakers such as yourself, doing hands-on activities, or watching films about advances in the field. The members have their choice about which events they want to attend. The conference is being held this year at the Hilton Hotel in Nashville, TN. There are approximately 45 people listening to your speech.

96. You are speaking to a beginning computer class at Mid-Michigan Community College. It is the second week of school. The teacher has asked you to speak and has informed you that many of the students are nervous about working with computers. The class meets twice a week during the evening. The ages of the students range from 18 to 57.
97. You are speaking to a group of couples who are about to become married. Because of their church's requirements, they have to attend this weekend retreat. Most of the couples will be getting married within the next six months. It is early April. Coordinators of the retreat often invite speakers to speak on any issue that affects newlyweds. There are ten couples present.
98. You are speaking to a group of social workers from around the State of Michigan. They are at a conference designed to help them learn more about the nature of family relationships. Most are married and have children of their own, but their main goal is to learn more about how to help their clients. You are one of several speakers on the agenda. Your time slot is 1:30 P.M., right *after* the business luncheon.
99. You are a featured speaker at the annual Harley-Davidson owners "Hog Convention" in Daytona Beach, Florida. ~ is a beautiful Saturday morning in April. The audience is composed of nearly 10,000 H-D owners, although only 35 will be able to attend your session due to the room size. Your presentation will be given in one of the conference rooms at a Daytona Beach hotel.
100. You are speaking to a group of graduate students in the speech communication program at Penn State University. They range in age from 25 to 55; half are male and half are female. They are attending a retreat on Life Skills and you have been asked to speak to them on a topic that will help them improve the general quality of their lives. They are extremely stressed individuals, most of whom are wondering if the time spent at this retreat will be worth the time they are not spending on their academic work.
101. You are speaking to ferret owners who meet every other Saturday at the Tridge Park in Midland, MI. They are concerned about the overflow of ferrets in local animal shelters. Often the shelters do not know what to do with the ferrets because they are unfamiliar with the animals. Thus, many ferrets are immediately euthanized rather than put up for adoption.
102. You are speaking to eight people at a support group for adult survivors of child abuse. These individuals are in their mid 20's to mid 40's with children. Seven of the people present are women and 1 is a man. All individuals present are happily married.
103. You are speaking to employees at the Secretary of State's Office in Alma, Michigan. It's seven o'clock in the morning on a Friday. This is a required meeting for everyone employed by the Secretary of State. Ages range from high school students to people in their 60s. All of the employees are looking forward to the weekend and are not focused on work.
104. You are speaking to students in a driver education class in Pontiac, Michigan. The class is held at Pontiac Northern High School in June. The students have completed their last class and are ready to receive their driver's permits. The instructor has asked you to speak to them because of your expertise and knowledge.
105. You are speaking to volunteers who work for the Mt. Pleasant Chapter of the Red Cross. The audience ranges in age from 18 - 70. They are attending a meeting to discuss upcoming events at 6 o'clock on a Tuesday evening. You have been invited to speak at the meeting because one of the volunteers asked you to share your topic with her colleagues.
106. You are speaking to Park Rangers and Park Officers who work for the Michigan Department of Natural Resources (DNR). The Park Supervisor has invited you to speak with the new ranger recruits at an in-service meeting in April. The meeting is in a small cabin at Cass Lake Recreation Area. Eight - 12 individuals are present (mostly men).
107. You are speaking to a group of executives who work for a major record/music label in Los Angeles, CA. Three of the top executives as well as their assistants are present. In addition, two individuals from Marketing & PR Department plan to attend the meeting. These individuals have been following the recent controversy over censorship in America. Although no formal policy exists regarding censorship, each of the individuals has a strong opinion. However, not everyone in the group has the same opinion.
108. You are speaking to a group of 10-11-year-old female gymnasts at a local elementary school. These girls are training for the State Gymnastics Championships to be held in Lansing, Michigan in two months. All of the girls are extremely talented with hopes of making the Olympic Team.

109. You are speaking to nurses and doctors who work in a neonatal intensive care unit at North Oakland Medical Center in Pontiac, Michigan. The nurses are concerned about how to educate patients to care for their newborns. They have asked you to speak at their weekly staff meeting. The meeting is at 7pm on a Wednesday evening.
110. You are speaking to members of the People for the Ethical Treatment of Animals (PETA) in Washington, D.C. during an animal rights conference. They have just finished discussing the actions they will take to lobby congress in regard to animal rights. The audience is excited and rowdy. Some audience members are wearing animal rights t-shirts and are wearing fake fur drenched in red paint. The audience is diverse and ready for action.
111. You are speaking to flight attendants and pilots who work for a small economy airline. There are an equal number of men and women present. They are all between the ages of 25-45. This is the first of a series of mandatory meetings the company has instituted due to pressure from the FAA. The individuals present are not very interested and think the meeting is a waste of time.
112. You are speaking to a cancer support group. All members are women who have had a mastectomy as a result of breast cancer. Most of the individuals are in remission. Ages range between 40-70. There are approximately 15 women present.
113. You are speaking to zookeepers at the Detroit Zoo in Royal Oak, Michigan. It is a Sunday afternoon at two o'clock and the supervisor at the zoo has invited you to speak to the employees at their weekly meeting. The meeting takes place near the area where the monkeys are caged. There is a snack shop nearby which is where the meeting is held. These individuals are highly education and share a love for both domestic and wild animals.
114. You are speaking to students and parents at Notre Dame Preparatory High School in Oakland County, Michigan. School administrators have called the meeting to discuss the rules and regulations for the Senior Trip. The students are planning to travel to Cancun in a month and will be accompanied by two or three parents.
115. You are speaking to the Board of Trustees at CMU in a conference room in the Bovee UC.
116. You are speaking to new employees at Burger King in Southfield, Michigan. The store manager has asked you to speak at the one-day, three-hour, training session. All the employees are 15-18.
117. You are speaking to owners of tanning salons in Metropolitan Detroit. They are attending a conference that markets new tanning products at the Renaissance Center. Your audience is very tan, young, and excited at the prospects of discovering new products to sell in their salons.
118. You are speaking to volunteers at a crisis center in Mt. Pleasant, Michigan. These individuals respond to calls received on their crisis hotline. All individuals have completed a three-week long training period. You have been asked to speak at their monthly staff meeting, which is the only time that all employees are gathered together.
119. You are speaking to Jerry's Marina employees in East Tawas, Michigan. The marina is located outside of Tawas Point State Park. All the employees are over the age of 21. The Fourth of July weekend is approaching soon and town citizens have expressed their concerns about both drinking and driving and drinking and boating.
120. You are speaking to members of BESAFE, a sexual assault awareness and counseling group on CMU's campus. The President of the organization has asked you to speak about student perceptions of sexual assault on campus. The meeting is on a Thursday evening at 8 o'clock. Several of the members are wearing beepers so that they are prepared to answer crisis calls.