



# A Deeper Dive on “Spousespeak”: Navigating Public Speaking Contexts from Elevator Pitches to Social Media Statements



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# Presenter

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**Dr. Randy Richardson**  
**Presidential Spouse, Westminster College (PA)**

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# **Five WORST Pieces of Common Public Speaking Advice... EVER!**



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5. It doesn't matter what you say,  
just say it with confidence.  
Delivery is everything.

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4. Look just above the heads of your audience.

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3. Make stuff up. They'll never know.



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2. Never let 'em see you sweat.

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1. Picture your audience in their underwear.

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# **Six Key Considerations When Making Rhetorical Choices**

# Purpose

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- Why am I speaking?
- What am I trying to accomplish?

# Audience

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- To whom am I speaking?
- What do I know about them? What do I not know ?
- How many are in the audience?
- How diverse is the audience?
- What are their likely expectations?
- Are there important political leanings?



# Occasion/Specific Context

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- Why are people coming together here and now?
- What factors related to the specific context are important?
  - Lighting
  - Stage
  - Venue Size
  - Acoustics
  - Distance
  - Wardrobe choices

# General Social Context

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- What is happening in the world?  
Region? State? Community? Campus?
- How might events on the world stage impact my audience and/or topic?

# Speaker

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- What does the audience know about you (the speaker)?
- What are your strengths and weaknesses as a public speaker?
- What is your public speech personae?

# Identification

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- How can I emphasize the common ground between myself and the audience?
- In what ways are our interests joined?
- How do I speak their language....or not?

# Q&A Session



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