To our new and continuing students and faculty, welcome to the fall semester! We would like to take a moment to introduce you to the Monday Dose. This is a professional development newsletter brought to you by the Department of Health Services Management and Policy, written and prescribed by students for students and graduates of the college. The topic for this publication is Public Speaking. Regardless of what your academic or professional career pertains to, public speaking will always be a necessary component. It does not have to be intimidating, however. There are many tips and tricks to help you overcome the fear of public speaking, and we hope to shed light on some of those through this newsletter. We hope that after reading this, you feel more confident in your public speaking and overall communication abilities!
Are speakers made or are they born? This question is always posed when we watch politicians, celebrities, or business leaders speak. They always seem so at ease and comfortable on stage. It is true that many speakers are born with the confidence and ability to speak publicly with no fear; however, the overwhelming majority of speakers have been trained to be comfortable and effective on the stage. They have either received formal media training or have delivered so many speeches that they have discovered what they are most comfortable with. So what is the secret to effective public speaking? This article may tell you.

Every day people around the world stand up in front of others and speak. There is a monthly publication that reproduces some of the top speeches from around the United States, called Vital Speeches of the Day. Public speaking is essential to the development of any career. This article talks about the importance of public speaking such as development of leadership skills and influencing the world around you through the words that you speak.
“Speech is power: speech is to persuade, to convert, to compel.” — Ralph Waldo Emerson

Quotes of the Month

“Speak clearly, if you speak at all; carve every word before you let it fall.” — Oliver Wendell Holmes
When you plan and prepare, you feel more confident in your presentation, and you can overcome the fears that come along with public speaking.

It’s important to keep your speech REAL. Keep it Relevant and meaningful to your audience; Eloquent, in that you are presenting using clear language; Articulate; and Learned by making yourself an expert on the topic.

Do you ever wonder how great speakers leave such an impact on their audience? Here are a few ways in which you can do that too.

- Use a dramatic opening and ask a question
- Begin your sentences with verbs
- Use occasional alliteration and pauses
- Use contrasts

One of the most important things to remember when planning your speech is that there must be an overlap between what you want to say and what your audience is interested in.

Offer facts and figures; when you give a presentation, you are expected to be the expert on the subject matter. Provide the audience with things that they do not know.

A simple speech does not make a subpar speech. Although it is tempting to use extravagant words and subject matter, a presentation that delivers the same facts in a simpler manner is still a good speech. You cannot assume that the audience members are experts in your field, so a simple speech is accessible to all and surely a winner.

Simon Sebag Montefiore said, “As a rule, simplicity of language marks superb speechmaking” in his chronicles of “Speeches that Changed the World.”
“Delivering your Presentation”

Now that you have planned and written your speech, what do you do?

- Rehearse! Practice, Practice, Practice.

- Exude confidence, even use a Power Pose
  - Social psychologist Amy Cuddy researched ways in which “power posing”—standing in a posture of confidence—can affect testosterone and cortisol levels in our brains, making us feel and act more confidently. [Check out her TED Talk above!]

- During your speech, remember to maintain constant eye contact with your audience, as well as a constant level of enthusiasm for your subject.

- Natural pauses make for an authentic speech and give your audience and you time to process everything.

- Do not speak for too long, make a large impact in a short amount of time. You do not want your audience to lose interest in what you are saying.

- Everyone makes mistakes. Never apologize for stumbling in your speech.
There are many speeches throughout history that we have come to know and reference regularly. Many of these speeches influenced America word by word, minute by minute, as they were being given. Many were political in nature, some were not. Many involved activism, gave encouragement, and inspired change. Others were sorrowful and apologetic. Regardless, they were all impactful and have stayed the course over the last century, or longer. American Rhetoric gives its listing of the Top 100 Speeches of the 20th Century here. You can read transcripts and listen to audio of all of these speeches if you visit the website.

1. “I Have a Dream” – Martin Luther King Jr.; 1963
2. Inaugural Address- John F. Kennedy; 1961
3. First Inaugural Address – Franklin D. Roosevelt; 1933
4. Pearl Harbor Address to the Nation – Franklin D. Roosevelt; 1941
5. 1976 DNC Keynote Address – Barbara C. Jordan; 1976
6. “Checkers”- Richard Nixon; 1952
7. “The Ballot or the Bullet” – Malcom X; 1964
8. The Space Shuttle “Challenger” Tragedy Address- Ronald Reagan; 1986
10. “We Shall Overcome” – Lyndon B. Johnson; 1965

Other Notable Speeches in History:

- “The Gettysburg Address” – Abraham Lincoln; 1863
- “We Shall Fight on the Beaches” –Winston Churchill; 1940
- “Women’s Rights are Human Rights” –Hilary Rodham Clinton; 1995
- “I’ve been to the Mountaintop”—Martin Luther King Jr.; 1968
- “The Man with the Muck-rake” –Theodore Roosevelt; 1906
“Ask the Professor”

1. Do you have any advice on how students could overcome their fear of public speaking?

2. How has effective public speaking advanced your career?

Click [here](#) to watch Dr. Wykoff’s Breakfast with the Expert Speech, “Understanding Population Health”

Click on the photo to the left to watch our interview with Dr. Wykoff on Public Speaking
Lance Beus, MPH Health Services Administration, 2009

Where do you work?
CHRISTUS Jasper Memorial Hospital, Jasper, TX

What is your position?
I am the hospital Administrator and Rural Market Leader. I am responsible for a 59 bed acute care hospital, 3 Rural Health Clinics, 1 outpatient imaging center and a rural market consisting of Jasper, Sabine and Newton counties. Often times, people do not receive health care due to financial, time and transportation restraints. I would like to be forward thinking in my areas of responsibility and leverage technology to provide services to patients closer to their homes. It’s my job to figure out how we can create a business plan to increase the wellness of the communities in the hospital service area while providing good paying jobs and keeping the hospital financially viable.

How has your master's degree helped you (personally and/or career wise)?
My MPH has served several purposes. First, simply having a master’s degree, together with my work experience, qualified me for my position. Second, receiving my degree in Appalachia helped me to think about rural areas and how best to use resources in an underserved area. Since a lot of the professors focus their research on rural and underserved areas, I was prepared to take that thinking and apply it to business decisions that benefit the hospital business and the communities as a whole.

Future plans?
My future plans are, of course, to take over the world. I would like to stay in my same line of work and take on more responsibilities and eventually lead a successful healthcare system.

Mr. Beus is our next Expert for the October 6 Breakfast with the Expert!
You don’t want to miss it!
Internship Opportunities

Internships are wonderful ways to gain valuable experience in the workforce before graduation. Studies show that 7 out of 10 internships turn into full-time jobs for students. There are numerous internship opportunities out there suited just for you.

The Alzheimer’s Association: “Currently, at least 44 million people worldwide are living with dementia. In the United States alone, more than 5 million have Alzheimer’s, and over 15 million are serving as their caregivers. The Alzheimer’s Association addresses this global epidemic by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.”

Johnson City, TN

Responsibilities

Short Term Projects
• Create presentations
• Take online classes to learn more about our association and Alzheimer’s and related dementia (alz.org-we can help-education and e-learning...free classes)
• Database Entry
• Attend at least 1 support group
• Help take calls, send out caregiver packets, assist ‘walk-in’ caregivers with any information needed

Long Term
• Physician Outreach
• Schedule presentations for Program Staff and include advertising, sign-in sheets, evaluations, etc.
• Develop ways to market programs and services and recruit volunteers
• Find one grant for non-profits and apply by the end of the semester (if deadlines apply)
• Have a booth at a health fair

Requirements

Must be proficient on office equipment, able to multi task, and be a self-starter. Must be working on attaining at least a bachelor's degree in counseling, psychology, social work, or other healthcare related field (we will also take those in graduate field studies)
Must have a professional and friendly phone voice
Must be comfortable doing presentations on Alzheimer’s in the community (will train)
Must be proficient in Microsoft Word, Publisher, Excel, and various online tasks

There are also opportunities at The Alzheimer’s Association in Memphis, TN and Nashville, TN. These internship postings are year-round opportunities, so there is no deadline. They are always looking for help.
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<td>Deadline for submission of proposals for Student-Faculty Collaborative Grants for Fall 2015 Cycle; 4pm</td>
<td>ENVH Seminar: Kim Hall, School of Health Sciences-Western Carolina University; 132 Lamb Hall 3pm-4pm</td>
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<td>Breakfast with the Expert; Lance Beus; 116 Lamb Hall 8:15am</td>
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<td>GRE Test Prep Workshop 8am-5pm</td>
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<td>The 2015 FL3TCH3R Exhibit Last day to drop without a “W” without the Dean’s permission</td>
<td>Fall Break!</td>
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<td>The 2015 FL3TCH3R Exhibit Shield and Spear documentary film; D.P. Culp Center 7pm</td>
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<td>The 2015 FL3TCH3R Exhibit Basler Chair of Excellence 2014-2015 Public Lecture 1: &quot;In Search of the Self: From The Exorcist to Vegetative State Patients; Ball Hall Auditorium, 5pm-6:30pm</td>
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<td>The 2015 FL3TCH3R Exhibit Brown Bag Dialogue; D.P. Culp Center; 11:30am-1pm</td>
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