practice your speech, you can use the checklist to ensure that you are meeting the basic criteria in your speech. In addition, you may want to refer to the sample student outline and speech that follow this assignment box.

3. Prior to presenting your speech, prepare a complete sentence outline and a written plan for adapting your speech to the audience. If you have used Speech Builder Express to complete the action step activities online, you will be able to print out a copy of your completed outline. Your adaptation plan should describe how you plan to verbally and visually adapt your material to the audience.

If you completed the Action Step activities in Chapter 13, you can use them for the basis of your written adaptation plan.

Sample Informative Speech

Understanding Hurricanes

Adapted from a speech by Megan Soileau from the University of Kentucky*

This section presents a sample informative speech adaptation plan, outline, and transcript by a student in an introductory speaking course.

1. Review the outline and adaptation plan developed by Megan Soileau in preparing her speech on hurricanes.
2. Then read the transcript of her speech.
3. Use the Speech Critique Checklist from Figure 14.4 to help you evaluate this speech.
4. Use your Premium Website for *Communicate!* to watch a video clip of student Chet Harding presenting Megan's speech in class.
5. Write a paragraph of feedback to Megan, describing the strengths of her presentation and what you think she might do next time to be more effective.

You can use your Premium Website for *Communicate!* to complete this activity online, print a copy of the Informative Speech Evaluation Checklist, compare your feedback to that of the authors, and, if requested, e-mail your work to your instructor. Access the Interactive Video Activities for Chapter 14.

Adaptation Plan

1. **Key aspects of audience.** Because audience members have probably seen television coverage on hurricanes but don't really know much about them, I will need to provide basic information.
2. **Establishing and maintaining common ground.** My main way of establishing common ground will be by using inclusive personal pronouns (*we, us, our*).
3. **Building and maintaining interest.** I will build interest by pointing out how hurricanes even affect the weather in Kentucky and by using examples.
4. **Audience knowledge and sophistication.** Because most of the class has probably not been in a hurricane, I will provide as much explanatory information as I can.

*Used with permission of Megan Soileau.

5. **Building credibility.** I will build credibility through solid research and oral citation of sources. Early on, I'll mention where I live on the Gulf Coast and the fact that I have lived through several hurricanes
6. **Audience attitudes.** I expect my audience to be curious about hurricanes, especially since Hurricane Katrina received so much media attention. So I will give them information to help them become more knowledgeable about them.
7. **Adapt to audiences from different cultures and language communities.** Because hurricanes occur on coasts all over the world, I don't need to adapt to different cultures or language communities. However, I will consider how to make the topic relevant to people who do not live on a coast.
8. **Use presentational aids to enhance audience understanding and memory.** I will use several PowerPoint slides to highlight the effects of hurricanes.

Speech Outline: Understanding Hurricanes

General purpose: To inform

Speech goal: In this speech, I am going to familiarize the audience with the overall effects of hurricanes: how they work, ways they affect our whole country, and the toll they have on the people who live in their direct paths.

Introduction

I. Think about a time you've been absolutely terrified (whether it was by a person, event, or situation) and all you wanted to do was go home and be with your family and friends. Now imagine the feeling you might have if you were that afraid, but you had no idea if your home would even be there when you arrived.
II. This is the reality for many people living on the coastlines of the United States. Hurricanes affect the lives of those living in their direct paths, but they can also cause spin-off weather that affects the entire country.
III. I have lived about 45 minutes from the Gulf Coast of Texas my entire life and have seen and experienced the destruction caused by hurricanes firsthand, especially in the past three years. *(Slide 1: Picture of hurricane that hit my hometown last year)*
IV. Today I'd like to speak with you about the way hurricanes work, the ways they affect our entire country, and most importantly, the toll they have on the people who live in their direct paths.

Body

I. To begin, let's discuss how hurricanes form and the varying degrees of intensity of them so we can be better informed when we watch news broadcasts and read newspaper reports about them.
   A. Several basic conditions must be present for a hurricane to form.
      1. According to award-winning Discovery Communications Website HowStuffWorks.com, hurricanes form "when an area of warm low pressure air rises and cool, high pressure seizes the opportunity to move in underneath it." This causes a center to develop. This center may eventually turn into what is considered a hurricane.
      2. The warm and moist air from the ocean rises up into these pressure zones and begins to form storms. As this happens, the storm continues to draw up more warm moist air, and a heat transfer occurs because of the cool air being heated, causing the air to rise again.

3. "The exchange of heat creates a pattern of wind that circulates around a center" (the eye of the storm) "like water going down a drain."
4. The "rising air reinforces the air that is already" being pulled up from the surface of the ocean, "so the circulation and speeds of the wind increase."

B. Classifications of these types of storms help determine their intensity so we can prepare properly for them.
1. Winds that are less than 38 miles per hour are considered tropical depressions.
2. Tropical storms are winds ranging from 39 to 73 miles per hour.
3. And lastly hurricanes are storms with wind speeds of 74 miles per hour and higher.
4. When storms become classified as hurricanes, they become part of another classification system that is displayed by the Saffir-Simpson Hurricane Scale.
   a. Hurricanes are labeled as Categories 1–5 based on their wind-intensity level or speed. *(Slide 2: Hurricane scale chart)*
   b. Hurricane Ike was labeled differently at different places. *(Slide 3: Map showing the different places Ike was labeled in the different categories)*

Transition: Knowing how and where hurricanes occur help us determine how our daily lives, even here in Kentucky, may be affected when one hits.

II. A hurricane can affect more than just those living in its direct path, and these effects can actually be seen across the country in terms of the environment and the economy.

A. Hurricanes affect wildlife in negative ways.
1. According to the *Beaumont Enterprise* on October 7, 2008; Christine Rappleye reported that the storm surge (a wall of water) of Hurricane Ike brought in up to 14 feet of water across some parts of Southeast Texas.
2. Dolphins were swept inland with the surge and then, when the waters flowed back out to sea, dolphins were left stranded in the marsh.
3. Some were rescued, but not all. This dolphin was rescued from a ditch. *(Slide 4: Dolphin being rescued)*

B. Hurricanes also affect the economy as prices climb close to all-time highs when hurricanes hit.
1. According to economist Beth Ann Bovino, quoted in the September 29, 2005 issue of *The Washington Post*, gas prices skyrocket when a hurricane like Katrina, Rita, or Ike hits.
   a. Paul Davidson said, in a September 12, 2008 article in *USA Today*, that in anticipation of Hurricane Ike, 12 refineries in Texas were shut down. "This is 17% of the U.S. refining capacity" he said.
   b. That's why even residents here in Lexington saw a dramatic spike in gas prices immediately following Ike's landfall.
2. Energy costs to heat and cool our homes also rise.
   a. When we consumers have to pay more to heat and cool our homes, we also have less to spend eating out at restaurants.
   b. And we have less to spend on nonessentials at the mall.
   c. So, economically we all feel the ripple effect when hurricanes hit.

Transition: So, yes, we all feel the effects of hurricanes, but we should not overlook the dramatic ways in which people who live in the direct path of a hurricane are affected.

III. When a hurricane hits, many of these people become homeless, at least for a while, and suffer emotionally and financially as they evacuate to places all over the country, including Kentucky!
   A. People who go through hurricanes suffer extreme emotional effects.
      1. Evacuation is stressful because people have to pack up what they can and have no way of knowing if their home will still be standing or inhabitable when they return. *(Slides 5 and 6: Before and after pictures from Hurricane Ike)*
      2. Even returning home is emotionally taxing because returning home means rebuilding homes, neighborhoods, and even memories.
      3. Though we try to get back to a "normal" life, it can never really be the same as it once was. Instead, it's what Silicon Valley venture capitalist and investor Roger McNamee calls the "new normal" in his book: *The New Normal: Great Opportunities in a Time of Great Risk*.
   B. Because they have to rebuild their homes and lives, people also go through financial difficulties.
      1. People battle with insurance companies about whether a home has wind or water damage as they seek financial assistance. (Insurance companies will often claim that it is the one—wind or water—the homeowner is uninsured for.)
      2. Price gouging is another financial challenge hurricane victims face.
         a. When families and businesses begin the process of rebuilding, people come from outside areas to help with labor and materials and will charge exorbitant fees.
         b. An example of this is when my father needed people to help remove two trees from our home in September 2005 after Hurricane Rita.

Conclusion

I. Hurricanes affect victims who live in their direct path and the country as a whole.
II. To understand these effects, we talked about how hurricanes work, how they affect our country and daily lives, and the impacts they have on the lives of people who live through them.
III. Maybe knowing some of these facts will help each of us appreciate our homes and our families just a little bit more. *(Handout: Hurricane tracking charts)*

References

Associated Press. (2008, October 8). Windstorm costs insurers $550M. *Newark Advocate*, p. x.

Bovino, B. A. (2005, September 29). Hurricanes impact national economy. *The Washington Post*, Retrieved from http://washingtonpost.com/wp-dym/content/discussion/2005/09/28/D12005092801431.html

Davidson, P. (2008, September 12). Ike blows gasoline prices higher." *USA Today*, p. x.

Marshall, B., Freudenrich, C., & Lamb, R. How hurricanes work. Retrieved from http://www.howstuffworks.com/hurricanes.htm

McNamee, R. (2004). *The new normal: Great opportunities in a time of great risk*. New York: Penguin.

Rappleye, C. (2008, October 7). Hurricane strands marine mammals, damages facility for the stranded. *Beaumont Enterprise*.

Speech and Analysis

Speech

Think about a time you've been absolutely terrified whether it was by a person, event, or situation and all you wanted to do was go home and be with your family and friends.

Now imagine the feeling you might have if you were that afraid, but you had no idea if your home would even be there when you arrived. This is the reality for many people living on the coastlines of the United States. Hurricanes affect the lives of those living in their direct paths, but they can also affect the entire country.

I have lived about forty-five minutes from the Gulf Coast of Texas my entire life and have seen and experienced the destruction caused by hurricanes first hand, especially in the past three years. *(Slide 1: Picture of hurricane that hit my hometown last year.)* This is a picture of my hometown when a hurricane hit it last year.

Today I'd like to speak with you about the way hurricanes work, the ways they affect our whole country and, most importantly, the toll they have on the people who live in their direct paths.

To begin, let's discuss how hurricanes form and the varying degrees of intensity of them so we can be better informed when we watch news broadcasts and read newspaper reports about them.

Several basic conditions must be present for a Hurricane to form. According to award-winning Discovery Communications Website HowStuffWorks.com, hurricanes form "when an area of warm low pressure air rises and cool, high pressure seizes the opportunity to move in underneath it." This causes a center to develop. This center may eventually turn into what is considered a hurricane. The warm and moist air from the ocean rises up into these pressure zones and begins to form storms. As this happens the storm continues to draw up more warm moist air and a heat transfer occurs because of the cool air being heated, causing the air to rise again. "The exchange of heat creates a pattern of wind that circulates around a center" (the eye of the storm) "like water going down a drain." The "rising air reinforces the air that is already" being pulled up from the surface of the ocean, "so the circulation and speeds of the wind increase."

Classifications of these types of storms help determine their intensity so we can prepare properly

Analysis

Megan opens by using an analogy to help get her audience emotionally involved in her speech, then quickly introduces her topic.

Notice how Megan establishes her credibility by sharing that grew up near the Gulf Coast of Texas and has been a hurricane victim herself. The first slide adds emotional appeal to her point.

Megan concludes her introduction by previewing her main points clearly.

Megan does a nice job of incorporating a listener relevance link into her first main point statement.

Here Megan offers an oral footnote to add credibility. Noting that the Website is an award-winning one helps her here.

for them. Winds that are less than 38 miles per hour are considered tropical depressions. Tropical storms have winds that range from 39 to 73 miles per hour. And lastly hurricanes are storms with wind speeds of 74 miles per hour and higher.

When storms become classified as a hurricane, they become part of another classification system that is displayed by the Saffir-Simpson Hurricane Scale. Hurricanes are labeled as categories 1–5 based on their wind intensity level or speed. *(Slide 2: Hurricane scale chart)* Hurricane Ike was labeled differently at different places. *(Slide 3: Map showing the different places Ike was labeled in the different categories.)*

Showing the hurricane scale chart and the map depicting Hurricane Ike at different categories visually reinforces what Megan describes in her verbal message.

Knowing how and where hurricanes occur helps us determine how our daily lives, even here in Kentucky, may be affected when one hits.

Megan does a nice job tying together the two main points, which makes for a fluent section transition.

A hurricane can affect more than just those living in its direct path, and these effects can actually be seen across the country in terms of the environment and the economy.

Hurricanes affect wildlife in negative ways. According to the *Beaumont Enterprise* on October 7, 2008, Christine Rappleye reported that the storm surge, which is basically a wall of water, that Hurricane Ike brought in across some parts of Southeast Texas was about 14 feet in some places. Dolphins were swept inland with the surge and then, when the waters flowed back out to sea, dolphins were left stranded in the marsh. Some were rescued, but not all. This dolphin was rescued from a ditch. *(Slide 4: Dolphin being rescued)*

Here Megan not only describes the 14-foot wall of water Hurricane Ike transported into Texas but also reinforces it with the picture on her PowerPoint slide.

Hurricanes also affect the economy. Prices climb close to all time highs when hurricanes hit. According to economist Beth Ann Bovino, quoted in the September 29, 2005 issue of *The Washington Post*, gas prices skyrocket when a hurricane like Katrina, Rita, or Ike hit. Paul Davidson said in a September 12, 2008 article in *USA Today* that in anticipation of Hurricane Ike, 12 refineries in Texas were shut down. "This is 17% of the U.S. refining capacity," he said. That's why even residents here in Lexington saw a dramatic spike in gas prices immediately following Ike's landfall.

By indicating that Beth Ann Bovino is an economist makes this oral footnote stand out as very credible.

Here Megan reminds her audience that even in Lexington, Kentucky, hurricanes have an impact, which is felt in higher gas prices and energy costs.

Energy costs to heat and cool our homes also rise. When consumers have to pay more to heat and cool our homes, we also have less to spend eating out at restaurants. And we have less to spend on nonessentials at the mall. So, economically we all feel the ripple effect when hurricanes hit.

Here Megan could have developed her main point with an example or a concrete story.

So, yes, we all feel the effects of hurricanes, but we should not overlook the dramatic ways in which people who live in the direct path of a hurricane are affected.

When a hurricane hits, many of these people become homeless, at least for a while, and suffer emotionally and financially as they evacuate to places all over the country, including Kentucky!

People who go through hurricanes suffer extreme emotional effects. Evacuation is stressful because people have to pack up what they can and have no way of knowing if their home will still be standing or inhabitable when they return, *(Slides 5 and 6: Before and after pictures from Hurricane Ike)*

Even returning home is emotionally taxing because returning home means rebuilding homes, neighborhoods, and even memories. Though we try to get back to a "normal" life, it can never really be the same as it once was. Instead, it's what Silicon Valley venture capitalist and investor Roger McNamee calls the "new normal" in his book *The New Normal: Great Opportunities in a Time of Great Risk*.

Because they have to rebuild their homes and lives, people also go through financial difficulties. People battle with insurance companies about whether a home has wind or water damage as they seek financial assistance. (Insurance companies will often claim that it is the one—wind or water—the homeowner is uninsured for.)

Price gouging is another financial challenge hurricane victims face. When families and businesses begin the process of rebuilding, people come from outside areas to help with labor and materials and will charge exorbitant fees. An example of this is when my father needed people to help remove two trees from our home in September 2005 after Hurricane Rita.

To close, I'd like to remind you that hurricanes affect victims who live in their direct path and the country as a whole. To understand some of these effects, we talked about how hurricanes work, how they affect our country and daily lives, and the impacts they have on the lives of people who live through them. Maybe knowing some of these facts will help each of us appreciate our homes and our families just a little bit more. *(Handout: Hurricane tracking charts)*

Again, Megan offers a clear and fluent section transition.

Again, Megan makes her emotional appeal stronger by showing before and after pictures.

Megan could have developed this point a bit more, perhaps by giving a specific example.

Megan does a nice job concluding her speech by summarizing her main points and tieing back to her introduction.

Notice how Megan waits until the end of her speech to distribute her handout. That way, she kept the focus on her message during the speech

All in all, this is a well-presented, informative speech with sufficient documentation.