The speaker for this presentation has a clear understanding of the material she intends to present; however, the written version of the speech is in direct conflict with a lot of the advice and tips that the book has to offer on the topic. As a general comment, the entire speech is written out word for word, including all conjecture the speaker intends to do. The book recommends avoiding structuring speech notes in this way, as it leads to the tendency of reading too much off the paper instead of focusing on the audience. Early in the introduction, the speaker makes a note that she will only be talking for 5 minutes, which the book warns against. If the speaker goes over her time, the audience will quickly lose their interest in what is being said and the speaker will be left speaking to an audience of apathetic listeners. The speaker also has several instances of avoiding consideration of understanding context and audience. She uses jargon quite often and introduces that may be deemed too complex for high schoolers with no anecdotes on the topic.

Some simple fixes can be applied to make the speech flow more smoothly. The author should practice her speech until she is comfortable presenting, removing the majority of the written sentences and replacing the bodies of text with bulleted lists (like that shown in the “Ethanol at a Glance -- The Main Facts” section). Parts of the speech are especially conducive to this kind of format like the “Benefits of Ethanol” section which would do well to have a simple numbered list in place. I believe the speaker should outright remove any mention of approximate length, and simply aim for that time when she is presenting. I also believe in line with the book’s suggestions that the author should include a variety of rhetorical structures in this work instead of the pure didactic tone she has adopted. Some breaks in the flow describing who she is or what she does also adds some purpose to her speech.

The speaker should pass out any handout upon the conclusion of the speech, per the book’s instruction. The handout in question should match the content of the speech, but any speaker notes such as personal stories or additional directives should be removed outright. The handout needs to be designed as a sheet of information, in case any member of the audience needs to recall some information at a later point in time. Use of bullet points and strong, bolded headers will allow a reader to get the information that they need as quickly as possible. The content, like the speech, should be as concise as possible while covering all needed information. The speaker may also opt to include links to additional resources. The speaker may also provide an email or contact number to provide the students opportunity to ask questions or retrieve information at a later time.