KANSAS STATE COLLEGE
OF AGRICULTURE AND APPLIED SCIENCE
DEPARTMENT OF PUBLIC SPEAKING
MANHATTAN, KANSAS

Aug. 8, 1938

Miss Ida M. Tarbell
120 East Nineteenth Street,
New York, N.Y.,

Dear Madam:

This is a request for help and advice concerning research in the field of Public Speaking. I come to you because of your success in a profession depending so largely upon practical excellence in speaking.

I am an instructor in the Department of Public Speaking, Kansas State College, Manhattan, Kansas. My teaching duties, plus my work along the line of the requirements of the advanced degree toward which I am working, have lead me into an interesting line of research in the public speaking field and I am making free to contact you for two reasons. First, the information I am seeking can only be gathered in this direct manner and second, because to make my findings worth while I need the information from those who have succeeded in practical public speaking.

Briefly, the project toward which I am working is this: "SPECIFIC SPEAKER TECHNIQUES FOR SECURING AND HOLDING AUDIENCE ATTENTION". Much has been written in the public speaking field concerning Speech Content, Effective Speaking, Preparing With The Audience In Mind, etc., but, to my knowledge, nothing is available on actual, workable contact methods.

I dare impose upon you to this extent: Will you send to me, as briefly as you wish to make it, an answer to each of the two following questions?

I. What specific technique or techniques for securing and holding audience attention do you employ as far as <u>method of delivery</u> is concerned?

II. What specific technique or techniques for securing and holding audience attention do you employ as far as <u>speech content</u> is concerned?

Please believe that your answers to these questions will be not only of great interest and value to me but will also be a worth while addition to the limited reference facilities in the speech field.

Respectfully submitted,

Norman C. Webster

Norman C. Webster
Kansas State College,
Manhattan, Kansas

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