

Sample Keyword Persuasive Outline - UW-La Crosse Public Speaking Center

I. Introduction

- a. **Attention getter:** “At that point, the only thing I cared about was that my daughter Camryn was OK. I didn’t care if I ever ran track again” (Anne Francis, 2018).
 - i. Words of Allyson Felix - 2018
 - ii. Shortly after emergency C-section of premature daughter
- b. **Relevance:** Watch the Olympics, might look up to various professional athletes
- c. **Speaker Credibility:** On the track team at UWL; I follow women’s sports closely
- d. **Thesis Statement:** Female athletes experience adversity if want to start family.
- e. **Audience Analysis:** Survey shows agreement on female & male sports inequality
- f. **Preview of Main Points:**
 - i. Issues with contracts
 - ii. Specific Nike contracts
 - iii. Personal Testimonies

II. First Main Point (Problem): Issues with Contracts

- a. Beginning a new job= contract; bargaining chips
 - i. Vacation days, dental insurance, healthcare, paid compensation
 - ii. Maternity/paternity leave?
 - iii. Athletes negotiate contracts too; much less protection/stakes
 1. Francine Darroch et al (2019), a public health professional studied in *Journal Sports in Society*
 - a. Athletes contracts vs. other professionals
 - b. Athletes→ free agents, contracts sometimes contain open ended statements
 - c. Can be changed in certain situations company sees fit
 - d. “Suggestion” that pregnancy is an injury- will be treated as such
 - e. Young athletes don’t read thoroughly
 2. Lindsay Crouse in 2014, International New York Times writer explains performance expectation coordination with contract vs. other professions
 - a. Pay cuts if out of performance for at least 6 months
 - b. Expectation- must perform during part of or shortly after pregnancy to fulfill
 - c. Non-athletes’ inability to get fired for pregnancy vs. athletes can
 - I. Office jobs can work throughout pregnancy
 - II. High intensity training /= continue working

- b. Comparisons not same for all brands/sports
 - i. Lindy Korn, a workplace discrimination attorney, talks with Daily Record in 2018
 - 1. Compares across sports
 - 2. Team sports vs. individual
 - a. Women's soccer and basketball
 - b. Receive % of contract on maternity leave
 - c. Depends on rank/statistics
 - d. Varies within teams
 - 3. Korn emphasizes "free agent agreements" to team contract
 - a. Bind company
 - b. So long as competing at events
 - c. Reaching marks
 - 4. Requires sustainability of fitness to get income (unrealistic)
 - a. Responsibility clouds mother- to return to training
 - b. Childcare needs
 - c. Budgeting to make up lost income
 - d. Ensuring health- mental/physical of self and baby
 - 5. Clip with Alysia Montano, previously Nike sponsored athlete (Crouse, 2019)
 - a. See stereotypes in athletics used to empower
 - b. Encourage women not to fear contractors

Transition: What major companies prioritize money over health?

III. Second main point (Causes continued)

- a. Nike
 - i. Brands are different
 - ii. Nike, most familiar- preaches women's perseverance
- b. Lindsay Crouse, NY Times writer interview with Alysia Montano in 2019
 - i. Alysia shares that contractors all 4 are men @ Nike
 - ii. Describes quotes from track and field contract
 - iii. "no exceptions"
 - iv. And high standards like "top five world ranking"
- c. Article by Sheena Butler-Young of Footwear News- interviews for insight on policy of companies in 2019
 - i. Matt Powell analyzes major industries
 - ii. Disappointed/ in awe with selfishness of Nike
 - iii. Curious as to supportive brands?
- d. Previously mentioned Footwear News Article

- i. Asics, New Balance, and Under Armor
- ii. Protect female's starting family
- iii. Athletes do not fear notifying them

Transition: Document personal experiences led to change in Nike contract controversy

IV. Fourth Main point: Appeal to Audience with Solution

- a. ESPN article headlining Allyson Felix in 2018
 - i. Highlights career, successes, complications
 - ii. Inequality as female, African American, athlete
 - iii. Most decorated woman Track and Field athlete
 - iv. More metals than Usain Bolt at World Championships
 - 1. Just passed him at 12 metals
 - 2. 10 months after emergency C-section
 - v. Intention to comfort other females fears; wanted to make a difference
- b. Abrupt move from Nike to Athleta
 - i. Athleta never sponsored before
 - ii. Just sold workout gear
- c. Nike finally edited contract
 - i. August 12, 2019 released on twitter
 - ii. Contains pregnancy clause
- d. So problem solved right?

V. Conclusion

- a. **Transition to Conclusion:** Issue is "fixed", many other exist
- b. **Signal the end:** Take what you know and hold accountable
- c. **Reinforce topic, purpose, and main points:**
 - i. Comparisons of contracts
 - ii. Specific content in Nike contract
 - iii. Female athlete personal experience
- d. **Make an impact:** Nike much needed changes; still inequality/discrimination in sports
- e. **Challenge to the audience:** Where are needs for revamping athletics- sports fan or not
 - i. Consider daughter, grandchildren, nieces
 - ii. Model and ideology you want for them



This speech was written and delivered by Katie Banie as a CST 110 student (Fall 2019). Katie has given permission for use of this speech as a sample in the Public Speaking Center. This is original work by Katie and should not be used in any other situation.