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
            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.