

Outline Example

Persuasion Speech: Teen driving and speeding

- I. Capture Teenagers wrongly accused by media--blamed for bad
 - a. true that nearly 78,000 people have been killed in crashes involving teen drivers since 1999.
 - i. In 2007, motor vehicle crashes killed:
 1. Nearly 3,200 young drivers (age 15 to 20)
 2. 2,000+ passengers,
 3. 1,800+ people in other vehicles,
 4. 600+ pedestrians, bicyclists and others not in vehicles
 5. 20.5 percent in fatal crashes had previous speeding convictions.
 6. fatality rate 4X those 25 - 69.
 7. 16 crash rate 3X than 17, 5X greater than 18- and 2X 85-year-olds.
 8. One-third of all fatal accidents involving teens caused by speed. ("Motor Vehicle Safety").
 - ii. web site called dying2drive.org
 1. Car crashes are the #1 cause of death teenagers.
source U.S. Center for Disease Control
 2. Over last decade, 68,000+ teens died in car crashes—10,000 more Viet Nam War American deaths.
source: Insurance Institute for Highway Safety
 3. 61% teen passenger fatalities killed in cars driven by teens.
- II. Motivate
 - a. Lost audience—not motivating. Instead focus on good driving
- III. Assert
- IV. Simply: Don't speed, and don't pass. Preview:
 - a. Think about following these simple rules by
 - i. doing some math
 - ii. 2 stories that have changed the way I think about driving
- V. Point support
 - a. Doing the math
 - i. I drive 50 miles every day—tempted to speed, to save a few minutes.
 - ii. 60 miles per hour instead of 55, I'll save less than 5 minutes.
 - iii. On long trip—5 hours—going 75, only saves 30 minutes.
 - iv. Increasing speed increases harm significantly. 5-mph difference between 45-50 mph increases in impact 14 percent.
 - b. another math problem relates to finances:
 - i. tickets \$100-170, depending on circumstances
 - ii. gas mileage. These days, when gas is so expensive, it's hard to justify losing that 50 miles or so on a tank.
 - c. Two personal stories
 - i. January, 2004, rushing home, passed someone, too close to oncoming car. Haven't passed a car on a highway since.
 1. got home, still nervous
 2. no reason to pass
 3. hurry up and sleep?
 - ii. Feb. 2005, Riley. Buffalo student, known since 10; quiet, fisherman, camper. Passed car on rural road, lost control. Died at 17, using excessive speed to pass.
 1. His car used in public displays to remind students to drive safely.
- VI. Action: Change the stats. don't speed, don't pass, don't die.