What is CTA?

Captivate the Audience (CTA) is an opportunity for you to prepare and deliver a 5-minute persuasive speech to a small group of your classmates. Your speech will be videotaped, and you will receive feedback from your peers and Kapnick Facilitator(s).

Why CTA?

The intent of CTA is to help you understand your public speaking style and your ability to connect with an audience. The speeches are 5 minutes, without PowerPoint or other visual aids (i.e. no notecards). The goal is to help you identify and develop your unique style which may be very different, yet just as effective, as other styles.

This exercise will benchmark and refine your public speaking ability in the classroom and other settings to help you in speaking forums (both formal and informal) beyond Kapnick. Additionally, we hope that CTA will help you become more comfortable preparing and delivering a speech.

Speech Preparation

You should plan to dedicate approximately four hours over the next two weeks to prepare for your speech. A suggested allocation of time is below—planning and practice out loud are critical!

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<th>Dates</th>
<th>Prep Time</th>
<th>Instructions</th>
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| Sept. 8-20 | 30 minutes | • Select one or two areas you want to work on prior to the speech, and note what they are (e.g. eye contact, varying your tone, hand gestures, posture, etc.).  
• Select a topic from the list attached.  
• Choose a side of the argument and read the supporting articles. |
|          | 60 minutes | • Create an outline based on the provided template.  
• Submit outline to your Kapnick Facilitator by 11:59 p.m. on September 15 (Tuesday). Your Kapnick Facilitator will connect with you before this deadline.  
• If selecting your own sub-topic, submit the article used as the basis for your speech. |
|          | 45 minutes | • First-run practice to perfect your content, work on transitions, and personalize (e.g., stories, anecdotes, stats, etc.). |
| Sept. 21-25 | 90 minutes | • Final rehearsal(s) to refine your delivery by tailoring your gestures, staging, and vocal variety to the tone of your message. |
Understanding the Audience

There are many arguments and styles that you can use to persuade. The audience, your fellow 1Ls, should guide how you plan your speech for impact. This is to some extent an exercise in empathy. Forget what persuades you—what will persuade/matter to your audience?

Here are some ideas:
- Envision yourself sitting in the audience and listening to your speech—what do you care about?
- Write down your speech and reread with fresh eyes after some time—what resonates now?
- Practice with a friend and ask for feedback on what resonated and what didn’t.

Presentation Tips

Preparing and organizing the speech:
- **Create an outline:** Each speech should have an opening, content, and a conclusion.
- **Provide support:** Add supporting information and stories, specific examples are engaging.
- **Refine opening and closing:** Make sure your opening and closing are impactful.
- **Practice!** Revise your speech and delivery as necessary.

How to engage the audience:
- Appeal to an audience’s emotions, not just its intellect. People respond well to speakers who let their guard down and share quirks or appropriate stories about themselves.
- Use rhetorical questions, startling statistics, appropriate jokes, and interactions with the audience (e.g., asking them to raise their hands).
- Smile! Smiling conveys enthusiasm for your topic, which is very important (assuming the topic is appropriate).

How to reduce nervousness before speaking:
- **Breathe deeply and then release completely:** by taking in a deep breath and releasing until the entirety of the breath is gone, you increase the oxygen in your blood, which has a calming effect on the body.
- **Relax your muscles:** working up from your feet, tense different muscle zones and then relax.
- **Ease strain and stress in your upper body:** Roll your neck in circles; this relaxes your throat and vocal cords. Shake your hands and arms to relieve any nervousness just before you speak.
- **Take a moment to center yourself:** Just after you get up to speak and before you say anything, take a deep breath and stand up straight.

How to improve your speaking abilities:
- Ask friends, colleagues, and teammates for feedback on your speaking whenever possible.
- Pay attention to other speakers, noting what they do well and don’t do well.
- Remember your strengths! Continue to leverage them as you practice.
- After the speech, return to the areas you wanted to work on – How did you do? Are there new areas you’ve identified to improve?
### CTA Topics

Below is a list of topics and relevant articles that should be used to support your presentation. Your speech should be persuasive in nature, and a list of proposed speaking topics is included. If you would prefer to come up with a topic on your own, feel free to discuss your proposed topic with your Kapnick Facilitator to ensure that it falls within one of the categories below.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Proposed Topics</th>
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| **Technology** | • E-books  
• Wearable Technology  
• Multi-Tasking |
| **Law** | • Executive Compensation  
• Cybersecurity  
• Marijuana Testing & Regulation  
• Length of Law School |
| **Fun** | • Pepsi v. Coke  
• The Successor to the King of the Jungle  
• Superpowers  
• One Food for the Rest of Your Life |
| **Sports** | • Steroids  
• Paying College Athletes  
• Concussions in the NFL |
| **Chicago** | • Michael Jordan—Greatest Basketball Player of All Time?  
• Chicago Movies  
• George Lucas Museum  
• Chicago’s Music  
• Kanye West |
Technology

E-books
As e-book technology has evolved, some readers have come to prefer digital books to their paper counterparts. Do you believe that e-book is the superior format or that paper books will always be best?

Articles:
http://lifehacker.com/ebooks-or-paper-books-your-best-arguments-1626607106
http://www.theguardian.com/books/2014/aug/19/readers-absorb-less-kindles-paper-study-plot-ereader-digitisation

Wearable Technology
Wearable technology is often marketed as a way to improve our lives: it can make our lives easier, improve our health, and increase our productivity. Critics, however, argue that since most wearable technology involves tracking our activities and habits, they pose a threat to our privacy. Do the benefits of wearable technology outweigh the risks that our privacy will be compromised? Or are the threats to our privacy so great that we should reject wearable technology?

Articles:
http://www.makeuseof.com/tag/5-high-tech-personal-wearables-will-change-life/

Multi-Tasking
The ability to multi-task has long been touted as a virtue. However, when individuals utilize the many tools at their disposal to multi-task, a common consequence is distraction. It is no longer rare for someone to respond to an email on their smartphone while listening to music on Pandora and simultaneously chatting with friends. Is this a positive trend or is society losing the ability to focus? Which do you think is more important—multi-tasking or mono-tasking?

Articles:
http://www.deccanherald.com/content/45083/multitasking-giving-edge-over-others.html
https://www.ted.com/talks/paolo_cardini_forget_multitasking_try_monotasking?language=en
Law

Executive Compensation
Some people argue that CEO compensation is excessive because it is much higher than the average employee salary. Others believe that high CEO pay is commensurate with the amount of value they generate and is critical to retaining and motivating top talent. Do you think CEO pay is excessive?

Articles: [http://www.siop.org/Media/News/ceos.aspx](http://www.siop.org/Media/News/ceos.aspx)  

Cybersecurity
Recent hacking attacks have led to proposed legislation requiring corporations to share consumer data with the government. Is protection from hackers worth sacrificing some of our privacy?


Marijuana Testing & Regulation
Medical marijuana is legal in 23 states. Recreational use of marijuana is legal in 4 states and Washington, DC. However, marijuana is still illegal on the federal level. Some employers, who regularly conduct drug tests, have a policy of firing their employees for marijuana use. Should employers be allowed to fire employees for marijuana use if those employees were using marijuana legally in accordance with local laws?


Length of Law School
The American Bar Association is a voluntary legal association that sets academic standards and requirements for all accredited law schools. One such requirement is that the law school curriculum must last three years. Increases in the cost of education and growing student debt, changes in the legal market, and an overall concern over the effectiveness of the current curriculum have led some to suggest law school should last two, instead of three years. Do you agree or disagree?

Fun

**Pepsi vs. Coke**
This is one of the most classic rivalries. The inspired Pepsi Challenge marketing campaign of the 1980s was many people’s childhood introduction to one of the fundamentals of scientific inquiry: the double-blind experiment. In a world beset with soft drink advertising, how could you really know which soda you liked best? Clearly what made sense was to put prejudice and branding aside, don a blindfold, and focus on pure flavor. Where do you stand?

Articles:
- [https://www.youtube.com/watch?v=v7lw_vhxtnC](https://www.youtube.com/watch?v=v7lw_vhxtnC)

**King of the Jungle Successor**
The lion is traditionally known as the “king of jungle.” If the lion wished to retire from the limelight to spend more time with its family, what animal would be best positioned to fill the power vacuum and take on the mantle of king? Please exclude humans from your answer.

Articles:

**Superpowers**
A genie appears in front of you and offers to grant you either the power of flight, or the power of invisibility. Which do you choose and why?

Articles:
- [http://www.debate.org/debates/Flight-vs.-Invisibility/1/](http://www.debate.org/debates/Flight-vs.-Invisibility/1/)
- [http://jeffmilner.com/index.php/2010/11/03/which-is-better-flight-or-invisibility/](http://jeffmilner.com/index.php/2010/11/03/which-is-better-flight-or-invisibility/)

**One Food for the Rest of Your Life**
If you could only eat one kind of food for the rest of your life, which would you choose and why?

Articles:
Sports

Steroids
The use of steroids by professional athletes has been widely condemned by the public, but some have begun to argue that using such drugs is a risk that athletes should be free to assume. Do you think it’s time to end the ban on steroids?

Articles:
http://www.nydailynews.com/sports/baseball/yankees/a-rod-hrs-shouldn-celebrated-ny-congressman-peter-king-article-1.2195855

Paying College Athletes
Each year college sports generate billions of dollars in revenue through licensing, advertising, and merchandising while the athletes themselves are unable to be paid due to the strictly enforced amateur status of the National Collegiate Athletic Association (NCAA). Recent lawsuits have argued that college athletes deserve to be paid while those opposed to such matters argue that doing so would dramatically change many aspects of college education. What should the college athletics system prioritize and how should it treat student athletes?

Articles:
http://news.uchicago.edu/article/2015/02/06/economists-recommend-paying-college-athletes
http://ftw.usatoday.com/2015/03/charles-barkley-paying-ncaa-athletes-is-crazy

Concussions in the NFL
Despite concerns over the long-term effects of head trauma suffered by players in the National Football League (NFL), there is no shortage of people willing to play in the NFL for their own shot at glory and fortune. As fans and members of society, what is our responsibility for the future injuries of current players?

Articles:
Chicago

**Michael Jordan - Greatest Basketball Player of All Time?**

Five Most Valuable Player awards. Six NBA Championships. Six Finals MVP awards. 14-time All Star. 10 Scoring Titles. Career averages of 30.1 PPG, 6.2 RPG, and 5.3 APG. But it's not just numbers that make Jordan so special. Number 23 has been immortalized in sports circles everywhere because of his incredible love and passion for the game of basketball. Is Jordan the greatest basketball player of all time?

Articles:

**Chicago Movies**

*The Fugitive.* *Rookie of the Year.* *Wayne's World.* *Risky Business.* *The Untouchables.* *Blues Brothers.* *Ferris Bueller's Day Off.* *The Dark Knight.* *Mean Girls.* *Home Alone.* So many outstanding movies were filmed in or feature the Chicago-area. But only one can be the best. What is the greatest Chicago movie of all time?

Articles:

**George Lucas Museum**

This past year George Lucas, the creative force behind the Star Wars and Indiana Jones franchises, announced that he will locate his museum in Chicago. While he plans to fund the $1 billion project himself, several groups are opposed to the project, in large part due to its planned location between Soldier Field and McCormick place. Given the limited space, concerns over the preservation of lakefront property, and the high quality of Chicago museum offerings, is this an appropriate use of public space?

Articles:
- [http://chicagoinno.streetwise.co/2015/05/04/star-wars-day-may-the-4th-and-if-chicago-can-land-the-lucas-museum/](http://chicagoinno.streetwise.co/2015/05/04/star-wars-day-may-the-4th-and-if-chicago-can-land-the-lucas-museum/)
**Music**
Historically, Chicago has produced influential and celebrated music. From blues luminary Muddy Waters to classic rock staple Styx to current leading artists, innumerable musicians have called Chicago home. Which genre do you think is most important to the city?

Articles:
http://chicagoguide.cpsarts.org/chicago-pages/music/jazz
http://www.chicagobusiness.com/article/20130209/ISSUE02/130139959/a-brief-history-of-chicago-hip-hop

**Kanye West**
Though born in Atlanta, 21-time Grammy winning artist Kanye West grew up on the South Side of Chicago and calls this city home. Often hailed as a musical genius, his public rants and Taylor Swift-disrespecting antics have lost him considerable goodwill as a public figure. Are you proud to have him represent Chicago or would you rather remove all references to this city from his Wikipedia page?

Articles:
http://content.time.com/time/specials/packages/article/0,28804,1922188_1922187_1922190,00.html