Preface

Representative Speeches

Speeches inform people of important facts, persuade them to adopt a particular point of view, and motivate them to take action. Speeches are used in a variety of contexts: more than two thousand years ago, religious sermons propelled the growth of Christianity, then a brand new religion. Throughout the nineteenth century, political candidates running for president of the United States and other national offices spent months traveling the continent, delivering speeches to persuade voters across increasingly far-flung states and territories; strong orators often had a significant advantage at the polls. World War II was fought with both weapons and words, as Nazi propaganda was delivered to the German masses through powerful speeches delivered at rallies, and President Franklin D. Roosevelt used his "fireside chat" radio addresses to motivate Americans to sacrifice personal comforts in support of the war effort.

Speeches continue to be a powerful means to deliver a message. Presentations at large-scale political conventions still hold significant weight for many people assessing which candidates to vote for. The popular TED Talk series presents speeches on an enormous variety of topics, many of which are available freely to the public online. And motivational speeches delivered at university commencements increasingly "go viral" online and inspire people far beyond the group of graduates to whom they were originally delivered.

In 2013 and 2014, the United States faced many diverse issues. These included implementing healthcare reform and the federal Affordable Care Act (ACA); gender issues such as the underrepresentation of women in the workforce, especially in the science, technology, engineering, and mathematics (STEM) fields; wealth inequality and its impact on national and global economic stability; education reform; and the need to protect and secure the world's oceans from environmental and security threats. Throughout the year, government officials, nonprofit and civic organizations, corporate leaders, scientists, and entertainers delivered many speeches touching on these topics. Some informed the public about important issues or clarified facts about a complex situation, while others sought to persuade the audience of a particular point of view or motivate listeners to take action.

Informing the Public

Speeches can efficiently and effectively provide factual information to the public. This is especially helpful for complex topics such as healthcare reform, because it allows experts to provide additional information and answer specific questions about how a new law or policy will affect people's lives. A lack of comprehensible information can cause panic and misunderstanding, which in turn can lead to swift implementation of poor policies; thus, these speeches often address explicitly the challenges of communicating the details of healthcare, medicine, and related policy matters to the general public.

For example, in his speech at Town Hall Los Angeles, Drew Altman of the Henry J. Kaiser Family Foundation addresses the Affordable Care Act (ACA)—commonly called “Obamacare”—and its challenges. He observes that many Americans do not understand the law or how it might affect their families, and that the media has not been helpful in resolving the confusion. He believes that the problems with the ACA, and the difficulties communicating its provisions to the public, are symptoms of much greater issues in the US political system. The heavily politicized approach, combined with oversimplification in the media, leads to rash judgments about whether the ACA is “good” or “bad”—a determination that is extremely difficult to make about a highly nuanced law—and does not foster helpful dialog about how to improve the ACA. To help the audience better understand how the law operates, Altman describes the large number of “risk pools” that spread the insurance cost across the United States, and explains why this complicates making accurate nationwide statements about insurance costs, premium increases, and other significant aspects of the ACA’s implementation.

In another example from Town Hall Los Angeles, Keith L. Black explains the growing concern about Alzheimer’s disease as the American population ages, and the challenges faced by researchers hoping to cure the disease. He cites statistics on how many individuals might experience Alzheimer’s disease, and estimates of the costs of the long-term care these individuals will need. He then explains a significant challenge of Alzheimer’s research: as of 2014, patients are not typically diagnosed until the disease has reached a very late stage. As a result, researchers must figure out how to regenerate brain cells in order to help patients regain cognitive functions, which is extremely difficult. Black describes his team’s cutting-edge research, which explores new ways to diagnose Alzheimer’s disease early enough to halt its progress before the patient experiences significant cognitive impairments.

In both of these speeches, experts educate the public on the scientific initiatives being pursued to address serious and growing public health problems. They strive to balance the need for specific, technically correct information with the understanding that a nontechnical audience might not understand all the details of complex topics such as insurance risk pools or neurology research. If successful, the result is a well-informed and empowered public.

Motivating the Masses

Another important role of speeches is to motivate. Dynamic public speakers stir their audience’s emotions through their delivery style and their message. The speeches on gender issues in the workforce in this collection illustrate how different approaches effectively motivate different audiences. Research shows that greater female participation in the workforce leads to stronger economies in developed countries, so experts want to understand how to motivate women to join the workforce, and how public and private organizations can provide support to help them remain active participants.

At the launch of the World Bank's *Gender at Work* report, Catherine M. Russell discusses the role of women in the workforce and the economy worldwide. Her speech is a call to action to governments across the globe to encourage women to enter the workforce and protect their rights adequately once they arrive. Russell wants to motivate world leaders to remove the legal, social, financial, and educational barriers women face when seeking to enter the workforce. To support this, she cites studies demonstrating that many of the world's developed economies experienced significant growth during the second half of the twentieth century as a result of women entering the workforce. These arguments are calculated to persuade government leaders, for whom the economic stability of their constituency is a significant concern.

By contrast, in her speech at the International Women in Aviation Conference, Deborah A. P. Hersman addresses a group of women and men who work in the aviation industry, including astronauts, pilots, maintenance technicians, air traffic controllers, aviation safety officials, airport managers, and related business owners. Throughout her speech, Hersman reminds the audience of women's significant contributions to aviation, and motivates the audience to consider how to encourage more women to pursue STEM-related careers. She concludes by imploring audience members not to be content with small victories, but instead to be ambitious with their vision.

While the messages are similar, Hersman's approach to motivating her audience is different from Russell's: rather than speaking to government officials, Hersman is addressing individuals—including many women—who are already working in the STEM-related field of aviation. Policy-based arguments about global economic stability are less likely to motivate this audience than a rousing reminder of the significant achievements of women in aviation and related fields.

Speaking to the Audience

To achieve maximum effectiveness, speeches must appeal to the audience to which they will be delivered. Examples of this appear in the collection of speeches regarding wealth inequality, most of which address one of two groups with a significant stake in the issue: those who have a lot of money or influence in the government or corporate world, and those who are workers, wage-earners, and small business owners. Even when the underlying message is the same, speakers address these audiences in different ways, based on the audience's background, knowledge, and experiences.

For example, President Barack Obama delivered a speech in Kansas City, Missouri, where he addressed key economic issues affecting the working population. Many people had written him letters describing their personal financial situations, and Obama arranged to speak with several of them privately before delivering a wider address. Then in his speech, the president cites some of the specific concerns voiced to him by the community members. He also mentions his desire to see people make more than the current federal minimum wage, the need for people to have secure retirements, and the significance of attending college without undertaking unmanageable amounts of debt. He discusses some of the federal government initiatives such as the Affordable Care Act, and notes that wages improved and unemployment decreased in many areas around the country. Finally, he criticizes Congress for blocking additional initiatives that he believes would help individuals provide for themselves and their families. In this case, the president's casual delivery style and the content of the speech is very much tailored to his audience.

By contrast, Christine Lagarde, managing director of the International Monetary Fund, begins her speech on economic inclusion and financial integrity by defining the idea of "inclusive capitalism" and reflecting on the origins of capitalism as a broader concept. Her tone is quite different from President Obama's address because she is speaking to a group of financial professionals and world leaders at the international Conference on Inclusive Capitalism. But her message is similar: she notes that excess risk-taking by leaders and financial institutions have damaged the public's trust, and led to high unemployment and rising social tension. Like Obama, Lagarde's speech stresses the importance of involving the average worker in the economy and keeping employment rates high. But Lagarde's arguments focus on studies that support the notion that more even wealth distribution leads to more stable economic growth, whereas Obama's speech addresses the direct, personal impact that initiatives such as increased minimum wage would have on the individuals and families in his audience. These varied approaches are necessary to reach effectively the specific audience to which the speech is addressed.

Achieving a Goal

Achieving a goal that is both large-scale and specific requires motivating a vast array of people and organizations, which in turn requires multiple speeches combining all of these elements. For example, addressing the environmental damage and security threats to the world's oceans requires international cooperation from government and civic organizations, private companies, scientists, and individuals. Each of these groups has a different level of expertise in the issue, requires a different amount and type of information, and is motivated by different considerations.

US Consul General Jennifer McIntyre's speech at the Maritime Trade and Security Conference in Chennai, India, addresses the subject of security in international waters. Speaking to an audience of government officials and large corporate interests, McIntyre addresses the economic impact of this issue. She cites statistics about trade in India and Southeast Asia, and notes the significant impact on the United States of trade in this region—which includes more than $500 billion in exports, and supports approximately 2.8 million American jobs. She observes that securing waterways from piracy and other attacks requires the cooperation of both government and private interests, and uses economic impact to motivate the audience to care about the potential consequences of ignoring this key issue.

On the other hand, in his speech at the Google Workshop for Maritime Domain Awareness, Icelandic president Ólafur Ragnar Grímsson details the steps Iceland has taken to preserve its waterways, both environmentally and economically. As an island nation, much of Iceland's economy is based on fishing; as a result, the economic health of the country is closely tied to the health of the oceans. Grímsson explains that, to prevent overfishing, the Icelandic government and local community leaders work closely with the Marine Research Institute to understand and limit the impact of fishing on the environment. He credits this careful management with helping Iceland recover quickly and effectively from its financial crisis in 2008, and notes the wider benefits of the engineering and information technology advances made in order to help the fishing industry.

Grímsson's speech outlining Iceland's approach to ocean resource preservation underscores the importance of bringing together multiple interest groups to achieve a common goal. The collection of speeches presented here illustrates the wide variety of groups that must be reached to achieve significant and lasting change in any area affecting the United States and the world today—as well as the equally wide variety of approaches leaders must take to motivate these groups to act.

—Tracey DiLascio

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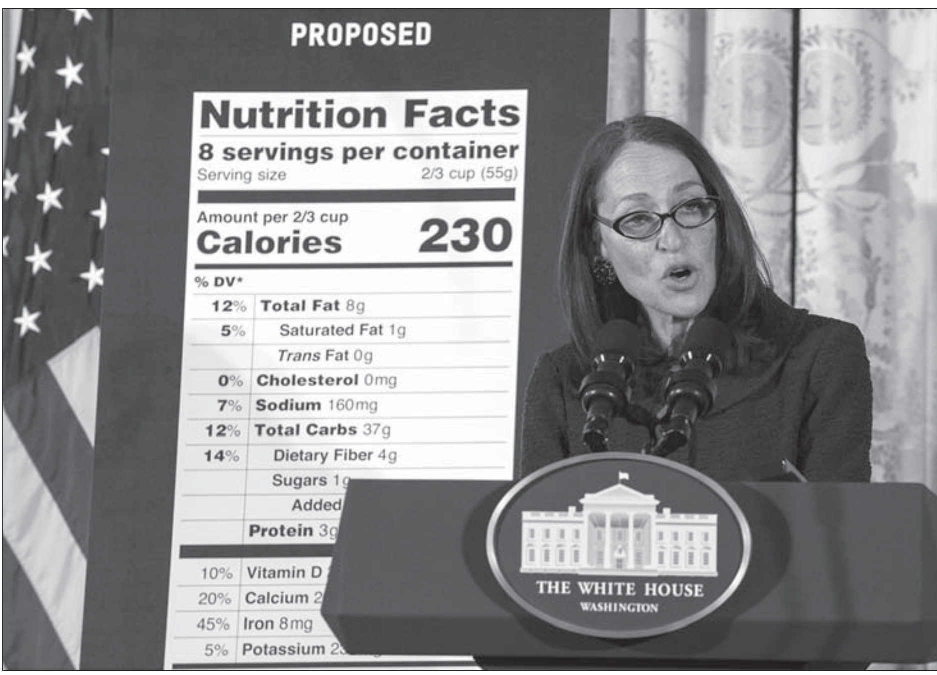
A Year in Review



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FDA Commissioner Peggy Hamburg makes remarks as proposed changes to the Nutrition Facts labels of foods are announced during an event in the East Room of the White House in Washington, DC, on February 27, 2014. The changes highlight the calorie count and add detail on added sugars in all foods to make the information easier for the consumer to understand.

Remarks on the Proposed Updates to the Nutrition Facts Label

By Margaret A. Hamburg

In this speech, delivered on February 27, 2014, Margaret A. Hamburg, commissioner of food and drugs for the US Food and Drug Administration (FDA), speaks about the proposed updates to the nutrition facts labels mandated on food products sold in the United States. This announcement was part of a conference organized to mark the fourth anniversary of First Lady Michelle Obama's "Let's Move!" campaign to combat childhood obesity. Commissioner Hamburg begins by describing the history of the FDA's nutrition facts labels, which began in 1994 as an effort to provide American consumers with nutritional information about the contents of food. In redesigning labels, Hamburg says, the FDA consulted with the Institute of Medicine and other sources to address information gained in the twenty years since the labels were introduced. Hamburg says that the new labels will require "added sugar," a primary cause for obesity, to be listed separately on a label. The new labels will also require foods to list the calories "per serving" and "per package." Vitamin D and potassium will also be added to the nutrients that are listed. Hamburg also says that the new labels will have an updated design, in hopes of making the labels easier for consumers to read and interpret. Margaret Hamburg is an American physician who has served as commissioner of the US Food and Drug Administration since 2009. Before joining the FDA, Hamburg was on the board of directors for Henry Schein, Inc., a corporation that supplies physicians, dentists, and veterinarians with health care supplies.

I am delighted to be joining you all for today's Let's Move announcement in which the FDA is unveiling our proposed changes for a new and improved—and user-friendly—version of the iconic Nutrition Facts label. Before I walk through our proposed changes, I also want to take a moment to thank First Lady Michelle Obama for her continued commitment to encouraging Americans to live healthier lifestyles—and to recognize the four-year anniversary of the Let's Move! initiative.

For 20 years, we have relied on the iconic Nutrition Facts label to help us make healthy choices when deciding what to eat. When it was first introduced back in 1994, this landmark label provided the American consumer with uniform information about the nutritional content of foods.

Since that time, we have gained a better understanding of the relationship between what we eat and many of the chronic diseases affecting millions of Americans. For example, we know that eating more calories than needed to maintain our

Delivered February 27, 2014, during a celebration of the fourth anniversary of the "Let's Move!" initiative, Washington, DC, by Margaret A. Hamburg.

body weight, coupled with a lack of physical activity, is a primary risk factor for obesity in the general population.

FDA experts relied on data from a variety of sources, including the Institute of Medicine to design this new label.

Let me highlight some of the proposed changes for you.

We know that as a nation we eat too much added sugar. While some of those sugars occur naturally in foods, much of it is added. The new label would provide more information about sugars in food by now indicating when a food has “added sugar.”

Added sugars contribute to a substantial portion of Americans calories, but don’t really provide much else in the way of nutrients. This has major implications in maintaining healthy body weight. We believe that requiring added sugars to be listed separately on the Nutrition Facts label will better allow consumers to identify and compare products with added sugar and enable them to make better choices.

We also hope this change will motivate the food industry to reformulate its products. As many of you may know, this occurred back in 2006 when we required food producers to add information about trans fats in the label. When Americans have better options, they can make healthier choices—and we all win.

Now let’s talk about how much we eat. In many cases, people are now eating amounts that are different from the serving sizes that the FDA first put in place in 1994.

I should note that our official definition for serving size is a reference amount. It reflects how much we actually eat when serving ourselves. And for this reference amount to be useful to the consumer, it has to be close to what the average person would typically eat. So, contrary to what many may think, serving sizes on food packages are not recommended portions.

We also know that package size affects what people eat, and that people are likely to eat or drink all of the contents of certain packaged foods in one sitting. For packaged foods and beverages that are typically consumed in one sitting, we propose labeling all of them as a single serving and declaring calorie and nutrient information for the entire package. For example, a can of ready-to-serve soup is usually consumed as a single serving.

For packages that are larger and could be consumed as either single or multiple servings, manufacturers would have to provide a “dual column” label to indicate both “per serving” and “per package” calorie and nutrient information. This way, people will know how many calories and nutrients they are consuming if they eat or drink the entire amount at one time.

It might be surprising to learn that, in this day and age, there are still nutrients that some people aren’t getting enough of. We have known for some time that potassium and Vitamin D are important nutrients for health, significant for maintaining a healthy lifestyle.

Potassium can help lower blood pressure, while Vitamin D is a key nutrient for helping to promote healthy bone development and general health. But what’s new is that current data show that certain population groups are not getting enough of them.

Therefore, we are proposing that these nutrients be required elements that are listed on the Nutrition Facts label, along with calcium and iron, which have been required for some time. Vitamins A and C, which are currently required, could be listed voluntarily.

Finally, we are proposing changes to some Daily Values, which are intended to be a guide for how much of a particular nutrient a person should consume each day—or, in the case of things like sodium, an upper limit for the day.

The Daily Values are used to determine the Percent Daily Value that you see on the label. The Percent Daily Value helps you see how much of the Daily Value one serving of a particular packaged food contributes.

We've determined through our scientific research that some of these numbers should change. While the upper limit for sodium will decrease slightly to be in line with recent expert recommendations, data show that the daily targets for dietary fiber and calcium should increase somewhat.

Finally, let's see what's changed in the layout of the Nutrition Facts label itself.

You will see that information about calories and serving sizes jumps out at you. On the other hand, we've actually removed certain information, such as "calories from fat." That's because we've learned that total fat is less important than the type of fat.

These are important changes and our goal here is to design a label that is easier to read and one that consumers can understand.

This proposal is the culmination of years of research, study, and requests for public input. We have welcomed the comments we have received from experts and consumers alike to guide us toward a label we feel will provide people with the information they want and need. It's clear that the benefits will far outweigh the costs.

We believe these proposed updates to the Nutrition Facts label will help in improving public health, incorporating the latest nutrition recommendations to reduce the risk of chronic diseases such as cardiovascular disease, obesity, high blood pressure and stroke.

We realize that the label alone won't magically change how America eats, but we hope that once consumers decide to implement changes to their diet and lead a healthier lifestyle, it will provide them with the tools to be successful.

Thank you.