

FOIA MARKER

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Folder Title:

[Medal of Freedom] [Folder 2]

Staff Office-Individual:

Speechwriting-Orzulak, Paul

Original OA/ID Number:

4023

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Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. press release	re: Comments concerning President Clinton's remarks at the presentation of the Medal of Freedom to President Carter (6 pages)	08/09/1999	P5
002. statement	re: Draft President William Jefferson Clinton remarks at the presentation of the Medal of Freedom to President James Earl Carter and Rosalynn Carter (18 pages)	08/08/1999	P5

COLLECTION:

Clinton Presidential Records
National Security Council
Speechwriting (Paul Orzulak)
OA/Box Number: 4023

FOLDER TITLE:

[Medal of Freedom] [Folder 2]

2008-0702-F

jm615

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

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Points

- Thank you Dawn
- Mickey Mantle – sportswriter – two-handed catch – old timers day – Ford – stupid question
- Johnstown flood – 1,000 year – man survived – told everyone – experiences – went to heaven – St. Peter assemble an audience – fine, but remember: Noah will be in the audience.
- Mark Siegel – lucky ^{one of best, highly respected} 20 points of speechwriting ... took me 10 years to learn what you're learning in 10 ~~months~~ weeks.
- Today: talk about how I got here ... things learned along the way ... then do a case study of one speech I wrote for the President ... answer questions
- *No one size fits all – rules can make better: 20 – agree with*
- My career in Washington started like this – in a class *5 – 1) what did he say*
 - Junior year – intern – American News Bureau – went to hill *2) write it like you say it, not read it*
 - Marked by one career limiting move after another *3) Research matters*
 - Pete Wilson – Bork – 40 reporters – mind went blank *4) Don't quote Shakespeare*
 - Alan Cranston – Senator – thought Astronaut – what space like *5) Make a speech, not an argument*
 - Had class: running for President – Bob Beckel
 - I liked: speechwriting
- Dukakis in Iowa
 - Field Staff – Heard writer – Ted K – 90 yr old nurse – delivered 60% of DM
 - In atrium of hotel – on bannister – hooked
- Chicago – writer – right place at right time – Mirvish – Harkin

- Harkin

- ornery, old-school, liberal prairie populist, disabled, little guy
- great speaker
- colorful sayings: turtle on a fencepost, didn't get there by himself
- Wrestle with a pig, pig has fun, you get dirty
- not President Truman . . . good ol Harry Truman
- *Irish Catholic Prairie Populist . . . Polish kid from Ct.*
- I didn't know - 3 feet under water - goddamnit orzulak
- Just me: . . . press secretary . . . I wrote everything . . . short deadlines
- like journalism: who . . . what . . . when . . . where . . . how
- Nothing more important than research to a great speech
- Harkin: start em laughing, leave them crying
- *Start: Bishop - young priest - nervous - Bishop - bold dramatic skit, I am in love -*
- power of personal story - one guy - worked for company - never
- missed a day of work -- worked 27 years at one company - moved overseas - *Bishop -*
- didn't get anything, no benefits - thrown out on trash heap - my brother Frank *- thanks brother*
- 54 yrs old -- one other thing: he's deaf - know where a deaf man finds a job - *contractor*
- tell you where: janitor, cleaning toilets, shopping mall - no benefits, no health - *now*
- nobody deserves to be treated like that

- be careful with humor - bradley - only go at night -
- great speakers can't read speeches
- Announcement speech - one-word bullet points
- For 2 ½ years

- Bonior

- different - quiet, reserved, former seminarian, great emotional power,

- Quoted popes, labor leaders, activists, fourth encyclical
- Doesn't like to speak – reads a great speech
- Also importance of anecdotal story: English Tourist Story
- One man shop, research, write, etc
- Up to 6 remarks a day – 1 mn, statements, speeches,
- NAFTA: We stand here tonight with people who can't cut deals when they're a few dollars short. To them, NAFTA isn't some economic theory. It's real life. When
 - Words matter . . . Margie the Riveter – best theater in house
 - For four years
- Cuomo
 - Every bit his father's son – more talented natural speaker
 - learned more about speechwriting from him than anyone
 - two things: 1) not making a speech, making an argument
 - 2) thoughts organization, poetry
 - socratic – q & a – where audience should be
 - 1 at a time – create jobs, increase trade, raise incomes
 - approached it like a lawyer
 - always started with an outline
 - sit for hours just talking about ideas

highest compliment: "smart speech"

-- Accordion

- Vice President

-- Writer himself, abstract, deconstruct, spiritual, funny, quotes bible

-- process – cos, white house message of day, review process, get comments

-- importance of humor: The comedian Steven Wright has made quite a career by asking some pretty compelling questions about America and its language, such as: Why is abbreviation such a long word? . . . Why isn't the word "phonetically" spelled with an "f"? . . . Why are there five syllables in the word "monosyllabic"? . . . What's another word for "thesaurus"? . . . If a word in the dictionary were misspelled, how would we know? . . . And a question appropriate to the season we are in: if you are sending styrofoam as a gift to someone, what do you pack it in?

-- Every moment is precious - review speeches – detroit sprawl speech – landing, reviewing – running with laptop – typing in back seat with cellphone for changes --

-- Not always involved -- when he can get involved -- speech sessions – smartboard – pen – papers – thought process

-- What value to you add –

-- Year and a half

- Clinton

-- The Master

Ron Brown story – wrote a great speech – throw away speech – 40 minutes – why didn't you use it – other guy took it – had no speech to give

-- Most give 30 foot platform, they jump from 30 -- him give 30, reach 50 feet

-- First speech -- Carter – Presidential Medal of Freedom

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FOR IMMEDIATE RELEASE
November 17, 1993

CONTACT: Gretchen Kline
(202) 225-3130

Closing Statement of Congressman David E. Bonior Say No To This Nafta November 17, 1993

Tonight, this House of Representatives will have a chance to earn its name.

We alone were founded to be the voice of the people.

Never in my memory have I seen so many forces arrayed against us. Pundits have derided us.

Editorial boards have railed against us.

The Fortune 500 has opened its corporate coffers to campaign against us.

The government of Mexico has spent \$30 million to lobby us.

All because we have dared to stand up and say . . . this NAFTA is a bad deal.

It will cost jobs.

It will drive down our standard of living.

It will lock in place a Mexican system that exploits its own people . . . and denies them the most basic political and economic rights.

Mr. Speaker, we are not alone tonight.

The working people who stand against this treaty don't have degrees from Harvard.

They don't study economic models.

And most of them have never heard of Adam Smith.

But they know when the deck is stacked against them.

They know it's not fair to ask American workers to compete against Mexican workers who earn \$1 an hour.

That's not fair trade. That's not free trade.

We stand here tonight with the people who can't cut deals when they're a few dollars short.

To them, NAFTA isn't some economic theory.

It's real life.

When jobs are lost, these are the people who have to sell their homes, pull their kids out of school, and look for new work.

Those of us who take these concerns seriously have been called fearmongers . . . afraid to take risks . . . with no vision of the future.

That is an insult to the working families of this country.

These are the people who show their faith in this country every day.

They take risks every day that people who make their fortunes in the stock market would never understand.

They know we live in a global economy.

They know we need new markets.
They know we need free trade with Mexico.
But they also know . . . that the work of America is still done by people who:

Pack a lunch.

Punch a clock.

And pour their heart and soul into every paycheck.

And we can't afford to leave them behind.

Tonight, we are their voices. And we must stand with them.

We stand tonight with autoworkers in the Midwest . . . who can compete with any worker in the world . . . but ask: how can we compete if we don't have jobs?

We stand with the aerospace workers in California . . . who have seen jobs leave for Tijuana . . . and demand to know: why will we pay higher taxes to send our jobs to Mexico?

We stand tonight with church leaders . . . who have documented torture, corruption, and human rights abuses in Mexico . . . and ask us tonight: why does this treaty do nothing to stop that?

We stand with the workers in the maquiladoras . . . who hoped that when American companies moved to Mexico, they would have the opportunity to lift their families out of poverty . . . but instead finds themselves mired in a river of toxins . . . and when they try to raise their voices in protest, their own government silences them.

We are their voices tonight.

We are not alone.

For standing with us in this chamber tonight are all the Americans who came before us . . . who had the courage to fight against the odds . . . and against the powers that be . . . for a better future . . . and a better life.

The men and women who struggled in sweatshops for a dime a day . . . who one day found the strength to stand up and say **ENOUGH!!**

The farmers who faced drought and depression and foreclosure . . . who could have thrown it all away but found the courage to say **NEVER!!**

The farmworkers who saw children struggling twelve hours a day to work our harvests of plenty . . . who had the courage to stand up and say **NO MORE!!**

The men and women who crossed the bridge at Selma . . . who stood firm in the face of dogs, and hoses, and nightsticks. And when they were told that this was not the time to fight for justice . . . responded **WE SHALL NOT BE MOVED.**

Those are the people who stand with us tonight.

Their voices echo throughout this chamber.

We must not turn our backs on all they fought for.

We must not turn our backs on all that was earned through the toil and the tears and the courage of our parents and grandparents.

We must move forward.

This vote is about more than money and markets.

It's about more than tariffs and free trade.

It's about basic values.

It's about who we are.

And what we stand for as a people.

It's about the dignity of work.

It's about respect for human rights.

It's about democracy.

Mr. Speaker, if we don't stand up for working people in this country, who is going to?

If we don't insist that Mexico let its people earn a decent wage, who will?

If we don't stand up for democracy and human rights in our trade agreements, then what does this country stand for?

We didn't fight the Cold War just so we could exploit new markets.

We did it for something larger than ourselves.

We did it to advance the cause of freedom.

And that's what this vote is all about.

We have come too far and sacrificed too much in this country to turn the clock back now.

This NAFTA is not the best we can do.

We can do better.

I urge my colleagues:

Vote for the Future.

Vote for our jobs.

Vote for human rights and democracy.

Say NO To This NAFTA!!

Remarks Prepared for Delivery
Senator Tom Harkin
WISCONSIN STATE DEMOCRATIC CONVENTION
June 15, 1991

Thanks Ed (Garvey) for that generous introduction. But I'm not sure I deserve all that praise.

It reminds me of what Mark Twain once said. He said: "You'll go to heaven for your charity, unless you go somewhere else for your exaggeration."

You know, before I came here today, I was wondering what kind of transportation would be available. I asked Ed if he could afford to fly me up here. He said no, but he had a number I could call for first-class travel. He said "Just dial 1-800-Sununu."

I'd like to thank you all for inviting me to speak here this afternoon. I tell you, it feels good to be back in the Midwest. This morning, I was having a hard time coming up with jokes to use today. I asked Jim Moody for help and he said "why don't you just tell them you're thinking about running for president."

But it's good to be here. After all, we have a lot in common. Iowa and Wisconsin both have good, progressive traditions . . . friendly, caring people . . . and Republican governors that need early retirement.

I say if Tommy Thompson can't help Wisconsin's dairy farmers in the next six months, we dock his pay 25%. We'll call that CowFare.

And if he doesn't sign the bill that will protect legal strikers from being replaced, we dock his pay 50%. We'll call that ScabFare.

And if can't find a better candidate for the Board of Regents than Terry Kohler, we dock his pay 75%. We'll call that SchoolFare.

You know, the more I travel around the country, and the more I speak to people, the more I sense a hunger among the American people.

A hunger to turn away from the greed and selfishness of the Reagan/Bush/Quayle eighties.

There are those that say the Republicans have us surrounded. That we're on our knees. That we should surrender.

And I say it's time for the Democratic party to get off our knees and fight back.

I say it's time for the Democratic party to stop being a party of accommodation to the Republican agenda and start being a party of opposition to the Republican agenda.

You know, last week somebody said that I was the inheritor of the Hubert H. Humphrey wing of the Democratic Party. Well, I say amen, brother, I'm proud of it. Because that is the Democratic Party.

For the last ten years, the working men and women, the farmers, the small business owners, the people that pull the load and pay the taxes in this country have been getting hit below the belt by Reagan and Bush economic policies.

The American people are know what the Republican leadership has been doing to them. I don't think I can say it any better than the way Will Rogers did when he spoke to the Board of Directors of Standard Oil Company:

"Your motto is service. Back on the farm, when I heard that the bull was "servicing" the cows, I looked behind the barn. And, gentlemen, what that bull was doing to the cow is exactly what you've been doing to the American public all these years.

Well, they've got this new theory, Republicans do. They say they're building the conservative, opportunity society.

As Al Smith used to say, let's look at the record. Let's look at what kind of society they're building.

In the last ten years, 80 percent of the American people lost income. But the richest 1 percent increased their income by 74%, from an average of \$314,000 a year in 1980 to \$514,000 today.

If you make \$30,000 a year, you pay 7% of your income in payroll taxes. But if you make \$350,000 a year, you pay 1%.

At the beginning of the 1980s, a CEO of a corporation made about 29 times as much as the average worker. Today, they make 100 times as much.

But in the 1980s the rich got richer. And they did it with your work and your money, and they did it with debt that your kids and your grandkids are going to have to pay back for years to come.

It's like Harry Truman said back in 1948. He called them gluttons of privilege.

It's not enough that they're rich, he said, they've got to get richer. It's not enough that they're powerful, they've got to get more powerful.

So when I hear George Bush and his fat cat Republican friends say they're building for us a conservative, opportunity society, I've got a one word response . . . BULL!

I'm sorry if I offended anybody. I'm from Iowa. We speak bluntly, and like to tell it like it is.

(HARRY TRUMAN -- ROSE GARDEN)

We as Democrats have to start asking the American people: You've had four years of Bush policies.

Are your roads better? Is it easier for you to make ends meet? Are your streets safer? Is your kid's school better? Is it easier for you to pay your medical bills?

We've got to start asking the American people, as Harry Truman said to Iowa farmers back in 1948, "How many times do you have to get hit on the head before you figure out what's hitting you?"

The American people want to know that their lives can be better. But George Bush says it's as good as it's going to get. That we've reached the limits of our growth.

We have a great and powerful country. Look what we just did to the fourth-largest army in the world. There's no doubt in anyone's mind that we have the most powerful military force ever assembled on the face of the earth.

But Bush says when it comes to domestic problems, our government is a pitiful, helpless giant. I don't accept that.

I don't accept the fact that I have to drive over potholes that almost bury my car and ride over bridges that should've been rebuilt years ago. WE CAN DO BETTER THAN THAT IN THIS COUNTRY!

I don't accept the fact that there are 37 million American who have no health insurance and millions of others who can't afford the cost of medical care. WE CAN DO BETTER THAN THAT IN THIS COUNTRY!

I don't accept the fact that American jobs are being lost overseas to countries that hire children to do adult work. WE CAN DO BETTER THAN THAT IN THIS COUNTRY!

And I don't accept the fact that 5,000 Wisconsin farmers may lose their farms this year because support prices are so low. WE CAN DO BETTER THAN THAT IN THIS COUNTRY!

But we need a president who understands that the real threat to our national security isn't half way around the world, but half way down the street.

But Bush says he's creating jobs. Let's look at the kinds of jobs he's creating.

Let's look at my friends George and Betty, from Waterloo, Iowa. George worked at John Deere making \$14 an hour.

He lost his job and went on unemployment. Unemployment ran out and he got a job making \$7 an hour. Betty also went out and had to get a job, and that paid \$4 an hour.

Together, they were making less than what George made by himself.

But wait, President Bush says, Harkin, you're missing something. There's something you're not seeing. Before there was only one job. Now there are two.

Well Hallelujah! I was blind but now I see!

And what I see I don't like.

The issue is not jobs -- hell, slaves had jobs.

What we want are well-paying, long-term, secure jobs where you can make a decent wage, raise your family, educate your kids, buy a home, buy a car, take a nice vacation, and retire in dignity with good health care.

Those are the kinds of jobs we should be fighting for.

But you don't get there with a blind adherence to the siren song of free trade that's supposed to solve all our problems.

Fast track, all that means is that our businesses will take a fast track to Mexico. And American workers will be left out in the cold.

I say fair trade yes, but not lowering our standards. Instead, we should make them raise their standards to ours. Then we can compete on the quality of the product and not on the misery and suffering of the people that make it.

My bottom line on trade is simply this: We should not import any item from any country that employs child labor. PERIOD.

We have to start investing in our people in this country. Not with trickle-down economics. But with percolate-up economics.

What's wrong with our economy today, quite simply, is that

there are too many people making money on money and not enough people making money in mining and agriculture and manufacturing and construction and in creating real wealth that leads to real prosperity in this country.

We need to invest in our people so that we have the healthiest, smartest, most productive workers anywhere in the world.

Now we don't need additional revenues to do that. We need increased jobs, not increased taxes. But we do need to make some choices. And I'm asking the American people to make those choices.

Do you want to continue to spend \$180 billion a year to keep defending France, Germany, and all of Europe from the Russians? We've got 350,000 troops there.

Or, do you think we can bring some of those troops home? And use some of that wealth to invest here in America. That's the choice we have to make. That's the choice. You have to make that choice.

That's how we'll get America going. By investing in the people of this country, giving them the opportunity to climb that ladder of success.

You know, I've always said that was the difference between Ronald Reagan and me. We both say you should climb the ladder of success . . . to make money . . . to become a success.

There's nothing wrong with that. That's the American Dream.

But his policies said once you get to the top, pull the ladder up behind you. What I'm saying is that you go ahead and climb that ladder, but make sure you leave it down for others to climb, too.

I don't need to read this in any history books. And I don't need to be told about this. Because I've been there.

Sure, I'm standing here, wearing a nice suit, a silk tie, nice shoes, a starched shirt. I look pretty good. But let me tell you about where I come from.

I came from the wrong side of the tracks.

My father was a coal miner who didn't even have an eighth grade education. My mother was an immigrant with no formal education.

My parents raised six kids in a small, two-bedroom house. And I was the youngest. My father was 54 years old and working on WPA when I was born.

We were poor. But my parents instilled in us certain fundamental values. Hard work. Being frugal. Taking responsibility for your actions. Faith in God. Love of country. Taking care of family and community. And having a care and a concern for those less fortunate than yourself.

My mother died when I was ten. Through high school, I worked a number of jobs on road crews, building the interstate highway.

To get through college, I continued to work on construction crews, then was fortunate to earn an ROTC scholarship.

To pay back my time, I served 8 years, 8 months, and 8 days

as a jet pilot in the U.S. Navy. And I was proud to do so. Proud to serve my country.

Then Ruth and I got married 23 years ago. We both worked during the day and went to law school at night. I also got help from the GI bill.

Then I ran for Congress in a solidly Republican district, and was in Congress for 10 years.

And today, this son of a coal miner and an immigrant mother sits next to a Rockefeller in the United States Senate.

That's what the American Dream is all about.

But now I read there's a new American Dream. I read it in the paper the other day. It said, "Vietnamese couple achieve American Dream -- win New Jersey state lottery.

Doesn't that just about say it all?

That's the new American Dream. One in a million chance. And if you don't win it, so long, adios sucker.

I say it's time to get back to our parents American Dream. I know what it is to achieve that dream. That ladder was left down for me.

I also know what it means to have that ladder taken away.

I told you my story. Now let me tell you another. It's about somebody who is very close to me.

This person worked for a small factory in Des Moines, Iowa. He was a member of the United Auto Workers.

The owner of the factory was a good man who dealt honorably with his workers. From the time the factory opened during World War II until the time he sold it and retired around 1972, there was no labor problems, never had any strikes.

My friend respected the owner, too. It showed in the way he worked for him. After ten years there, the company held a special dinner, and gave this person a gold watch with his name on it, honoring the fact that in ten years, he'd not missed a day of work, nor been late once.

Well, the owner retired and sold out to a group of so-called investors. And their only interest in the plant was in running out the tax depreciation, running off the workers with seniority, and running out with the profits.

Their first year, they had contract problems. Every year after that, there were more problems.

Then they had the big strike. The workers were locked out, and the SCABS were brought in. Everyone lost their job, including my friend.

Well, there's one thing I didn't tell you. That friend of mine is really my brother, Frank.

Here he was, out of a job after 23 years. And now he was 54 years old.

Well, there's one other thing I didn't tell you about my brother Frank. He's handicapped. He's totally deaf.

And that's why the owner of this plant was so good. He went out and hired disabled people. Gave them pride and dignity in their jobs. My brother had a good job, health benefits, pension . . . then they busted him.

They said, "We used you up, depreciated you down. And now we're throwing you out. See that trash heap in back, that's where you belong.

Let me ask you something: Do you know where a 54-year old deaf man finds a job? Well, I'll tell you where he found a job. He found a job as a janitor, cleaning toilets at a shopping mall for minimum wage, no health benefits, no retirement, nothing.

He didn't deserve that. People don't deserve to be treated like that. Not people who work hard every day, who fight our wars, raise our families, and ask for no more than a shot at the American Dream.

I want to reclaim that dream. I want my children, Amy and Jenny, to live in an America where that dream is alive and well.

I want your children and grandchildren to live in an America where that ladder is left down for everyone.

I want to make sure this is a land fit for our young men and women returning from the Gulf.

Nobody can be prouder of them than I am. For their bravery and their willingness to go to the Middle East, and if necessary to lay down their lives for our country.

But let me tell you. That flag doesn't just fly over the battlefields, although it will always fly victorious over the field of battle.

That flag doesn't just fly over Panama . . . or Grenada . . . or the Middle East. It flies in our hearts and souls.

That flag stands for more than victories in war.

I want that American flag--that red, white, and blue--flying over the best schools in the world.

I want that red, white, and blue flying beside the best highways and freeways and railroads in the world.

I want that flag flying outside houses that are owned by the people who live inside them.

I want that flag flying over the plants and offices and workshops wherein people are working and making decent wages with job security.

And I want that flag flying over a White House that is fighting to make this country better and standing up for the working men and women of America.

That's the kind of America I'm fighting for.

It's a fight worth fighting. And it's a fight we're going to win.

And you can count on it.

Thank you.



Office of Legislative Affairs

Office of the Deputy Assistant Attorney General

Washington, D.C. 20530

FAX COVER SHEET

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Speechwriting Notes 8/23/99

- purchase videotape and bring to class
- 1st assignment deliver 5 minute introductory speech
- critique speech delivered by siegel - identify what he did, what he tried to do.

Rhetoric according to aristotle "Determining what are the appropriate means of persuasion."

- memorability of the verbal presentation of ideas.

Poetry v. Prose

- speeches are meant to be heard, prose is meant to be read.
- Speeches should bring
 - cheers
 - chills
 - tears

- a good speech must have a Memorable Message
- a good speech is when the audience can remember and recite key themes of the speech
- a good speech is a blend of 1) affect, what we feel 2) cognition, what we know.

20 Points of Speechwriting:

1. Great speeches communicate great ideas.
 - substance makes a speech great.
 - must be substantive - lasting
 - a great speech focuses on central and memorable themes/messages
 - focus
2. Shapeliness
 - thematic autonomy
 - graceful and logical organization
 - present/reinforce/reiterate
 - Sapphires "tell them what you are going to tell them. Tell them. Tell them what you just told them."
3. Outline
 - how we ensure shapeliness
4. The Handshake
 - begin with an attempt to touch the audience.
 - create a mood of intimacy.
5. Purpose
 - a great speech has a higher purpose

- to instruct/to enoble/etc.
6. Rhetorical Antithesis
 - It was the Best of times it was the worst of times.
 - Give me liberty or give me death
 - Ask not what your country can do for you but what you can do for your country.
 - provide the quotable phrase.
 7. Anaphora
 - the repeated beginning, the repeated ending
 - Blessed are the meek, blessed are the ..., blessed are the peacemakers
 - "I have a dream..."
 - especially good before big audiences
 - good for rally speeches
 8. Remember the Occasion
 - and size of audience
 9. Imagery
 - a color/a mood/a feeling
 - don't hold back from drawing a picture
 10. Focus
 - a great speech should not start out great and should not stay great.
 - build the speech
 - have the audience craving the soaring rhetoric.
 11. Less is more - Length
 - use small words/omit unnecessary words
 - no good speech should see 20 minutes
 - always edit down
 - "Can the speech stand without this sentence?"
 12. Forum
 - size of building/venue
 13. Audience
 - voters
 - editors
 - think of demographics
 14. Use of similes/metaphors/alliteration
 - use lovely lyrics instead of nice words
 - alliteration - repeated first sound
 - simile/comparison (using like and as)

- metaphor - comparison not using like or as
15. Triplets
 - rhythmic triads
 - I came, I saw, I conquered
 - Always has been, always will be
 - The power, the kingdom, the glory
 16. Quotation
 - bring in history, bring in a model
 - symbolic of those with whom we share values and ideas
 - bible is always a winner
 - sometimes poetry.
 17. Solo speechwriting
 - only one person can actually write a speech
 - will look like written by a committee
 18. Elevated tone
 - high ground
 - no slang
 - no tired cliches
 - no trite language
 - no vulgar references
 - don't make fun of anyone else
 - only make fun of self
 19. Delivery
 - television is a cool medium
 - heat up for union rally
 - modulate sound
 20. Peroration
 - end on high note w/bold presentation and then leave them asking for more
 - get off the podium and end the speech