

Michelle Garrett
Career Speech

General Purpose: To inform.

Specific Purpose: To inform my audience about NBC's stance on diversity and why I want to work for the company.

Introduction

- I. **Open with impact:** "CHECK 1, 2! Good morning America! Well hello Matt! Wow look at all these people that came out today! We do have quite an eventful day! We're going to learn how to cook plantains with Maria, the newest workout to get your gluteus maximus toned with Anne, and the latest news of what is happening around today!"
- II: **Thesis:** The Today show allows people of all different races to take place on its show, it is accredited across the USA and more, and the hosts and anchors have the chance to travel around the world.
- III: **Connect:** As a child, how many people pretended to be a host or an anchor on a television show?
- IV: **Preview:** Today I will be talking to you about NBC's stance on diversity, the accomplishments that The Today Show has made since it began 56 years ago, and why I want to join their crew and be a part of America's favorite morning show (NBC. (2007, August 4.) The Today Show, retrieved 17, September 2008 from www.msnbc.msn.com).

Body

- I. **Main Point 1:** NBC Universal, the company that created The Today Show, has a very positive stance on diversity (NBC Universal).
 - A. Committed to attracting and retaining the best and most diverse talent.
 - B. Established a Diversity Counsel in 2000.
 - i. Has made strides in increasing diversity and creating programs that encourage diverse individuals to pursue careers in media and entertainment or explore business opportunities with the company.
 - C. Company is committed to increasing diversity both on the air and behind the scenes.
 - D. NBC Universal gives motivated employees the resources and opportunities to develop and succeed.
 - E. Internships, early career pipeline programs, Taller Telemundo, Directors in Training, Writers on the Verge, Emma Bowen Foundation, Talent Diversity

Initiative, Diversity Initiative for Writers, Supplier Diversity, and Affinity/Networking Groups, among others.

(Signpost and transition: Now that I've told you about the diversity stance that NBC universal has, I'm going to tell you about NBC's hit television show that I want to work for.)

II. Main Point 2: The Today Show has been going strong for longer than 56 years, and it has consecutively been America's number one favorite morning show for the past 11 years (today.msnbc.msn.com).

A. After more than 48 years of the standard two-hour format, the third hour was launched in October 2000, and the fourth hour followed seven years later in September making "Today" the longest national morning broadcast.

i. The program is unparalleled in its ratings dominance in the morning news arena.

B. Since the programs premiere broadcast on January 14, 1952, "Today's" hallmark has been its ability to revise an entire edition to bring viewers breaking news as it happens.

i. Such events as Hurricane Katrina and its aftermath, the 9/11 Terrorist attacks, and the death of John F. Kennedy Jr. and many more surprising and unfortunate events.

C. In June 1994, "Today" was able to upgrade its location.

i. Its longtime home was New York's 30 Rockefeller Plaza.

ii. Now located at NBC News' glass-walled, ground floor production facility at the corner of 49th Street and Rockefeller Plaza.

D. The three-story, 18,000 square-foot home now attracts thousands of visitors each year to peer into its windows and become part of "Today's" broadcast.

E. They keep the show going strong, even after one of their greatest anchors leaves.

i. "NBC's "Today" show hasn't let the departure of Bryant Gumbel, its anchor for 15 years, slow it down. (Lafayette, Jon. New York Bureau Chief. (14, April 1997) Sunny Again "Today". Retrieved 28, September 2008 from web.ebscohost.com/ehost/delivery).

(Signpost and transition: Finally, as successful as the Today show has been over the years, there is no other company that I would want to work for, and that is what I am going to talk to you about now.)

III. Main Point 3: The host's and anchor's on the Today show have the chances to travel around the world and attract people from every different culture, make them fall in love with the show, and give them something to look forward to each morning.

A. Renowned for providing its audience with a window on the world by broadcasting from remote locations around the globe. (NBC. (2007, August 4.) The Today Show, retrieved 17, September 2008 from www.msnbc.msn.com).

i. Originated from places like Africa, China, Italy, and so many more.

B. They have people of all different nationalities hosting and anchoring on the show, minus one...an ITALIAN! (That would be me!)

i. Matt Lauer and Meredith Vieira, the shows co-anchors are both Caucasian. Al Roker, who reports on the shows weather, is African American. Natalie Morales, also a co-anchor, is Spanish. Ann Curry, the new anchor, is from Guam.

ii. People that take part in the Today show are able to bring their own personal flavor to the show as well.

C. The "Today" show follows its three key areas. (NBC Universal).

i. Attracting, retaining and developing the best people by fostering an inclusive culture where employees of all background feel valued and have opportunities to excel.

ii. Creating greater satisfaction by providing support and flexibility at work so employees can better manage the demands of their professional and personal lives.

iii. Encouraging and recognizing achievements at work as well as volunteerism and participation in the communities where we live.

Conclusion

I. Summarize: Today I talked to you about NBC's stance on diversity, the accomplishments that The Today Show has made since it began 56 years ago, and why I want to join their crew and be a part of America's favorite morning show (NBC. (2007, August 4.) The Today Show, retrieved 17, September 2008 from www.msnbc.msn.com).

II. Close with impact: "Great people doing great things." NBC's number one motto is what they live by. It is shown in every aspect of their company. I know this is so cliché, but Albert Einstein once said, "You have to learn the rules of the game. And

then you have to play better than anyone else.” NBC is about getting people started on their lifelong career, and if they happen to move on to something bigger and better, then so be it.

References

- Lafayette, J. (1997, April 14). *Sunny again 'Today'*. Retrieved 9, September 2008 from <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=9706301403&site=ehost-live>
- NBC. (2007, August 4.) *The Today Show*. Retrieve 17, September 2008 from <http://www.msnbc.msn.com/id/3079108/>
- NBC Universal. (2004) *Diversity*. Retrieved 9, September 2008 from http://www.nbcuni.com/About_NBC_Universal/Our_Culture/
- NBC Universal. (2004) *Our culture*. Retrieved 9, September 2008 from http://www.nbcuni.com/About_NBC_Universal/Our_Culture/