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COME 322B- Business & Professional Speaking

Persuasive Speech Script

I. Introduction

A. Today, I'm going to be talking about my glorious home state of Minnesota. I know it might take a bit of extra work to get my audience to pay attention since I'm talking to mostly Wisconsinites, but I'd like to propose we put the Midwest beef aside for a moment, and put a pause on the rivalry. I aim to convince you to take a particular interest in an area of Minnesota that is dear to my heart, and crucial for all of us to care about.

B. These are some pictures from the Boundary Waters, what is known as the "crown jewel" of Minnesota, and for good reason: It is America's most visited wilderness area.

1. **It contains 1.1 million acres of pristine water and unspoiled woodlands.**

Along with the Superior National Forest, it contains 20 percent of all the freshwater in the entire National Forest System.

C. This summer, I went on a 4 day canoeing trip through the Boundary Waters. It was absolutely incredible. Experiencing such pure, untouched wilderness was unlike anything I had ever encountered, and it really brought things into perspective. It may sound cheesy, but it was life changing. I am very much an advocate for everyone to take a trip through this beautiful wilderness. Although I knew a bit about the threat of mines being built and people's efforts to stop them, after experiencing the Boundary Waters for myself, I did research to educate myself on what exactly was happening, and I was stunned at what I found.

D. The Boundary Waters is a critical habitat in need of protection from outside interest from those looking to capitalize off of it by doing it harm.

E. In this presentation, I will delve into the problems that these mines would cause for the Boundary Waters, discuss solutions to this dilemma, and show you all in the audience what action you can take today to help preserve the beautiful wilderness that we are lucky enough to have in the Boundary Waters.

First off...

- II. First off, I'm going to talk a bit about the problem at hand and how it came to be.
 - A. I'd like to begin with the shady dealings that have occurred to get to this point. The Trump administration has initiated the process to approve toxic copper mines operated by a Chilean-owned company called Twin Metals. A little background on this... Donald Trump's daughter Ivanka Trump and her husband are currently renting a property from the owner of Twin Metals. This connection within their dealings is valid ground for suspicion.
 - 1. **As Becky Rom of the Save the Boundary Waters campaign said in a statement: "We now know the lengths to which they will go to curry favor with the Trump administration in order to enrich their foreign executives at Minnesota's expense."**
 - a. The politically motivated go-ahead from the Trump administration to initiate the approval process for copper mining in the Boundary Waters is unethical, and dangerous.
 - 2. It is not at all up to par with regulations set forth by both the DNR and National Environmental Policy Act and would cause irreversible damage to the Boundary Waters.
 - B. With that being said, I'm going to talk about just how dangerous the effects of mining in the boundary waters would be.

1. In 2016 the Forest Service found that developing a copper-nickel sulfide ore mine in this location would pose an “unacceptable” risk and that the mine would “cause serious and irreplaceable harm” to the Boundary Waters.
2. This type of mining doesn’t just RISK pollution- it guarantees it.
 - a. When copper sulfide-ore is mined and exposed to oxygen, it produces sulfuric acid, and these heavy metals and sulfates will permeate into the wilderness and cause irreversible contamination.
 - b. The mines themselves will cause air pollution, light pollution, water pollution, and noise pollution.

C. Environmental & Social Impact

1. The Boundary Waters is a very fragile environment, and cannot handle the ecological impact that these mines would bring.
 - a. On top of all of this, there is the wildlife to consider and the ecological impacts on the native animals, water quality, and flora of the area.
 - b. Acidity levels and mercury levels of the water would rise, poisoning all of the aforementioned, and greatly damaging the ecosystem and the natural balance. The Trump administration has not taken time to conduct science-based analyses of environmental impacts that copper mining causes on such a fragile ecosystem and is instead forging ahead- with full knowledge that they are opposed by many organizations, groups, and educated public who are aware of the impending devastation that will be caused.
2. Moving onto the social impact...
 - a. The outdoor recreation economy that has culminated around the most visited wilderness area in the US will suffer greatly. **The existing sustainable amenity-based economy that brings in \$913 million**

dollars annually to the surrounding communities would take a hard

hit. This local economy, which is based around jobs connected to things such as tourism, camping, fishing, and canoeing would be greatly affected by the adverse effects of the pollution caused.

- b. People who come from all over to visit and enjoy the splendor of the wilderness would have their public land ownership infringed upon in a manner that has not been conducted in an ethical way.

What is the solution?

III. It's simple...

A. Reject copper sulfide ore mining in BWCA.

- 1. National Geographic says that President Barack Obama rejected Twin Metals' application in 2016. That was reversed after President Donald Trump came into office. He granted their application in 2017.
- 2. We must put this protective legislation back in place.
 - a. It is imperative that we stop foreign interests from capitalizing off the Boundary Waters and for our government to see it as land worth protecting, not as a monetary asset for exploitation.

B. You've already taken the first step towards the solution today just by listening-
You're educating yourself!

- 1. There are many options and opportunities for those looking to get really involved in helping out in the effort to protect the Boundary Waters.
 - a. I am, of course, an advocate for visiting the Boundary waters just to see its splendor firsthand, and contributing to the local economy is a great way to help out.
 - b. There are also numerous volunteer opportunities, such as protest movements and organizations looking to raise awareness of these issues.

- c. Donating is also a wonderful way to help out. Save The Boundary Waters is a great nonprofit that helps educate people about the issues at hand, and protects the Boundary Waters' interests.

You may be wondering... what action can I take to help, right now?

IV. So glad you asked!

A. This QR code will bring you to a petition organized by Save The Boundary Waters that will ask your representative to use their voice in favor of protecting the Boundary Waters.

1. Representative Betty McCollum of Minnesota's 4th district has made a bill to protect the BWCA from these harmful measures, which aims to permanently protect 234,328 acres within the Boundary Waters watershed from copper mining.
2. As citizens of the United States, it is our civic duty to elect representatives to fight for our interests. However, in order for our representatives to know what we want, we have to let them know.

B. It is imperative to act now and make your voice heard!

To conclude...

V. Closing

A. The Boundary Waters is too important to allow mining, and we must act in its best interests and protect this beautiful wilderness.

B. I have discussed the politics that have gone into this, the effects of mining, the environmental and social impact, along with solutions and action to take TODAY.

C. Since most of you are Wisconsinites... you have Lambeau Field and a football team that's actually good... Help Minnesota preserve one good thing that we've got! Please sign this petition today. Thank you for listening!