



ROTARY DISTRICT 6760
FOUR WAY TEST SPEECH CONTEST
ROTARY YEAR 2015-2016

Support Material Addendum

Additional support material is provided in this attached document to assist in preparing for and conducting a local club speech competition. Please submit any questions or suggestions for improvement to either Larry Darnell (ldarnel2@utk.edu) or Brian Flynn (btflynn@comcast.net).

General Information

- Page 2: Contest Purpose & Goals
- Page 3: Contest Rules
- Page 4: Online Support Material for Students
- Pages 5-7: Judging Guidelines and Sample Forms
- Pages 8-9: Timekeeper Guidelines and Sample Forms

Optional Material for Local Club Competitions

- Page 10: Student Confirmation Form
- Page 11: Student Bio & Introduction Form
- Pages 12-13: Photo & Video Release Form
- Pages 14-15: Sample Press Release

The 4-Way Test Speech Contest Background & Purpose

From the earliest days of Rotary, Rotarians have been concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as Rotary International's President) when he was asked to take charge of a company that was facing bankruptcy. This 24-word test for employees to use in making decisions in their business and professional lives became the guide for sales, production, advertising, and all relations with suppliers and customers. The survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, the 4-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions: Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

The Purpose and Goals of the Contest

The purpose of the 4-Way Test Speech Contest is to foster the principles of ethics in every day life as well as in business. The Contest is designed to introduce high school students to Rotary by creating interest through a competitive speech contest, sponsored by their local Rotary club.

The specific goals of the Contest are:

To acquaint a large number of youth with Rotary, and specifically, the tenets of the 4 -Way Test.

To demonstrate and enhance Rotarians' commitment to youth.

To teach ethics to students and develop student's future leadership skills

To heighten awareness of Rotary among parents, school officials, and the community at large.

To recognize, encourage and reward hard work and accomplishment in our youth.

To provide an opportunity for Rotarians to participate in a Community/Vocational Service program which focuses on the 4-Way Test as our standard of behavior.

Rotarians should view the Speech Contest as a means to an end. Not an end in itself. This is a great opportunity to teach students about the importance of ethics and develop their leadership to further promote ethical behavior and character traits to their peers.

Rotary District 6760 Four Way Test Speech Contest **2015/16 Contest Rules**

Age: All contestants must be in the 9-12th grade at time of club contest competition.

Speech Topic: Each contestant shall choose the topic of his/her speech. The purpose of the speech is to address an ethical problem using the principles of the 4-Way Test. The problem to be addressed should be something from the speaker's personal experience or general knowledge. There are no restrictions regarding the choice of topic as long as it is not blatantly offensive. If a contestant or coach is in doubt about the appropriateness of a topic, he or she should check with the Club Contest Chair or Club President. The decision of the Contest Chair or Club President will be final.

In the speech, the topic must be specifically related (connected) to the Rotary 4-Way Test. This must be addressed during the body of the speech and not reserved for concluding statements only. Each one of the four parts of the Four Way Test should be addressed during the speech. They should be specifically stated, as the intent of the speech is to use the Four Way Test to guide one's decision making about an issue. Examples of previous speeches can be found at www.youtube.com/user/rotaryspeechcontest.

These are to be speeches and not dramatic presentations. Content should be relevant and in good taste.

All speeches must be the original work of the speaker.

Speech Length: Speeches must be at least 4 minutes and no more than 6 minutes in length. Two penalty points will be deducted from the contestant's score for each 15 second violation of time constraints either under 4 minutes or over 6 minutes.

Props: No props are to be used. Audience participation will be considered a prop. Two points per infraction will be deducted for use of props.

Notes: Contestants may use note cards as an aid at the club level competition, Semi-finals and Finals. The use of note cards is to be done judiciously. Use of note cards may result in point deductions if a judge determines it to be excessive. Five points for excessive use of note cards will be deducted.

Former District Winners are not eligible to compete.

Online Support Material for Students

A youtube website has been established at www.youtube.com/user/rotaryspeechcontest to provide a participating student with all the information they will need in order to prepare for the contest. The site contains the following sections:

2016 Speech Contest Overview.

Why “Learn” Public Speaking & Tips.

What is Rotary?

About the Rotary “Four Way Test”.

Select videos from previous contestants

Rotary District 6760 Four Way Test Speech Contest **2015/16 Judging Instructions & Guidelines**

This section contains the following:

- Instructions on the selection of Judges
- Judge's Scoring Sheet
- Instructions for the Judges
- Instructions for the Timekeeper
- Tiebreaker Scoring Sheet

Special thanks to Rotary District 7430 for sharing the bulk of these instructions and forms.

Selection of Judges for the Club Contest

Judges at the club level will be selected and recruited by the Club Contest Judging Chair of the host club.

Three judges and a timekeeper will be required.

Judges may or may not be Rotarians. In either case they must have no knowledge of or relationship to any of the speakers or their school.

Judges should be selected on the basis of their impartiality, educational background, and familiarity with speech contests. Make sure they become familiar with the judges score sheet.

Make sure the Judges are knowledgeable about and understand the four "tests" of the 4-Way Test.

Judge's Scoring Sheet

| Items to be Judged | Points | 1 | 2 | 3 | 4 | 5 | 6 |
|--|---------------|----------|----------|----------|----------|----------|----------|
| <u>CONTENT</u> | | | | | | | |
| Practical application of the 4-Way Test 5 points for each point covered—all four points should be covered | 20 | | | | | | |
| Uses examples from peer group experience | 8 | | | | | | |
| Human interest appeal and color | 8 | | | | | | |
| Clarity and expressiveness of language and vocabulary | 8 | | | | | | |
| SUBTOTAL OF POINTS FOR <u>CONTENT</u> | 44 | | | | | | |
| <u>ORGANIZATION</u> | | | | | | | |
| Introduction: captures audience attention and establishes major theme of the speech | 8 | | | | | | |
| Development: ideas presented, supported and explained in clear logical order with smooth transitions | 8 | | | | | | |
| Conclusion: emphasizes major theme in the speech, leaving the audience with a clear, concise message or point of application | 8 | | | | | | |
| SUBTOTAL OF POINTS FOR <u>ORGANIZATION</u> | 24 | | | | | | |
| <u>DELIVERY</u> | | | | | | | |
| Clear enunciation of words; limited use of unnecessary expressions i.e. "uh, you know, OK" | 8 | | | | | | |
| Good vocal projection, voice expressiveness, tone and pace | 8 | | | | | | |
| Good eye contact and rapport with the audience | 8 | | | | | | |
| Relaxed yet commanding use of posture and gestures | 8 | | | | | | |
| SUBTOTAL OF POINTS FOR <u>DELIVERY</u> | 32 | | | | | | |
| MAXIMUM TOTAL POINTS | 100 | | | | | | |
| (Less) Penalty points (if any) reported by the timekeeper. | | | | | | | |
| (Less) Penalty points (if any) for use of props. (-2 points per infraction) or excessive use of note cards (-5 points). | | | | | | | |
| NET POINTS | | | | | | | |
| RANKING | | | | | | | |

Judge's Instructions

1. Judges will seat themselves apart from each other and not communicate about their evaluations of speakers until after the final awards have been made.
2. Each speaker will be awarded points in the three categories listed below. Record points immediately after each speech. (The contest Chair will ask if judges are ready before calling the next speaker.)
3. Columns should be added and rankings computed after all speeches have been given and the judges have left the room.

Judging Criteria

Judging will be based on a 100-point system, broken down into three categories as follows:

1. Content—44 points
2. Organization—24 points
3. Delivery—32 points

Judging Procedures

Judges will total points for each speaker on their individual scoring sheets, subtract penalty points (if any) and enter net points. Each judge then ranks the speakers 1 through “n”, by the net points, with the highest score being ranked “1”, the next highest, “2”, and so on. **If a tie exists on an individual judge's scoring sheet**, the first tiebreaker is points scored in the “Content” category. If a tie still exists, the second tiebreaker is points scored in the “Delivery” category. The winner of the contest will be decided by **cumulative rank order** (i.e. the sum of the ranks from all of the judges). Each contestant's rankings will be totaled and **the speaker with the lowest total ranking earned will be declared the winner.**

If a tie exists after all judge's votes have been tabulated, the first tiebreaker is total net points. The contestant with the highest total of net points on the judge's scoring sheets will be declared the winner. If a tie still exists, the second and final tiebreaker will be **a vote of the judges**. The contestant receiving a majority vote of the (three) judges will be declared the winner and the judge's decision will be final. **There will be no ties in the final standings of the winner and the 1st runner-up.** The final results are to be recorded and presented to the Master of Ceremonies by the judges upon their return from deliberations.

Timekeeper's Instructions

This section contains the following:

- Instructions for the Timekeeper
- Tiebreaker Scoring Sheet

1. Speeches must be at least four (4) and not more than six (6) minutes in length.
2. Using a (preferably digital) stopwatch, record the time of the speech to the second for each speaker on the Timekeeper's Record.

Timing begins when the speech actually begins (utters first word), and stops when the speaker finishes his/her speech.

3. Compute penalty points, if any, at the rate of two points for every 15 seconds, or fraction thereof, that a contestant speaks under 4 minutes or over 6 minutes.
4. When all the contestants have spoken, the Timekeeper retires with the judges only long enough to advise them of any penalties and present the Timekeeper's Record.

Tiebreaker Scoring Sheet

To be used by the Judges

| | 1 | 2 | 3 | 4 | 5 | 6 |
|--|---|---|---|---|---|---|
| NET POINTS | | | | | | |
| Judge #1 | | | | | | |
| Judge #2 | | | | | | |
| Judge #3 | | | | | | |
| TOTAL NET POINTS | | | | | | |
| RANKING | | | | | | |
| Judge #1 | | | | | | |
| Judge #2 | | | | | | |
| Judge #3 | | | | | | |
| CUMULATIVE RANKING | | | | | | |
| 1st tie breaker— Total NET POINTS | | | | | | |
| 2nd tie breaker— Judge's Vote | | | | | | |

Student Confirmation/Entry Form

Student's Name: _____

High School: _____

Teacher/Coach: _____

Student's address: _____

Student's Cellphone: _____

Home (parent's) Telephone: _____

If selected as the Club winner or alternate, I will be available to speak at the District Run-Off Contest on: [Saturday, April 16, 2016 at 10:00 AM at the Renaissance Center \(855 Tennessee 46\), Dickson, TN.](#)

If selected as a District winner or alternate, I will be available to speak at the District 6760 Speech Contest Final on: [Saturday, June 18, 2016, at the Franklin Marriott Cool Springs, 700 Cool Springs Blvd, Franklin, TN 37067.](#)

I agree to abide by the rules of the Rotary International District 6760 4-Way Test Speech Contest and to create an original speech for delivery.

Student Signature

Speaker Biography & Introduction

Name: _____

Name of School: _____

Grade in school: _____

School Contact person: _____

The following information is not required but helpful if we need to contact you.

Parent(s) or Guardian: _____

Telephone Number: _____

Mailing address: _____

Email: _____

Other Attending Guests: _____

What are you most interested in (goals, hobbies, special interests, etc.)?

Photograph & Video Release Form

I hereby grant permission to Rotary International, Rotary District 6760 and local Rotary Clubs the rights of my image, likeness and sound of my voice as recorded on audio or videotape without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- conference presentations
- educational presentations or courses
- informational presentations
- on-line educational courses
- educational videos

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in the public educational setting.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document only.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

Full Name _____
Street Address/P.O. Box _____
City _____
Prov/Postal Code/Zip Code _____
Phone _____ Fax _____
Email Address _____

Signature _____ Date _____

If this release is obtained from a presenter under the age of 19, then the signature of that presenter's parent or legal guardian is also required.

Parent's Signature _____ Date _____ Email Address _____

Photograph & Video Release Form (Cont.)

Instructions: Please fill out and return in one of the following ways.

- A) Scan signed form and email to XXXXXX at email XXXXXXXX or
Mail signed form to XXXXX

SAMPLE PRESS RELEASE

The Rotary Club of XXXXXXXX, TN is pleased to announce the winners of its Four-Way Test speech contest for students at XXXXXXXX High School. The Four-Way Test is a set of four questions that Rotarians use to assist in the conduct of their personal and professional lives. The questions are: “Is it the truth? Is it fair to all concerned? Will it build good will and better friendships? Will it be beneficial to all concerned?”

The Club recognized three students from XXXXXXXX High School who were recognized and presented with monetary awards of \$???, \$???, and \$???. The winners are:

1st place – Name ????????

2nd place – Name ????????

3rd Place – Name ????????

With 1.2 million members in more than 200 countries and geographic areas, Rotary International and the Rotary Foundation support local and international projects that help people in need and promote understanding among cultures. For more information about the Rotary Club of XXXXXXXX visit www.XXXXXXX.com

Suggested Photo Caption:

The Rotary Club of XXXXXXXX awarded prizes to the winners of the Four-Way Test speech contest and recognized their teachers and parents. From left to right:

Additional Background on Rotary’s Four Way Test & Contest

The 4-Way Test

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Sample Press Release (Continued)

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