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| Four-Way Test Speech Contest  2013-2014 Participant Guidebook  Rotary District 5500  District Governor: Nancy M. Cassel |

Rotary District 5500

Thomas T. Tilton, District Governor

**Rotary and the Four-Way Test**

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 Four-Way Test, which Rotarian Herbert J. Taylor created in 1932 when he took charge of a company facing bankruptcy. This twenty-four-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 company survived and prospered and this is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-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?

**Contest Purpose**

The purpose of the Four-Way Test Speech Contest is to foster ethics in everyday life, as well as in business. The contest is designed to introduce high school students to the Rotary principles of ethics and service, and to involve local Rotary Clubs with the youth of their communities. It also is aimed at encouraging young people to learn to express themselves well in public. In nearly every profession, the ability to express one’s thoughts and ideas clearly, concisely, and persuasively is an important skill.

The specific goals of the contest are as follows:

* To acquaint youth with Rotary, and, specifically, the tenets of the Four-Way Test.
* To demonstrate and enhance Rotarians’ commitment to youth.
* To heighten awareness of Rotary among parents, school officials, and the community.
* To recognize, encourage, and reward accomplishment in our youth.
* To encourage high school students to develop public speaking skills.

**Contest Topic**

The topic for the speech contest is “The Impact the Application of the Four-Way Test Had, or Might Have Had, on An Important Historical Event”. The intent is to assess the outcome, or possible alternative outcome, in light of consideration of the specific aspects of the Rotary Four-Way Test. As an example, consideration might be given to an appreciation of the Civil Rights movement of the 1960s, as the occurrence of the 50th anniversary of the passage of the Civil Rights Act will be observed in July 2014. Other thoughts are: Lincoln's assassination, the Manhattan Project (the effort to develop the atomic bomb), the Declaration of Independence, and the 19th Amendment - Women's Right to Vote. Participants are free to select a topic of their own choice as long as it deals with a significant historical event to which the tenets of the 4-Way Test are applicable.

**Eligibility**

Contestants must be in Grades 9 - 12 at a public or private school, or be in those grades and be home schooled, within Rotary District 5500. Each contestant must be sponsored by a local Rotary Club. Previous District first-place winners are not eligible.

**Timeline**

Club competitions may begin at any time with the Regional Competitions to follow appropriately. The District Competition will be held on April 26, 2014, in conjunction with the District 5500 Conference. Details on that competition will be furnished at a later date through local Clubs.

**Prizes**

Cash prizes will be awarded to the top 3 finishers in the District competition as follows:

1st Prize: $1000

2nd Prize: $500

3rd Prize: $250

Prizes may be awarded at the Club and Regional competitions as well.

**Procedure**

Clubs and Regions will organize their own competitions, using the rules contained in this Guide. At the District level, contestants will not be identified by name or Club, only by contestant number. A panel of three judges will be selected for each contest. Each judge will have a judging sheet and shall assign points for each aspect of the speech. In addition, each judge will list a 1st, 2nd, and 3rd place choice. The number ratings from the judges will be aggregated, and the prizes determined accordingly. In the event of a tie, the placement choices of the judges will be used to break the tie.

**Contest Rules**

1. Speeches must be the original work of the contestant. Other than the words in the Four-Way Test, no more than 75 words may be quoted.
2. Each one of the four parts of the Four-Way Test must be included in the speech.
3. Speeches must be at least 5 minutes and no more than 7 minutes in length. Deviations of up to 15 seconds will be permitted, but the judges will deduct points for failure to stay within the time limits (1 point for each 5 seconds or fraction thereof less than 5 minutes or more than seven minutes). Any speech that deviates from the time limit by more than 15 seconds will be disqualified.
4. Speeches must be delivered from memory with no notes.
5. No visual aids or props of any kind are to be used. Audience participation is considered to be a prop and any attempts to encourage audience participation will result in disqualification.
6. Clubs may provide a lectern and/or microphone if they choose; the use of those is at the discretion of the contestant.
7. **A written copy of the speech in Microsoft Word format must be presented to the judges after the speech is delivered.**
8. **Participants must complete the entry form shown on page 6 of this guidebook and provide it to the Rotary Club contest coordinator on the day of the Club contest.**

**Judging Criteria**

Speeches will be judged as follows:

1. Content 50%

Content includes organization, originality of thought, success in addressing the topic (“The Impact the Application of the Four-Way Test Had, or Might Have Had, on An Important Historical Event”), clarity and expressiveness of language, grammar, syntax, and vocabulary.

1. Delivery 50%

Delivery includes clear enunciation of words, eye contact and rapport with the audience, vocal projection, vocal expressiveness, tone and pace, posture and gestures.

1. Specifics

Judges will use the criteria as shown in the following judging sheet (page 5).

**Judge’s Score Sheet**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Speakers in Order of Appearance** | | | | | | |
| **Items to be Judged** | **Points** | **1** | **2** | **3** | **4** | **5** | **6** |
| **Content** | 50 Possible |  |  |  |  |  |  |
| Practical application of the Four-Way Test  5 points for each of the 4 points | 20 |  |  |  |  |  |  |
| Use of examples that support the speaker's argument | 5 |  |  |  |  |  |  |
| Clarity and expressiveness of language and vocabulary | 5 |  |  |  |  |  |  |
| Grammar and Syntax | 5 |  |  |  |  |  |  |
| Introduction | 5 |  |  |  |  |  |  |
| Development of ideas: presented, supported, explained in clear, logical, order with smooth transitions | 5 |  |  |  |  |  |  |
| Conclusion | 5 |  |  |  |  |  |  |
| **Content Subtotal** |  |  |  |  |  |  |  |
| **Delivery** | 50 Possible |  |  |  |  |  |  |
| Clear enunciation of words; limited use of unnecessary expressions (uh, like, you know, etc.) | 10 |  |  |  |  |  |  |
| Good vocal projection, voice expressiveness, tone and pace | 10 |  |  |  |  |  |  |
| Good eye contact and rapport with audience | 10 |  |  |  |  |  |  |
| Relaxed yet commanding use of posture and gestures | 5 |  |  |  |  |  |  |
| Ability to captivate or move the audience | 15 |  |  |  |  |  |  |
| **Delivery Subtotal** |  |  |  |  |  |  |  |
| **Total Points** |  |  |  |  |  |  |  |
| **Deductions** |  |  |  |  |  |  |  |
| Penalty points reported by timekeeper |  |  |  |  |  |  |  |
| Penalty points for use of props (2 points per infraction) |  |  |  |  |  |  |  |
| Penalty points for quoting more than 75 words (1 point per word) |  |  |  |  |  |  |  |
| **Net Points** |  |  |  |  |  |  |  |
| **Ranking** |  |  |  |  |  |  |  |

**Student Speech Contest Entry Form**

Student’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

High School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher/Coach (if applicable): \_\_\_\_\_\_\_\_\_\_\_

Student’s address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student’s Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ email:

ALL SPEECH CONTESTANTS MUST BE AVAILABLE TO SPEAK AT DISTRICT CONTEST IN ORDER TO ENTER THE CLUB CONTEST.

I will be available for the **ROTARY CLUB OF SIERRA VISTA** contest on **MARCH 27-28, 2014 AT BUENA HIGH SCHOOL.**

If selected as the Club winner or alternate, I will be available to speak at the District 5500

Speech Contest on **April 26, 2014.**

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I agree to abide by the rules of the Rotary International District 5500 Four-Way Test Speech Contest. I certify that the speech is my original work.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature

**MAIL THIS FORM TO:**

**ROTARY CLUB OF SIERRA VISTA**

**ATTN: JOE BRITTON**

**P.O. BOX** **1344**

**SIERRA VISTA, AZ 85636-1344**