

## About the 4-Way Test Speech Contest

Every year the Rotary Clubs of District 6040 hold this contest for area students to compete for cash prizes. From the earliest days of the organization, Rotarians were 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, when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and 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. The premise is to ask the following four questions of the things we think, say, and 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?

## Eligibility

Any high school student enrolled in grades 9 through 12 in a public or private school, home school, or exchange program may participate in the contest. Former winners may compete again, if otherwise eligible.

## Rules for the Speech Contestants

- Subject:** Any topic which a contestant feels is timely, interesting, and important may be used for the contest speech as long as it is not profane, obscene, unpatriotic, or racist. If a contestant or coach has any doubts at all, he/she should clear his/her topic with the Contest Chairperson for the next level where he/she will speak. The decision of the Chairperson is final. The speech must apply the Rotary 4-Way Test as a standard in connection with other topics or life experiences or as a main topic. It need not include all of the 4 elements of the 4-Way Test, but may center on one or more, demonstrating the impact of the Test upon life or society. The topic must be specifically subjected to the Rotary 4-Way Test. It must be used throughout the body of the speech and is not to be reserved for the beginning or concluding statements only.
- Content:** Content must be original, prepared by the contestant, but may include references to research, quotations, statistics and material from other sources, as long as it contains an original or unique approach, not a substantial copy of another's product. Demonstration objects and visual aids may be used, but should not be a major portion of the speech. No slides, videos, or overhead projected images may be used.
- Delivery:** The speech should not be read, but adequate outline notes may be used. The speech may be delivered partly or entirely from memory.
- Length:** The speech should be no less than 3 minutes or more than 5 minutes in length. A speech that is delivered in less than 3 minutes or more than 5 will have points deducted.