

ROTARY DISTRICT 6650
4-WAY SPEECH CONTEST

April 7, 2018

TIMELINE
2017 – 2018

December 2017: Contacts should be made to high schools

March 1, 2018: Club competitions should be completed

March 14, 2018: Names of local club winners must be submitted to
Elwood Walker or **Sandra Lang**

Note: If your Club is not participating this year, we would appreciate it if your Club would contact one of us as soon as possible with that information. It will save us from contacting your Club. We want all the contestants to be listed in the program, but each year someone shows up that we were not expecting.

April 7, 2018: District Competition at **Fairways at Arrowhead**
Location: Arrowhead Golf Club
1500 Rogwin Circle, SW
North Canton, OH 44720
9:00 AM – 1:00 PM

Note: Contestants should arrive between 8:30 AM and 8:45 AM the day of the contest for registration and position assignment. At registration, please submit a copy of the speech and the permission slip signed by the school principal.

For more information, contact:

Elwood Walker: 7553 Warren-Sharon Road, PO Box 316
Brookfield, OH 44403
Work Phone: (330) 448-1500 Fax: (330) 448-4847
E-Mail: hoffwalkelwood@sbcglobal.net

Sandra Lang: 568 Lockport Avenue, SW
New Philadelphia, OH 44663
Work Phone: (330) 499-4712, Ext. 315
E-Mail: s.lang@northcantonlibrary.org

ROTARY FOUR WAY TEST SPEECH GUIDELINES

Most frequently asked questions

1. **What is the most important thing for students and teachers to remember about the 4 Way competition?**

Prove the relationship between the 4 Way parameters and the topic.

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 major theme should be something that the student is passionate about and should demonstrate the relevance to today's needs in the community.

Some past winning topics have been recycling, communication barriers, moral conduct and discrimination.

2. **What are the judging parameters?**

Speeches are judged on the following areas:

Content: Originality of topic, organization, clarity, clear relationship to the 4 Way Test, use of supporting examples.

Delivery: Poise, enunciation, bodily expression, use of voice, ability to impress audience.

Time: All speeches should be no longer than 7 minutes and no shorter than 3 minutes. 2 points should be deducted from the score for every minute under 4 and over 7 minutes in length. There is a 30 second grace period with no penalty.

However, the teacher may want an administrator and/or a Rotary member to judge. In most cases, it is beneficial for the class to do the judging because it can be used as a teaching tool.

2. Each Rotary can decide if several competitors (suggested 6-8 max) should be used as a program at a regular Rotary meeting or if a special meeting should be set up for the participants, their parents and Rotary members.

If there is a competition held at the Rotary meeting, three members should judge the participants. When the judges leave the room to tally votes, have the participants discuss their plans for the future, etc. Invite the teacher whose students used this as a project and let the teacher discuss what is taught in the class.

3. Prizes should be awarded to the participants at the time of presentation.
4. There can be only one local winner sent to the District competition.
5. To acquire more school participation, the Local 4 Way Rotary coordinator should contact the superintendent or the principal with a phone call followed by a letter.

When a student is selected to participate for the District Competition, the permission slip, signed by the principal, must be faxed or mailed to the District 4 Way Chair.

If this cannot be arranged before the District competition, the slip can be presented at the time of participation when the copy of the speech is also presented.

3. Who can participate in the competition?

Any student in grades 9-12. The students can be a part of an English, speech or communications class and should be sponsored by either the school or the local Rotary club.

4. When should the local competitions take place?

A timeline sheet is sent to all Rotary clubs in November. Local competitions should be held either at a regularly scheduled Rotary meeting in early March or at a special designated time in March before the District competition held in late March or early April.

5. What kind of prizes are awarded?

Each Rotary should decide what kind of awards the contestants should receive. Suggested prizes are gift cards and monetary prizes for the top 3 winning positions. When ONE local Rotary club winner is sent to the District competition, the representative could win \$50 - \$300 for 1st-4th Place.

6. Are there any tips for participants?

1. The speaker does not need to stand behind a podium. In fact, if the speaker steps away from the podium and moves only from center to one side, to another side, back to center, the speeches appear more interesting. However, "wandering" is distracting. If movement is used, make sure that the move is made on a specific point.
2. Note cards can be utilized but speeches are better received without notes.
3. Props are not allowed.

7. Are there any tips for Rotary club competitions?

1. If Speech or English classes write and perform the speech as a project for the entire class, the class can use the provided judging sheet to decide who will be sent to the local Rotary club.

Why the 4-Way Test?

The 4-Way Test consists of 4 short questions, 24 words, which can make a difference in our lives. It Reads:

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 4-Way Test encourages us to examine our patterns of choosing, evaluating and acting. It is an objective guide which we can use in deciding how to best to respond in a given situation.

There is a great difference between winning success and being a success. Many people have the first without the second. Just as important as winning the respect of others is to enjoy self-respect.

The 4-Way Test helps us as we go about choosing and acquiring our desired prizes, to keep our inner eye open to what we are becoming, not just the prizes we strive to acquire. These 4 questions can stimulate meaningful growth-inspiring answers for the person who will test his or her thoughts, words and actions by them.

The 4-Way Test does not provide answers in itself, but encourages creative and effective solutions in problem solving situations. "You sow a thought, you reap an act. You sow an act, you reap a habit. You sow a habit, you reap a character. You sow a character, you reap a destiny." It all starts with how we think.

The 4-Way Test carries us out beyond the self into the lives and concerns of other people. It deals with human relationships. We may be making remarkable progress technologically, but we still get bogged down at times in this area of human relationships. It is a critical problem when we consider that even with our entire computers, etc., nothing can be accomplished in this world, except through people -ourselves and others working, playing, communicating with each other.

The 4-Way Test recognizes that the welfare of each individual is linked with the welfare of all of us. Used, it can create an attitude and atmosphere in which people can better relate, share and implement ideas.

The 4-Way Test does work when applied in people's lives has been proven all over the world. Today, the 4-Way Test is translated into the languages of more than a hundred countries. It sits on the desks of more than 500,000 business

and professional leaders in America alone; is on the walls of schools, libraries, factories and business offices around the world.

This international chain reaction began in 1932 when Herbert J. Taylor, author of the Test, was President of Club Aluminum Products Company. The Test was adopted by the Company as a succinct code of business ethics that everyone in the Company could memorize and apply in their relationship with co-workers, suppliers, customers and the public. It became the basis for all decisions both large and small within the Company. Advertising was measured against the Test and superlatives like "best" or "finest" which could not be proven were replaced by factual descriptions of the product. Adverse comments against competitors were removed from advertising and sales literature. Such practices as overstocking dealers were dropped by the sales force. The new-won confidence of dealers and customers resulted in improved business volume and a dramatic upswing in sales and profits. The Test is credited with pulling the company out of bankruptcy in the midst of the Depression and with revolutionizing personnel, advertising and sales policies.

In the 1940's the Test was adopted by Rotary International and became a vital part of the Vocational Service Programs. Serving as President of Rotary International from 1954-1955, Mr. Taylor promoted the use of the 4-Way Test around the world.

In fact, Japan has led the world in practical uses of the 4-Way Test. The town of Moji, Japan was the first to introduce 4-Way Test posters into high school classrooms. The late industrialist Masakazu Kobayashi, who aided materially in his Nation's economic reconstruction and helped re-introduce Rotary in Japan following World War II, found the 4-Way Test a positive influence in business negotiations in the U.S.A. shortly after the war ended. He feared that some of the war's animosities might lurk heavily in the shadows of business negotiations. In addition there were the language and cultural barriers to overcome. He was head of a large hosiery manufacturing firm and when meeting with U.S. businessmen passed a printed leaflet on the 4-Way Test among them. "This is a guide I have learned through Rotary and I find that by adhering to it I always do right; it is in this spirit that I meet with you." Negotiations progressed rapidly and cordially, the results proving satisfactory to all.

One of the first U.S. cities to build a major community-wide 4-Way Test campaign was Daytona Beach, Florida. For a city whose economy relied greatly on goodwill toward tourists, its residents were sadly lacking in goodwill among themselves. By late 1955, the President of Daytona Beach Chamber of Commerce was faced with a difficult situation. There were about 400 motels in the area and they were constantly fighting among each other and refusing to cooperate. The Chamber, with the help of several concerned community leaders, adopted a 4-Way Test area-wide campaign.

Billboards, posters, radio, TV and full-page newspaper advertisements on the 4-Way Test were used prominently to initiate the campaign. The 4-Way Test was introduced into and adopted by schools. Businesses were encouraged to adopt and use the Test.

Soon after the campaign was initiated, several of the motel operators who had adopted the 4-Way Test called a meeting of some 100 motel owners to discuss their problems in terms of the 4-Way Test. They decided to form a clearing house to pass on to one another those tourists whose needs they could not satisfy. Inherent in the plan was a new attitude; from now on competition would mean providing better service, not thwarting the attempt of others to make a profit.

Not all the owners and operators were gung-ho about the plan, but as they tried it, they found it worked. As one doubter stated, "In the past when a prospective customer decided he wanted different accommodations, I didn't care if he had to sleep on the beach. Now I turn such people over to the clearinghouse, and when I make the call I'm invariably told of somebody who's looking for exactly what I've got to offer. There's a give-and-take in applying the 4-Way Test that I never knew exist in the business world."

Other examples of the 4-Way Test at work began to appear in Daytona Beach. Personnel Directors discovered that employee conflicts could be solved and—most importantly, without hard feelings. By the end of 1966, traffic accidents, often the result of thoughtless driving, were down 5 ½%, traffic injuries were down by 20% and juvenile delinquency had decreased by 50%.

Following Daytona's lead, other cities have adopted the community-wide 4-Way Test campaign plan. Among them are Oshkosh, Wisconsin; Pittsburg, Pennsylvania; and Dallas Texas.

Oshkosh citizens point out several statistics as positive evidence of their program's effectiveness. In 1968, 272 juveniles were referred to the court; by 1969 this had plunged to 166, a 39% decrease. Fire losses fell to less than 20% of their 1968 totals—the second lowest fire losses in 32 years.

Notable in Pittsburg was the 4-Way Test's use as the basis for the steel wage negotiations. It was written into the Teamster's labor contract.

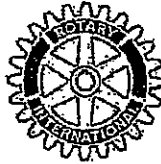
Dallas, Texas, initiated its first campaign in 1968 which ran over a three year period. Among its many projects, it established the "Four Way Test Place", a special park in downtown Dallas. As a result of the campaign, overall crime statistics showed a 10% drop between 1971 and 1970. Larceny was down 21%, aggravated assault, 18%, and auto thefts decreased by 12%. One Dallas supermarket manager displayed the Test questions over his cash registers. Talking about the results he states, "We had a swift and dramatic drop in the number of bad checks cashed in our store."

The 4-Way Test has inspired safe driving programs, fire prevention campaigns, crime reduction activities and labor negotiations. Other cities have initiated 4-Way Test campaigns include Long Beach, California; Dunn North Carolina; Columbus, Ohio; Grosse Point, Michigan; Baltimore, Maryland; Memphis, Tennessee; etc. In business, civic life, at home...the 4Way Test dramatically speaks its practicality. It helps us to think beyond our immediate desires, to consider the consequences of our actions and not focus on what is merely expedient. The 4-Way Test acts as a lubricant that smoothes personal relations by basing them on truth and consideration for others.

The key to success of the 4-Way Test is in USE NOW! Try it and see for yourself.

Note: The 4-Way Test Association is a no-profit organization founded in 1959 to promote the use of the 4-Way Test. The Association works to provide resource materials, instruction, speakers and consultants to individuals and groups actively involved in spreading the Test's influence; introducing and encouraging its use in schools, governments, businesses and homes as a stimulus for building better communications and stronger more effective relationships between people. Materials are available through the 4-Way Association office: 3577 Bankhead Avenue, Montgomery, Alabama, 36111.

District 6650



**4-Way Speech Contest
Registration Form**

Contestant's name:

Last _____ First _____ MI _____

Mailing Address: _____

The above named individual has been chosen to represent

_____ High School in the Rotary District 6650 Speech Contest

High School Principal's Signature

The above named individual has been chosen to represent the Rotary Club of

_____ at the District 6650 Speech Contest.

Rotary Club President

Four Way Speech Contest Release Form:

I give my permission to have the text of my speech reproduced in any form.

Signature of Contestant