



4 WAY TEST SPEECH CONTEST MANUAL DISTRICT 7430

2016-2017

ABSTRACT

Everything you need to know to initiate and conduct a successful 4 Way Test Speech Contest for your club.

THE FOUR WAY TEST

Of the things we think, say, or do

First: Is it the TRUTH?

Second: Is it FAIR to all concerned?

Third: Will it build GOODWILL and Better FRIENDSHIPS?

Fourth: Will it be BENEFICIAL to all concerned?

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Important Dates and Timeline for Participating Clubs

September through December

Appoint a club member to chair the contest

Schedule Club Contest to occur between **March 20, 2017 and April 7, 2017**

Determine prizes for club contestants

Discuss the contest with appropriate coordinating teacher or administrator (school facilitator) at each school in your area

Supply posters and brochures to the school contact person

Be prepared to make a presentation to the school and students about the contest; ask the regional or district coordinator to accompany you

Make sure the appropriate faculty member or administrator has a copy of the Contest Rules and Student Entry Forms

January through early March

Complete and mail Club Entry form and \$200 club entry fee by **March 6, 2017**

Confirm with the schools the number of student participants (no more than 6 for a club contest is recommended).

Prepare club certificates, plaques, trophies, etc., at club option, for students

Publish club contest date in club bulletin and encourage high attendance

Identify 3 judges, a teller and a timekeeper

Arrange newspaper coverage

Confirm student and parental attendance either with the school facilitator or directly with the student

Make sure the student and family understand that the winner of the club contest must be available to participate in the regional and final competitions

One week before the contest

Confirm that awards and prize money will be present at the contest

Confirm that the judges, teller, and timekeeper will be present and understand their instructions and have received their score sheets for review

Confirm newspaper coverage

The Day of the Contest

Arrange seating for contestants and guests

Greet the contestants and their families and guests

Have prepared a method of randomly determining order of speakers, e.g., drawing cards or numbered slips from a hat

Immediately after the contest, forward the biography of your winner to your regional coordinator

The regional speech contests will be held Saturday morning, 10AM, April 22, 2017 at a venue to be arranged by each regional coordinator

The winner of each regional contest will compete at the finals at the District Conference, Saturday morning, May 6, 2017, held at the Best Western Premier Eden Resort & Suites, Lancaster PA

Regions and Coordinators

District 7430 Chair, Michael Seidner mrseidner@gmail.com 215-350-1660

North Region Coordinator, George Morrison morrisong@whiteandwilliams.com
570-817-3362

Allentown	Allentown West	Bethlehem	Bethlehem Morning Star
Easton	Emmaus	Nazareth	Saucon, Center Valley
Slatington			

West Region Coordinator, Christine Williams cwilliams@catsllc.net 610-295-4785

Birdsboro	Conrad Weiser	Fleetwood	Hamburg
Kutztown	Mount Penn	Muhlenburg	Reading
Spring Twp Centennial		West Reading-Wyomissing	

South Region Coordinator, James Gonnason jamesgonnason@gmail.com 520-990-8767

Ambler	Blue Bell	Central Bucks	Central Perkiomen
Harleysville	Hatboro	Norristown	North Penn Souderton-Telford

East Region Coordinator, Marilyn Hagy mhagy@aol.com 215-287-6729

Doylestown	Horsham	Hunt. Valley-Churchville	Morrisville
Newtown	Springfield Twp	Warminster	Warrington
Willow Grove			

Central Region Coordinator, David Kaplan rotary@davidskaplan.com 610-733-9983

Boyertown	Collegeville	Penndel-Perkasie
Pottstown	Quakertown	Spring-Ford

Club Entry Form

Rotary Club: _____

Club Contest Chair: _____

Address: _____

Email: _____

Phone: _____

Club Contest Date: _____

Please submit this form AND an entrance fee of \$200 by **March 6, 2017 to:**

**Michael Seidner
PO Box 443
Gwynedd PA 19436-0443**

Check for \$200 entrance fee should be made payable to: **Rotary District 7430
This fee covers the costs of the prizes awarded to the students at the regional and district levels.
Note that the Entry Form will not be processed without payment.**

Contest Rules

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 District Contest chair. The decision of the Contest Chair will be final.

In the speech, the topic must be specifically related to the 4 Way Test. This must be addressed during the body of the speech and not reserved for concluding statements only. Each 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.

These are to be speeches and not dramatic presentations. Although enthusiasm, good eye contact, and movement are encouraged, the student should not go to extremes. Topics should be interesting and relevant to the speaker's interests or experience.

Students who advance to the Regional and District contests may present the same speech given at the preceding level or create modified or new presentations. **All speeches must be the original work of the speaker.**

Length: Speeches must be between 5 and 7 minutes in length. Penalty points will be applied for time infractions at the rate of 2 points for every fifteen seconds or fraction thereof for a speech that violates these time limits. The Timekeeper will signal the 5 minute mark to the contestant.

Props: No props are to be used. Audience participation is considered a prop, and 2 penalty points per infraction will be assessed for the use of props or encouragement of audience participation.

Speaker Aids: At club contests, a lectern and microphone may be provided at the discretion of the club. At the Regional and the District Finals contest, a lectern and microphone will be provided and may be used at the discretion of the speaker.

Speaker Notes: Contestants may speak from notes at the Club level competition. At the Regional competition, only a single 3x5 card may be used. At the District final competition, notes will not be allowed. **Infractions will result in disqualification!** This rule should be reviewed with the contestants prior to the competition.

Prizes

	<u>1st</u> <u>Place</u>	<u>2nd</u> <u>Place</u>	<u>3rd</u> <u>Place</u>	<u>Other</u>	<u>Other</u>
<u>Club</u> <u>level</u>	Determined	by	the	club	
<u>Regional</u> <u>level</u>	\$200	\$150	\$100		
<u>District</u> <u>level</u>	\$1000	\$500	\$350	\$250 (4 th place)	\$150 (5 th place)

Contest Personnel

School Facilitator

A School Facilitator is either a school faculty member or administrator who is the liaison with the Club Contest Chair. The School Facilitator takes an active role in recruiting students and preparing them for the contest by reviewing the rules and dates of the contest with the students. If needed, the School Facilitator would be in charge of an in-school run-off contest in order to reduce the number of Club contestants to six.

Students/Contestants

Contestants must be in grade 9-12 at a public, private, charter or parochial school or is home-schooled in the club's geographic area.

Judges

The Judges should possess relevant qualifications that would allow them to assess student speakers. Examples of judges include educators, lawyers, and other professionals or business people who are used to and feel comfortable with public speaking.

Timekeeper

The Timekeeper is typically a club member who feels comfortable operating an electronic stopwatch such as those typically found today on a smart phone. The Timekeeper will be positioned front and center during the contest and will use a hand signal to indicate the 5 minute mark to the speaker.

Teller

The Teller is responsible for collecting the Judges' scoring sheets along with the Timekeeper record. The Teller will then tabulate and calculate the overall scores and determine the finish order of the contestants.

Contest Rationale

Promote critical thinking and ethical decision making among high school students

Provide a forum for high school students to showcase issues that they care about

Allow high school students to practice their public speaking skills

Encourage scholarship and academic research

Gain exposure for Rotary and the local club among the youth and school personnel

Afford an opportunity to invite prominent community and business leaders to participate in a club project and increase their awareness of Rotary, the club, and what we do

Increase Rotary awareness in the community by hosting the parents of the student speakers

Give the club an opportunity to promote a worthwhile project and itself in the local newspaper and other media outlets

Encourage interaction of the Rotary club with the sponsored Interact club

Engage club members to participate as judges, timekeeper, teller and chair of the project

Partner with a local business, such as a law firm, bank, or accounting firm that may wish to sponsor a project that promotes ethical decision making

Meet a requirement for the "Shining Star" District Governor Award

Communicating with the School

A positive initial contact with either the school principal or designee is critical to the success of the speech contest in the school. Use the following script, especially if this is the first year of school contact or participation, which has been prepared with the advice of a “school insider” in order to present the speech contest in terms relevant to an educator.

Some points to consider during the conversation with the school official:

Does the school offer a public speaking class?

Would this contest fit as a special program within the school’s Gifted Program?

Could this be part of a Career Education program as it related to goal setting, critical thinking, and decision making?

Could participation and winning in this contest be a positive point in a student’s resumé?

Does this contest have a place in English, psychology, sociology, drama or speech classes?

Suggested Script for school discussion;

(The objective is to schedule a time to meet and start building a person to person relationship, not to explain the entire program on the phone).

“Good morning/afternoon Mr./Ms. (Principal or designee),

My name is.....and I am a member of the Rotary club of.....

During the last several years Rotary Clubs in our district which covers the Lehigh Valley, Berks County, Montgomery County and Bucks County, have been partnering with dozens of schools to offer a program which challenges students to develop their critical thinking and ethical decision making skills.

This program is getting great reviews from teachers, students and parents and has turned out to be a good way to strengthen the ties between the school and the local business community.

Is there a good time this week or next that we could meet to find out where this program might best fit in your school? I will have more detailed information with me and will also be able to answer your questions.”

“Can you tell me a little more about it?”

“Absolutely. The program engages students in grades 9 thru 12. Students are challenged to identify a subject or issue that they are passionate about and to adopt a point of view of which they seek to persuade others. In doing so they are required to answer the following questions: 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? Students develop an essay and are given the opportunity to deliver it in a 5-7 minute speech in a local speech contest. The contests involve cash awards and recognition as well as the ability to advance to Regional contests to compete with students from other school districts.

Is there a convenient time that we could meet to see where this might best fit in your school?”

Suggested responses to possible objections:

“We already have a speech competition that students can participate in.”

That’s great! We are finding that schools that already offer public speaking courses or competitions are the biggest supporters of our program and use it to reach an additional target audience among their students. Some examples of this are Career Education and Work Standards, Resume building and College exploration, Theatre and acting, as an add-on to the Gifted program and as part of Psychology or Sociology and English classes to nurture communication and presentation skills.

“I am not sure where this would fit in our school. I will have to get back to you.”

Sure. If I may – could I give you some examples of how other schools use this program?

We are finding that schools that already offer public speaking courses or competitions are the biggest supporters of our program and use it to reach an additional target audience among their students. Some examples of this are Career Education and Work Standards, Resume building and College exploration, Theatre and acting, as an add-on to the Gifted program and as part of Psychology or Sociology and English classes to nurture communication and presentation skills.

“The class curriculums have already been finalized”.

I understand and that’s why some schools initially offer this program to students as a completely voluntary opportunity outside of normal school hours. The school’s involvement can be limited to helping us get the word out with some posters and brochures. Even so the schools may benefit from the publicity surrounding the contests.

School Visit / Sample Lesson Plan

The purpose of a school visit is to engage students and the cooperating teacher in discussion so they have a clear understanding of the Four Way Test Program.

Introduce yourself to the class as a member of your Rotary Club, which is part of District 7430.

Ask if anyone knows anything about Rotary. You will usually get blank stares, rolled eyes, laughter, or possibly an answer. Ask if they ever noticed the Rotary emblem on one of the street signs. Show them your pin.

Ask them if they have any idea why you are addressing them and what's in it for them. Ask them if any of them plan to either seek employment or go on to college after graduating. Explain that there is value in both ethics and public speaking. Explain that on a college application, or a resume, participation in the 4 - Way Test Speech Contest is noticeable and can open doors for them.

Ask to have them let you back up just a minute and explain about Rotary in general and your club in particular, and how they can benefit. Explain that Rotary is an international organization with over 1.2 million members in over 168 countries. Rotary has five avenues of service: Club, Vocational, Community, International, and Youth. The Speech Contest falls under Youth Service; it is designed to offer a competitive speech contest that encourages ethical thinking and enhances self-confidence through public speaking. Explain that your Club is one of 43 in District 7430, which consists of the Lehigh Valley, all of Berks County and Bucks County and most of Montgomery County. Say that this is a real competition.

Mention the International Youth Exchange, and RYLA (Camp Neidig) programs.

Ask if anyone in the room could use over \$1,000 in prize money. (this should get their attention). Describe the speech contest; what it is and how it works.

Explain that it is a five to seven minute ethics based speech, that uses the Rotary 4 - Way Test of the things we think, say, or do, to help solve an ethical or moral issue from their own experience.

Tell them what the Four Way Test is.

Ask if anyone can think of a situation where they have to make a decision about how to behave or what to say or discuss. If they can't, give them a little help with an example, such as smoking.

Make this part fun by asking challenging questions. If they come up with an idea or statement, drill down by asking them questions that make them think and expand their views.

How can they structure a speech around this topic? Try these examples and do it by asking questions that stimulate thought. (Questions that begin with How does ... :)

My friends and I want to smoke but my parents don't want me to. Or, some kids don't want to be friends with me because I smoke, but they should accept me for who I am and not for just one thing that I do.

Build a discussion around this: is the issue about smoking, health, peer pressure, rebellion, or enjoyment, etc. What is the truth about smoking and health, finances, peer pressure, independence, relationships? Is smoking fair to the smoker and others, etc.? How does it build good will and better friendships? How and why will it be beneficial and to whom? Use the discussion to help them move to a conclusion. Maybe their conclusion will be affirmed, or maybe it will change their mind if THEY decide that THEY don't want to smoke.

Maybe someone has a friend that has done something that is illegal or immoral. How do you deal with this issue and how does it affect your friendship?

Best picks for subject matter are something the students bring up. Be creative about how to structure a speech around topics. Point out that good speeches often have the simple, obvious answer vs. deeper and more complex issues.

The idea is to have them understand that they can come up with the idea for the speech and that they can make it compelling. Most important is that they have gone through a process for how to make a better decision.

If available, show the students video examples of speeches. If no videos are available, suggest that the students go to www.youtube.com and search on "4-Way Test Speech Contest". They'll find many speeches given by students from all over the country.

Let the cooperating teacher and the students know that you are available to help them with any questions.

Sample Club Contest Agenda

1. Once contestants have arrived, have them draw a number from a box to determine their speaking order.
2. The Master of Ceremonies of the contest may make the following announcements at the beginning, but you may wish to make them between the speeches, when the judges will need a moment or two to finish marking their score sheets:
 - The topic of each contestant's speech has been chosen by each contestant. The purpose of the speech is to address an ethical problem using the principles of Rotary's 4-Way Test:
Of the things we think, say or do: First: Is it the truth?
Second: Is it fair to all concerned?
Third: Will it build goodwill and better friendships?
Fourth: Will it be beneficial to all concerned?
 - Speeches must be at least 5 minutes but no more than 7 minutes in length. Penalty points are assessed if a speech is too long or too short.
 - Our winner today will advance to the Regional Contest on April 22nd. Runners-up at the Regional contest will receive \$150 and \$100 cash awards, respectively and the Regional contest winner will receive a \$200 cash award and advance to the District Finals.
 - Winners of the five Regional Contests will advance to the District Finals at the District Conference on May 6th at The Eden Roc Resort & Suites in Lancaster PA. The runners-up at the District contest will each receive \$150, \$250, \$350 and \$500 cash awards and the contest winner will receive a \$1,000 cash award.
 - Ask for quiet for all speakers. No one should enter or exit during a speech. Food servers should refrain from serving or bussing during a speech
3. The Master of Ceremonies should explain that each speaker will be introduced by NUMBER ONLY with no mention of names or school affiliation (if more than one school is represented) until all contestants have given their speeches. Also explain that polite applause at the conclusion of each speech is permissible, but responses beyond this are discouraged so that judges are not unduly influenced by the audience. Also note that there will be silence between speakers to allow the judges an opportunity to tabulate their scores. Do not point out the judges or timekeeper before the contest.
4. After the last contestant has spoken, invite the judges and the teller to leave the room to tally the points and rank the speakers.

Judges' Instructions

General

Judges and the teller will seat themselves apart from each other and not communicate about their evaluations of speakers until after the final awards have been made.

Each speaker will be awarded points in the three categories listed below. Record points immediately after each speech. The contest Chair will ask the judges if they are ready before calling the next speaker.

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. The teller will tabulate the judges’ scoring sheets.

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 judges votes have been tabulated, the first tie-breaker is total net points. The contestant with the highest total of net points on the judge’s scoring sheets will be declared the winner, and so on. If a tie still exists, the second and final tie-breaker will be **a vote of the judges**. The contestant receiving a majority vote of the (three) judges will be declared the winner and the judges’ decision will be final.

Judge's Scoring Sheet

Speakers in order of appearance:

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)							
NET POINTS							
RANK							

Judge # (circle one) 1 2 3

Timekeeper's Sheet

General

1. Speeches must be at least 5 and not more than 7 minutes in length.
2. Using the digital stopwatch function of a smart phone, record the time of the speech to the second for each speaker on the Timekeeper's Record. Timing begins when the speech actually begins, 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 5 minutes or over 7 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.

Timekeeper's Record

Speakers in order of appearance						
	1	2	3	4	5	6
Time (Minutes:Seconds)						
PENALTY POINTS (Two points for each 15 seconds or fraction thereof, under the 5 minute minimum or over the 7 minute maximum)						

Timekeeper

Teller's Tally Sheet

Speakers in order of appearance:

	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 Rank						

The Speaker with the lowest Cumulative Rank number will be the winner, next lowest will be runner up and so forth.

In the case of a tie, the net total points will break the tie, with the higher amount of total net points prevailing.

Teller _____

Student Entry Form and Biography

Name: _____

School: _____ Grade: _____

School Contact Person: _____

Student's Home Address: _____

Student's Telephone Number: _____ Email: _____

Student's Goals, Hobbies, Special Interests: _____

I declare that the research and content of my speech are mine and mine alone. I understand that my sponsoring Rotary Club and/or Rotary District 7430 may video record my speech presentation in whole or in part and use it to promote future contests within Rotary.

Student's Signature: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____

PLEASE SUBMIT THIS COMPLETED FORM TO THE SCHOOL FACULTY MEMBER/ADMINISTRATOR SERVING AS THE LIAISON FOR THE SPEECH CONTEST.

SCHOOL LIAISON: PLEASE SUBMIT THESE FORMS TO THE CHAIRPERSON OF THE 4 WAY TEST SPEECH CONTEST OF YOUR LOCAL ROTARY CLUB.

WIN \$1,000

What are you *PASSIONATE* about?

Could you persuade others while answering these questions?

- 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?**



Freshman Through Seniors Are Eligible For Cash Prizes!

The Clubs of Rotary District 7430 are holding speech contests at the local Club level in March and early April of 2017. The winners will compete in regional level contests on April 22, 2017. The Finals will take place on May 6, 2017 at Eden Resort & Suites, Lancaster PA. Prizes of \$1,000 (1st) \$500 (2nd), \$350 (3rd) \$250 (4th) and \$150 (5th) will be awarded at the Finals while local and regional contests also pay cash prizes.