

FOUR – WAY TEST SPEECH CONTEST MANUAL



**ROTARY:
MAKING A
DIFFERENCE**

2017-2018

District Governor: Dave Underhill

Rotary
District 7780





THE ROTARY 4-WAY TEST

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?

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Rotary District 7780 Four-Way Test Speech Contest

This manual is designed to give the Four Way Test Speech Contest everyone who is working on the contest the necessary tools to run a speech contest. The District intends to promote the following:

- To demonstrate and enhance Rotarians' commitment to youth
- To heighten awareness of Rotary among high school students, 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
- Encourage better speaking ability and critical thinking in our contestants
- Provide a program at the District Assembly to show our Rotarians the potential of our youth

This document is provided to be given to contestants, teachers, school administrators, and Rotary Clubs to acquaint them with the rules and procedures of District 7780's Four Way Test Speech Contest.

Structure of the Four-Way Test Speech Contest

1. School level/Rotary Club level
2. District Mid-level
3. District Final

Rotary and Four-Way Test

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?

How the Contest Works

Contestants must be a high school student, grade 9-12, in a public, private, or credited home school.

During the months of October to December, a local contest may be held by a school/Rotary Club or both, to determine who advances to the next level. **Three students can move up to the District Mid-level from any school or Rotary Club.** The fee, paid by the Rotary Club, to move candidates to the District Mid-level is \$200, and with this fee the Club may send up to three candidates to the competition.

Each Rotary Club is encouraged to join with these groups to provide guidance and understanding of the Four Way Test. The idea is to pair up a Rotary Club with a school or class because this way the schools and clubs are drawn together. The District mid-level contest is assigned to the participant (based on the sponsoring club's location and Assistant Governor's serving area).

The best method to recruit students is to find a speech, drama, debate, English teacher, head of a school team, or even make it a class project. The reason this program is started in the fall is that the spring semester is very busy.

During the month of January and March mid-level contests will be held in each of nine Assistant Governor serving areas. The winner of each of the nine District mid-levels will compete in the District final competition at the Rotary District Assembly. In order to receive a prize, the contestant must speak at the District final. The District final will be held on April 8, 2018 at District Assembly at USM Hannaford Hall in Portland.

The District Co-Chairs are responsible to administer the District Midlevel and District Final competitions.

Contest Prizes

At the District Final, a **first-place prize of \$750** cash will be awarded, along with runner-up prizes in smaller amounts.

Subject of Speech

Every day that you serve in Rotary, you have the opportunity to change lives. Everything you do matters; every good work makes the world better for us all. In this new Rotary year (July 2017 to July 2018), we all have a new chance to change the world for the better, through Rotary Making A Difference.

Any topic that a candidate finds timely, interesting and important may be used for the speech contest. The topic and speech must be appropriate to a public, high school and adult audience and setting, in good taste, and the speech must not disparage or mistreat any individual or group. Libel, slander and obscenity laws must be followed. The topic must be specifically subjected to The Rotary Four-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. A contestant must answer HOW YOU WOULD apply the 4 Way Test (how you would personally guide you own actions) NOT HOW OTHERS WOULD handle a situation.

If a contestant or coach has any doubts at all, he/she should discuss the topic in advance with the District Literacy Co-Chairs, who if necessary will consult with the District Governor. The decision of the district officials will be final.

Sample Contest Topics

- Should government have a say in our diets?
- Should all Americans be entitled to health care?
- Should Marijuana be a legalized medical option?
- Should vaccines be required for children?
- Should musical lyrics advocating violence be allowed?
- Should parents pay allowance for teens and how to earn it?
- Alcoholic drinking age – should it be increased or decreased?
- Should companies market to children?
- Should parents let teens make their own decisions?
- Should texting in the classroom be allowed?
- Should texting and calling while driving be allowed?
- Are actors and professional athletes paid too much?
- When should you start your store's holiday promotion?
- Is college admission too competitive?
- When should presidential campaigns begin?
- When bullying turns deadly: Can it be stopped?
- Should all recycling be mandatory?
- Is the death penalty effective?
- Is the cost of college too high?
- Do curfews keep teens out of trouble?
- Are test scores a good indication of a school's competency?
- Should animals be used for research?

Should cigarette smoking be banned?

Contest Eligibility and Procedure

Eligibility

Any high school student, grades 9-12, residing within District 7780 is eligible (public, private, home-schooled, online). Previous **District First Place Winner** are not eligible.

How to become a Contestant

Students should complete an application/release form for the contest and submit it to their nearest Rotary Club in District 7780. These forms may available in their high school office, guidance office, speech teacher's office, their local Rotary Club, or on the District website (<http://rotary7780.org/SitePage/literacy>) under 4 Way Test Contest. It is highly recommended that all students interested in the contest enroll in the contest as early as possible and no later than December vacation.

Procedure

For fairness, contestants should be introduced as Contestant A, B, C, etc., not by names or schools. After the speeches, while Judges, Timekeepers, and Tellers are at work, contestants should introduce themselves and their guests and provide a few words about their background and what they intend to pursue in their future studies and career.

Several attendees of the District Training Assembly will be the judges for the final contest. Each judge will have a judging sheet and shall assign points for each aspect of the speech. The number of ratings from the attendees will be aggregated and the cash prizes determined accordingly.

If a tie exists or all judge's 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 score 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 judges will be declared the winner and the judges' decision will be final.

District Contact Information

Assistant Governor	Contact Information	Serving Area
Larry Marsolais	EA: larrym1956@comcast.net PH: 603-560-2116	Durham-Great Bay, Ogunquit, Portsmouth, Seacoast Portsmouth
Dan Hussey	EA: djhusseyusa@gmail.com PH: 603-817-6810	Dover, Hampton, Rochester, South Berwick-Eliot, Sanford-Springvale
Marilyn McLaughlin	EA: mmclaughlin181@gmail.com PH: 207-337-4178	Exeter, Kittery, Kittery After-Hours, Wells
Suzanne Ilsley	EA: silsley@yorkhospital.com PH: 207-439-3167	Biddeford-Saco, Kennebunk, Kennebunk Portside, Saco Bay, York
Tony Wagner	EA: tony.wagner163@gmail.com PH: 207-229-3254	Falmouth, Saco Bay Sunset, Scarborough, Sebago Lake Region, Westbrook-Gorham
Bill Anderson	EA: billanderson44@gmail.com PH: 207-219-0262	Portland, Portland Sunrise, South Portland-Cape Elizabeth
Christine Johnson	EA: cejinmaine@gmail.com PH: 207-653-0869	Brunswick, Brunswick-Coastal, Freeport, Topsham Expresso, Yarmouth
Claudia Frost	EA: frostyc@comcast.net PH: 207-449-9884	Bath, Bath-Sunrise, Boothbay Harbor, Damariscotta-Newcastle
Chris Summers	EA: tumbledownmtncs@yahoo.com PH: 207-577-8476	Bethel, Bridgton Lake Region, Fryeburg Area, Oxford Hills, River Valley
Chair District Youth Services Committee		
Kevin Raymond	EA: kevin.raymond@peoples.com PH: 207-450-5082	
District Literacy Co-Chairs		
Terry Hodskins	EA: vagabond04@roadrunner.com PH: 207-324-3390	
Kerstin Kirchner	EA: kerstinkrchnr@gmail.com PH: 207-807-0367	

Rotary Club Opportunities

- 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
 - 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
1. Agree to sponsor the contest
 2. Review the contest rules on the District website: www.rotary7780.org
 3. Appoint a chair/committee to facilitate the application process with local schools and/or prospective students

Communication with 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?

Important Dates and Timelines

October through December

1. Appoint a club member to be chair of the contest
2. Discuss the contest with school facilitator at each school in your area
3. Supply posters and material to the school contact person
4. Be prepared to make a presentation to the school and students about the contest
5. Make sure the school facilitator has a copy of Contest Rules, Student Entry Form, and Video and Photo Release Form

January through February

1. Complete Club Entry Form and pay \$75 club entry fee per contestant **NO LATER THEN December 31, 2017**
2. Confirm with school facilitator the number of student contestants
3. Confirm student and parental attendance either with school facilitator or directly with student
4. Make sure the student and family understand that the student must be available to participate in the final competition

The applicants will compete at the final competition at the District Training Assembly, Saturday morning, April 7, 2018, at USM Hannaford Hall in Portland.

Club Application Form

Rotary Club: _____

We will participate in the 4-Way Test Speech Contest for 2017-2018.

Winning entry must be created by a high school student, grades 9-12 (public, private, home school, or online), residing in a community in District 7780.

We will pay the \$200 application fee for our club's winning entries (up to three entries per club) to participate. The fee will be used **solely** for the District 7780 speech contest, including prizes for district level competitions. For all applicants, a \$200 registration fee will be paid by check (payable to District 7780) and sent to Richard Donhauser, District Treasurer, 455 Goodwin Rd, Eliot, ME 03903 **latest by December 31, 2017**. In the memo line please note "4 Way Test Application Fee."

*Note that the Entry Form will not be processed without payment.

We understand that our applications be completed and speech made available to the District Literacy Co-Chair **NO LATER THAN December 31, 2017**.

We understand that it is our responsibility to arrange for the participation of our winning contestants at the final contest at the District Training Assembly on **Saturday morning, April 7, 2018**.

We understand that if we do not submit the completed applications and entry fee by **December 31, 2017** the possibility exists that our entries may not be eligible to participate.

Club Contact	
Phone	
Email	

Club President Signature/Date

Send completed application form to Kerstin Kirchner, District Literacy Co-Chair,
kerstinkrchnr@gmail.com.

Student Entry Form and Biography

Name: _____

School: _____

Grade: _____

Student's Person: _____

Student's Email: _____

Student's Address: _____

Facilitator's Contact Phone: _____

Facilitator's Contact Email: _____

Student's Goals, Hobby, Special Interests: _____

Rotary Club: _____

I declare that the research and content of my speech are mine and mine alone.

Student's Signature _____

Date: _____

Parent/Guardian Name: _____

Parent/Guardian Signature: _____

Date: _____

If student is under 18 years of old – this must be signed by parent or guardian.

Please submit this completed form to the facilitator serving as liaison for the speech contest.
School liaison: Please submit this form to the chairperson of the 4-Way Test Speech Contest of your local Rotary Club.

Photograph and Video Release Form

I hereby grant my sponsoring Rotary Club and/or District 7780 the irrevocable right and permission to use photographs and/or video recordings of me on sponsoring Rotary Club and/or District 7780 and in publications, promotional flyers, educational materials, or to promote future contest within Rotary without compensation to me.

I understand and agree that such photographs and/or video recordings of me may be placed on the Internet. I also understand and agree that I may be identified by name and/or title in printed, Internet or broadcast information that might accompany the photographs and/or video recordings of me. I waive the right to approve the final product. I agree that all such portraits, pictures, photographs, video and audio recordings, and any reproductions thereof, and all plates, negatives, recording tape and digital files are and shall remain the property of my sponsoring Rotary Club and/or District 7780.

I hereby warrant that I am eighteen (18) years old or more and competent to contract in my own name or, if I am less than eighteen years old, that my parent or guardian has signed this release form below. This release is binding on me and my heirs, assigns and personal representatives.

Signature of Individual Photographed/Recorded

Date

Print Name of Individual Photographed/Recorded: _____

Signature of Witness

Date

If individual photographed/recorded is under eighteen (18) years old, the following section must be completed: I have read and I understand this document. I understand and agree that it is binding on me, my child (named above), our heirs, assigns and personal representatives. I acknowledge that I am eighteen (18) years old or more and that I am the parent or guardian of the child named above.

Signature of Parent/Guardian of Individual Photographed/Recorded

Date

Print Name of Parent/Guardian: _____

Signature of Witness

Date

Please submit this completed form to the facilitator serving as liaison for the speech contest. School liaison: Please submit this form to the chairperson of the 4-Way Test Speech Contest of your local Rotary Club.

Contest Rules

The speeches must be the original work of the contestant. Each one of the questions of the Four-Way Test must be asked and answered in the student's speech as related to the student's topic. The answer must be about how you would guide your OWN actions, not how someone else would handle the situation.

These are to be speeches and not dramatic presentations. Although enthusiasm, good eye contact, and movement are encouraged, the speaker should not go to extremes.

Students who advance to the District level may present the same speech given at the Club level if the Club has a club speech contest or create modified or new presentations. **All speeches must be original work of the speaker.**

1. **Speeches must be at 5 minutes in length but no longer than 6 minutes.** However, a 30 second "grace period" is allowed. Any speech exceeds 5 minutes; 15 seconds will be assessed a penalty deduction of 1 points of the total score. The Timekeeper will inform the judges when a penalty has been assessed. The Timekeeper will signal the 3, 4, and 5-minute mark to the contestant.
2. The speech should not be read, but adequate speaker notes may be used. The speech may be delivered partly or entirely from memory.
3. 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.
4. At the District level, a lectern and a microphone will be provided and may be used at the discretion of the speaker.
5. Order of presentation – Determined by lottery. Contestants who arrive after the competition has begun will be disqualified
6. **Speaker Notes:** Contestants may speak from notes at the district level competition. At the final contest at the District Training Assembly only ONE 3x5 note card note may be used.

Infractions will result in disqualification! This rule should be reviewed with the contestants prior to the competition.

Judges' Instructions

General

Judges and the timekeeper will seat themselves apart from each other and not communicate about their evaluations of speaker until 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.

Judging Criteria

Judging will be based on a 100-point grading scale for the following categories:

1. Content
2. Organization
3. Delivery

Judging Procedure

Judges will total for each speaker on their individual scoring sheet, 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 ranked "1", the next highest, "2" and so on. The tellers will tabulate the judges' scoring sheets.

The winner of the contest will be decided by cumulative rank order (i.e. sum of the ranks from all of the judges). Each contestant's ranking will be totaled and the speaker with the lowest total ranking earned will be declared the winner.

If a tie exists or all judge's 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 score 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 judges will be declared the winner and the judges' decision will be final.

Standard Judge's Score Sheet

Point Scale: 10 = Superior 8 = Excellent 6 = Good 4 = Average 2 = Fair 1 = Poor

Contestant ID. Letter/No. _____

Elements to be graded	Point Value	Points Earned	Comments
A. Content (40%):			
1. Four-Way Test theme followed throughout.	(1-10)	_____	_____
2. Speech relates to speaker's activities	(1-10)	_____	_____
3. Human interest appeal or speech	(1-10)	_____	_____
4. Language clear, vivid & persuasive	(1-10)	_____	_____
B. Organization (30%):			
1. Introduction gained attention & oriented	(1-10)	_____	_____
2. Points in body developed in clear, orderly & logical manner	(1-10)	_____	_____
3. Conclusion briefly summarized & drove home the point of application.	(1-10)	_____	_____
C. Delivery (30%):			
1. Effective voice, volume & pronunciation	(1-10)	_____	_____
3. Expressiveness, body control & gestures	(1-10)	_____	_____
4. Attitude towards audience & speaking situation	(1-10)	_____	_____
Point Subtotal	Max 100	_____	
D. Penalty After a "grace period of 30 seconds; 1 point for each 15 seconds (or fraction thereof) that the speech is under 5 minutes or over 7 minutes		_____	
Total points earned		_____	
Date: _____ Time required by speech: _____			
Judge's Signature: _____			

Sample Press Release

For Immediate Release Rotary Club of _____

Contact _____

Telephone _____

E-mail _____

The Rotary Club of _____ is pleased to announce the winners of the District 7780 annual Four-Way Test speech contest for high school students residing in District 7780. 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 District 7780 recognized three students from _____ High School who were recognized and presented with monetary awards of _____, _____ and _____. The winners are: 1st place – List Name 2nd place – List Name 3rd place – List 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 _____, and to read the winning essays, visit www.rotary7780.org.

Suggested Photo Caption:

The District 7780 _____ awarded prizes to the winners of the Four-Way Test Essay contest and recognized their teachers. From left to right:
