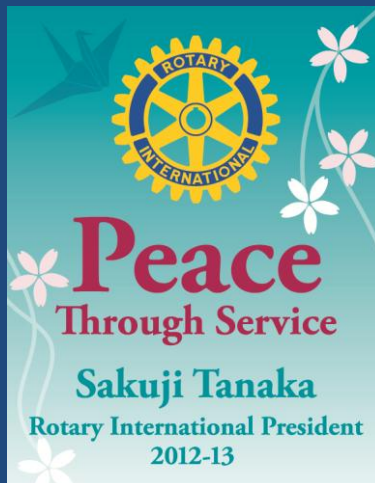


Four-Way Test Essay & Speaking Contest



2012-2013

Rotary District 7780
District Governor: Marty Helman
District Literacy Chair: Mary Rennie

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?

For over sixty years Rotarians have been using the **4-Way Test** as a practical yardstick in their business, community and personal affairs. **You will note that the 4-Way Test does not provide answers. It asks questions which the user (student) must answer.** Thousands of Rotarians have used it and shared it with others. Millions of copies have been distributed to students and business associates. The test has been carved into granite monuments, displayed on billboards, written into labor contracts, printed on wrapping paper and umbrellas, and has been the theme of countless essay and speech contests.

The Purpose of the Contest

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.

Contest Topics 2012-2013

Students Must Choose a Topic from the following list; however, your answers must be HOW YOU WOULD apply the 4 Way Test (how you would personally guide you own actions) NOT how others would handle a situation.

- 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 the death penalty be allowed?**
- Should musical lyrics advocating violence be allowed?**
- Alcoholic drinking age – should it be increased or decreased?**
- Should companies market to children?**
- Are beauty pageants exploitive?**
- Should parents let teens make their own decisions?**
- Are actors and professional athletes paid too much?**
- Should the racing industry be forced to use biofuels?**
- Is college admission too competitive?**
- Should English be the official language in the United States?**
- Should all recycling be mandatory?**
- Is the death penalty effective?**
- 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?**

Eligibility

Any high school student, grades 9-12 in a town/city represented by a Rotary Club in District 7780, (public, private or home-schooled). Previous District **FIRST PLACE WINNER** may not compete.

Timeline

Club competitions may begin at any time, but they must be concluded by March 15, 2013. The District competition is to be held on Monday April 8, 2013 in Falmouth, Maine. The 1st place winner will agree to once again recite their essay on Saturday, May 18 at a plenary session at the District Conference at Spruce Point Inn in Boothbay Harbor, Maine.

Procedure

Clubs 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 the District 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 cash 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. Each one of the four questions of the Four-Way Test must be asked and answered in the student's essay 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.
2. **Speeches must be at least 5 minutes and no more than 7 minutes in length.** 10 points will be deducted for up to every 15 seconds UNDER five minutes and 10 points will be deducted for up to every 15 seconds OVER seven minutes.
3. The speech should not be read, but adequate outline notes may be used. The speech may be delivered partly or entirely from memory.
4. 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.
5. Clubs may provide a lectern and/or microphone if they choose; the use of those is at the discretion of the contestant. Students will speak from a lectern at the District
6. **Participants must complete the entry form shown on page 6 of this guidebook and provide it to the Rotary Club contest coordinator prior to 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 has on the topic chosen"), clarity and expressiveness of language, grammar, syntax, and vocabulary.

2. 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.

3. Specifics

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

Judge's Score Sheet

Items to be Judged	Speakers in Order of Appearance						
	Points	1	2	3	4	5	6
Content	50						
Practical application of the Four-Way Test 5 points for each of the 4 points	20						
Uses examples from peer group experience	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						
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	50						
Total Points	100						
Deductions							
Penalty points reported by timekeeper							
Net Points							

Student Speech Contest Entry Form

Student's Name: _____

High School: _____ Grade: _____

Teacher/Coach (if applicable): _____

Student's Topic: _____

Student's Address: _____

Student's Telephone: _____ E-mail: _____

I will be available for the _____ Rotary Club contest on _____

If selected as the Club winner or alternate, I will be available to speak at the District Contest on:
Monday April 8, 2013 in Falmouth, Maine.

If selected as the District winner or alternate, I will be available to speak at the District 7780
District Conference on Saturday May 18, 2013 at Spruce Point Inn in Boothbay Harbor, Maine

I agree to abide by the rules of the Rotary International District 7780 Four-Way Test Essay and
Speaking Contest. I certify that the speech is my original work.

Student Signature

Student's bio (include hobbies, interests, etc.)
