Four-Way Test Essay & Speaking Contest

2011-2012

Rotary District 7780
District Governor: Gary Speers
District Literacy Chair: Penny Jett
pennyjett@comcast.net

NEW IN 2011-2012
STUDENTS MUST SELECT A TOPIC FROM PAGE 3 OF THIS GUIDEBOOK & APPLY ROTARY’S 4-WAY TEST

 Clubs and Students: Please review all judging criteria
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 in this contest) 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 Topic
NEW IN 2011-2012

Students must choose one topic from the following list;

Bullying/Cyber-bullying
Social networking sites and their impact on our society
No Child Left Behind – it’s impact on our schools today
Should government have a say in our diets?
Should all Americans be entitled to health care?
Marijuana as a legalized medical option
Should vaccines be required for children?
The death penalty
Do violent video games contribute to youth violence?
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?
When 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?
Recycling: should it be mandatory?
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?
Is global climate change man-made?
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 April 20th, 2012. The District competition is to be held on Thursday May 17th in Freeport, Maine. The 1st place winner will agree to recite once again their essay on Saturday, May 19th at a plenary session at District Conference in Freeport, Maine.

Clubs should notify district no later than March 31st that they will be holding a club contest and sponsoring a student to the district level. A $200.00 application fee is required and should be mailed to: Penny Jett 213 Island Path Hampton, NH 03842

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.

$500.00 Top Cash Prize for District Winner

Top winner from club contest will compete at the district level for a top cash prize of $500.00. Other cash prizes will be awarded and will be determined by the number of clubs participating in the district speak-off.

Clubs may award smaller cash prizes and/or gift certificates at the club level contest.
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.

2. Speeches must be at least 5 minutes and no more than 7 minutes in length. 10 points deducted for up to every 15 seconds less than five minutes and 10 points 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.

6. Participants (students) must complete the entry form shown on page 6 of this guidebook and provide it to the Rotary Club contest coordinator prior to the Club contest.

7. Clubs must complete the application on page 5 of this guidebook and send $200.00 to the district no later than March 31, 2012.

8. For more information, please contact pennyjett@comcast.net

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

<table>
<thead>
<tr>
<th>Items to be Judged</th>
<th>Points</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td>50</td>
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<td>Practical application of the Four-Way Test to their topic</td>
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<td>5 points for each of the 4 points</td>
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<td>Uses examples from peer group experience</td>
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<tr>
<td>Clarity and expressiveness of language and vocabulary</td>
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<td>Grammar and Syntax</td>
<td>5</td>
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<tr>
<td>Introduction</td>
<td>5</td>
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<td>Development of ideas: presented, supported, explained</td>
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<td>In clear, logical order with smooth transitions</td>
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<tr>
<td>Conclusion</td>
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<td><strong>Content Subtotal</strong></td>
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<td><strong>Delivery</strong></td>
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<td>Clear enunciation of words; limited use of unnecessary Expressions (uh, like, you know, etc.)</td>
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<td>Good vocal projection, voice expressiveness, tone and pace</td>
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<td>Good eye contact and rapport with audience</td>
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<tr>
<td>Relaxed yet commanding use of posture and gestures</td>
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<td>Ability to captivate or move the audience</td>
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<td><strong>Delivery Subtotal</strong></td>
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<td><strong>Total Points</strong></td>
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<td>Penalty points reported by timekeeper</td>
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<td><strong>Net Points</strong></td>
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OFFICIAL CLUB APPLICATION FORM

Rotary Club of: ____________________________

- We will participate in the 4-Way Test Speaking Contest for 2011-2012. Winning contestant must be a student enrolled in a public or private school or home schooled at the high school level. (Freshmen, sophomores, juniors and seniors are all eligible)

- We will pay the $200 application fee for our winning contestant (only one winning contestant per club) to participate. Please note that the fee will be used solely for the district speaking contest, including prizes and awards for the competition that is scheduled for Thursday, May 17th in Freeport, Maine. Top winner(s) to recite their essay on Saturday, May 19th at District Conference.

- We understand that our local club contest must be completed by April 20th, so that we can inform district of the winning student’s name and updated bio to be included in the program for the district speak-off.

- We understand that it is our responsibility to arrange for the participation of our winning contestant at the district speak-off.

- We understand that if we do not submit the completed application and entry fee by March 31, 2012 that the possibility exists that there may not be a place for our contestant.

Our Rotarian contact is: __________________________

Home Phone: _______________ Email Address: _____________

Office Phone: _______________ FAX: ___________________

_____________________________ _________________________
Signature of Club President Date Signed

Send completed application and check made payable to Rotary District 7780 and mail to: Penny Jett, Literacy Chair 213 Island Path Hampton NH 03842
For more information call 603-944-5861
Applications or intent to participate may be e-mailed to pennyjett@comcast.net
**STUDENT SPEECH CONTEST ENTRY FORM**

Student’s Name: ________________________________

High School: ___________________________ Grade: _________

Teacher/Coach (if applicable): ____________

Topic selected from page 3: ________________________________

Student’s address: __________________________________________

__________________________________________________________

Student’s Telephone: ________________ E-mail: ________________

I will participate in the _________________ Rotary Club contest on ____________

If selected as the Club winner or alternate, I will be available to speak at the District Contest on: **May 17th, 2012.**

If selected as the District winner or alternate, I will be available to speak at the District 7780 District Conference on **May 19th, 2012.**

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.)

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