

# Four-Way Test Speech Contest

2009–10 Participant  
Guidebook

Rotary District 5500  
Steven DiMuzio, District Governor



## 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 24-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 survival of the company 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 if 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?

## Contest Purpose

The purpose of the Four-Way Test Speech Contest is to foster the principles of 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.

The specific goals of the contest are as follows:

- To acquaint youth with Rotary, and specifically, the tenets of the Four-Way Test.
- To demonstrate and enhance Rotarians' commitment to youth.
- To heighten awareness of Rotary among parents, school officials, and the community

- To recognize, encourage and reward accomplishment in our youth.
- To encourage high school students to develop public speaking skills

## Contest Topic

The 2009-10 topic is “The Rotary Four-Way Test and Leadership.”

## Eligibility

Contestants must be in Grades 9-12 at a public or private school within Rotary District 5500, or be in those grades and be home schooled. Each contestant must be sponsored by a local Rotary Club. Previous District first-place winners are not eligible.

## Timeline

Club competitions may begin at any time, but they must be concluded by January 31. The regional competitions will be held in March, and the District finals will be held April 17 at Pima Community College Northwest in Tucson.

## Prizes

Each regional winner will receive a certificate, and each regional winner who competes in the District finals will receive \$50. In addition, cash prizes will be awarded to the top 3 finishers in the District competition:

1<sup>st</sup> Prize: \$1000

2<sup>nd</sup> Prize: \$500

3<sup>rd</sup> Prize: \$250

Clubs are encouraged to provide prizes for the club-level contests in addition to the District prizes.

## Procedure

Clubs and regions will organize their own competitions, using the rules contained in this manual. 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 each 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 1<sup>st</sup>, 2<sup>nd</sup>,

and 3<sup>rd</sup> place choice. The number ratings from the judges will be aggregated and the 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. Other than the words in the Four-Way Test, no more than 75 words may be quoted.
2. Each one of the four parts of the Four-Way Test must be included in the speech.
3. Speeches must be at least 5 minutes and no more than 7 minutes in length. Deviations of up to 15 seconds will be permitted, but the judges will deduct points for failure to stay within the time limits. Any speech that deviates from the time limit by more than 15 seconds will be disqualified.
4. Speeches must be delivered from memory with no notes.
5. No visual aids or props of any kind may be used. Audience participation is considered to be a prop, and any attempts to encourage audience participation will result in disqualification.
6. Clubs may provide a lectern and/or microphone if they choose; the use of those is at the discretion of the contestant.
7. An electronic copy of the speech in Microsoft Word format must be e-mailed to the speech contest chair at least one week before the District finals.

## Judging Criteria

Speeches will be judged as follows:

1. Content 50%  
Content includes organization, originality of thought, success in addressing the topic (The Rotary Four-Way Test and Leadership), 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.

## Student Speech Contest Entry Form

Student's Name: \_\_\_\_\_

High School: \_\_\_\_\_

Teacher/Coach (if applicable): \_\_\_\_\_

Student's address: \_\_\_\_\_

\_\_\_\_\_

Student's Telephone: \_\_\_\_\_

ALL SPEECH CONTESTANTS MUST BE AVAILABLE TO SPEAK AT BOTH THE REGIONAL AND DISTRICT CONTESTS IN ORDER TO ENTER THE CLUB CONTEST.

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 Regional Contest on:

\_\_\_\_\_

If selected as the Regional winner or alternate, I will be available to speak at the District 5500 Speech Contest in Tucson on **April 17, 2010**.

I agree to abide by the rules of the Rotary International District 5500 Four-Way Test Speech Contest. I certify that the speech is my original work.

\_\_\_\_\_

Student Signature