

# Four-Way Test Speech Contest

2024-2025 Participant  
Guidebook

Rotary District 6220  
District Governor: Roger Utnehmer

QUESTIONS?

Bob Shogren  
District Four Way Speech Contest Coordinator  
Sturgeon Bay Breakfast Rotary  
(520) 603-6126 bobshogren1960@gmail.com

## 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 Rotary 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 its success 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?

## Contest Purpose

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.

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

### "Navigating the Digital Landscape: The Hidden Dangers of Cyberbullying"

In an era where social media dominates our interactions, the prevalence of cyberbullying poses a profound threat, particularly to minority and marginalized populations who already can face intense societal pressure. Cyberbullying can affect our mental health and self-esteem and can also perpetuate inequality and bias.

#### Points to address in your speech:

1. How Rotary's Four Way Test serves as a helpful guide for individual youth navigating the challenges of social media. Provide specific situational examples where making the right choices can be guided by your application of the Four Way Test.
2. In the larger community, taking into special consideration the unique challenges faced by minority and marginalized populations, how can Rotary's Four Way Test serve as the foundation as youth are empowered to cultivate a more inclusive and compassionate digital environment.

#### Additional Helpful Resources:

##### **STOP BULLYING.GOV**

According to [stopbullying.gov](https://www.stopbullying.gov), cyberbullying is bullying that takes place over digital devices like cell phones, computers, and tablets. Cyberbullying can occur through SMS, Text, and apps, or online in social media, forums, or gaming where people can view, participate in, or share content. Cyberbullying includes sending, posting, or sharing negative, harmful, false, or mean content about someone else. It can include sharing personal or private information about someone else causing embarrassment or humiliation. Some cyberbullying crosses the line into unlawful or criminal behavior.

##### **WISCONSIN YOUTH RISK BEHAVIOR SURVEY**

The Wisconsin Youth Risk Behavior Survey (YRBS) is conducted as part of a national effort by the U.S. Centers for Disease Control and Prevention to monitor health-risk behaviors of the nation's high school students. These behaviors, in turn, result in the most significant causes of both mortality and morbidity during youth and adulthood. The behaviors monitored by the Wisconsin YRBS include mental health, traffic safety, weapons and violence, suicide, tobacco use, alcohol and other drug use, sexual behavior, nutrition, and exercise. The Department of Public Instruction (DPI) has administered the YRBS every two years since 1993.

Helpful summary information from the YRBS

[Social Media and Health Risk Behaviors](#)

[Mental Health Data Summary](#)

[Disparities for Marginalized Groups](#)

## Eligibility

Contestants must be in Grade 9 at a public or private school, or be in 9<sup>th</sup> grade and be homeschooled, within Rotary District 6220. Identified Club contest winners or alternates will be eligible to participate in the District contest.

## Contestant Recruitment

It is suggested that a focused and strategic recruitment strategy based on cultivating relationships be developed to secure speech contest participants. The identified Club speech contest coordinator might consider engaging with club member or personal contacts at a local high school to communicate the opportunity presented by the speech contest and follow the lead of the school official to determine the best possible method to secure student participation.

Outreach possibilities may include:

- Make the contest available to 9<sup>th</sup> grade students school-wide and have Rotarians present the speech contest opportunity and the importance of the Four-Way Test at a school assembly, if possible.
- Work with a specific teacher and a specific group of youth. If possible, Rotarians present the speech contest opportunity and the importance of the Four-Way Test to the group of youth.
- Involve Interact Clubs or Student Councils, and/or National Honor Society chapters in assisting with contest organization and participant recruitment.
- Partner with the local chapter of Toastmasters to provide optional “coaching” opportunities to the youth that choose to be involved in the contest.

## Timeline

Club competitions may begin at any time. with the Regional Competitions, if needed, to follow appropriately. The District Competition will be **held virtually on Saturday, April 12, 2025, beginning at 10:00 a.m.** The specifics on that competition will be furnished through local Clubs.

## District Prizes

Cash prizes will be awarded to the top 3 finishers in the District competition as follows:

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

**2<sup>nd</sup> Prize: \$750**

**3<sup>rd</sup> Prize: \$500**

## Club Prizes

Clubs are encouraged to award prizes that will attract participation and reward participation. If the Club can afford it, it is suggested that club level cash prizes be awarded to the top 3 finishers in the club competition as follows:

**1<sup>st</sup> Prize: \$500**

**2<sup>nd</sup> Prize: \$350**

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

## Procedure

Clubs will organize their own competitions, using the rules contained in this Guide. Clubs can do in-person or online contest events. At the District level, contestants will not be identified by School or Club, only by contestant name. 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 ratings from the judges will be aggregated, and the prizes determined accordingly. In the event of a tie, it will be the choice of the judges who will be declared the winner.

## Selecting Judges

It is highly recommended that Clubs strive to reach out into the community to identify and engage community leaders to serve as judges for the local contests. Engage with club members to identify and ask elected officials, media leaders, civic leaders, social service leaders and/or business leaders.

## 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. The score keeper/timekeeper will deduct points for failure to stay within the time limits (1 point for each 5 seconds less than 5 minutes or more than 7 minutes).
4. Speeches may be delivered using one page of notes. Bonus points will be awarded to those that deliver their speech from memory with no notes.
5. 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.

6. Clubs may provide a lectern and/or microphone if they choose; the use of those is at the discretion of the contestant.
7. **A written copy of the speech should be emailed to the District Coordinator prior to the day of the District Competition.**
8. **Participants must complete the entry form shown on page 6 of this guidebook and provide it to the Rotary Club contest coordinator on the day of the Club contest.**

## **Judging Criteria**

**Speeches will be judged as follows:**

### **1. Content 75 points total**

**Content includes organization, originality of thought, and clarity in addressing the topic, expressiveness of language, grammar, syntax, and vocabulary.**

### **2. Delivery 60 points total**

**Delivery includes clear enunciation of words, eye contact and rapport with the audience, vocal projection, vocal expressiveness, tone and pace, posture and gestures. Ten bonus points will be awarded to those that choose to deliver their speech without relying on notes.**

### **3. Specifics**

**Judges will use the criteria as shown in the following judging sheet (page 7).**

**Judge’s Score Sheet**

Items to be Judged	Points	1	2	3	4	5	6
<b>Content</b>	75 Possible						
Practical application of the Four-Way Test 5 points for each of the 4 points	20						
Use of examples that support the speaker's argument	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						
Clearly addresses question	25						
Conclusion	5						
<b>Content Subtotal</b>							
<b>Delivery</b>	60 Possible						
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						
<b>BONUS POINTS:</b> Speech delivered without notes	10						
<b>Delivery Subtotal</b>							
<b>Total Points</b>							
<b>Deductions</b>							
Penalty points reported by timekeeper							
Penalty points for use of props (2 points per infraction)							
Penalty points for quoting more than 75 words (1 point per word)							
<b>Net Points</b>							

## Student Speech Contest Entry Form

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

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

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

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

\_\_\_\_\_

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

ALL SPEECH CONTESTANTS MUST BE AVAILABLE TO SPEAK AT THE CLUB 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 District 6220 Speech Contest on Saturday, April 12, 2025.

I agree to abide by the rules of the Rotary International District 6220 Four-Way Test Speech Contest. I certify that the speech is my original work.

\_\_\_\_\_

Student Signature





**ROTARY INTERNATIONAL DISTRICT 6220**

Media Permission Form  
Rotary District 6220

I, \_\_\_\_\_, give permission for photographs and or videos of my  
(Parent/Guardians)

Child, \_\_\_\_\_, to be used by Rotary  
(Child's name)

District 6220 for display at Conferences, in District Newsletters, District 6220 Website and/or District Facebook Page.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Service Above Self