

AIR CADET LEAGUE OF CANADA



NATIONAL EFFECTIVE SPEAKING HANDBOOK

Instruction Memo - 2011-2012

To: Provincial Committee Chairpersons
From: National Coordinator – Keith Mann



All the updates and new information has been made for the 2011 / 2012 Effective Speaking Program. I would strongly urge everyone to look over the information and especially for Provincial Coordinators, I would ask that you print off copies of the Handbook to present to your Squadron Sponsoring Committees at your AGMs. This will be another form of encouragement for squadrons to participate in the Effective Speaking program.

Once again, the following methods of recognizing proficiency/participation shall remain:

1. All National Finalists will receive a Timex watch with the League crest embossed on the face.
2. One set of gold, silver and bronze medals will be supplied to each Provincial Committee for presentation to the three top cadets at the provincial level.
3. Provincial Coordinators are reminded to order your Air Cadet Effective Speaking Pins from the National Office.
4. Participation certificates will be prepared by League Headquarters for sale to Squadrons for presentation to all cadets who enter the competition. The following will be the topics for the 2012 Effective Speaking Competition based on suggestions from this year's competitors.

1. The British Commonwealth Air Training Plan and What It Means to Canadian Aviation Today
2. Using Cadet Leadership to Improve Your Community Environment
3. Canada's Contribution to the International Space Program
4. 70 Years of Air Cadets
5. My Greatest Air Cadet Achievement
6. Why Is Giving Back to the Community Important?
7. Which Leadership Skills Acquired in the Air Cadet Program Have Affected My Life and Future?
8. Social Media – Its Impact on Air Cadets

It has come to our attention that an important rule in the contest is not being followed at all levels of the competition in some provinces. This rule is the one that specifies that three judges must be used. Accurate evaluations may not occur if lesser or greater numbers of judges are used.

We have also been advised that in some instances, cadets have had their prepared and impromptu speeches evaluated by different groups of judges. A more realistic evaluation of a cadet's speaking abilities will be achieved if the same judges evaluate both speeches. The written comments received by the cadet can then more accurately reflect the strengths and weaknesses in both speeches.

Please be advised that the organizing committee will be responsible for hosting arrangements for the participants from across Canada from Wednesday / Thursday to Sunday mornings (June 2012) and also to supply three bilingual judges for the National Competition. Every year WestJet provides flight for one cadet and one parent or escort per Provincial Committee to the League's National Effective Speaking Competition.

We wish you all the best of luck with your competitions. We would encourage each of you to ensure that all the Squadrons in your Province participate.

Sincerely,
Keith Mann **National Chairperson** Effective Speaking Competition

TABLE OF CONTENTS

3 – 5 RULES AND REGULATIONS

6 – 9 REGULATIONS FOR COMPETITION

10 – 12 ORGANIZERS GUIDE

13 PLANNING CALENDAR

14 GUIDE FOR SPEECH

20 INFORMATION FOR JUDGES

22 TOPICS

23 JUDGES SCORING MARKING SHEET

24 TELLER SCORING MARKING SHEET

25 TIMER FAULTS MARKING SHEET

26 TIME CARDS

27 JUDGE / EVALUATOR SHEET

EFFECTIVE SPEAKING RULES AND REGULATIONS

Aim

- To provide an opportunity for Air Cadets to increase their self confidence; and increase their ability to reason, organize and express ideas;
- To promote the citizenship component of local squadron training;
- To provide a focus at the Local, Regional/Wing, Provincial/Territorial, and National levels, to promote and encourage air cadets to participate in an optional activity that will provide them with an opportunity to acquire effective speaking skills through instruction and practice in a structured and competitive environment;
- To increase public awareness regarding the citizenship and leadership aspects of the Air Cadet program at the national, provincial and local levels.

Official Rules

Rules determine the intent and spirit of the competition. Regulations and Procedure, described below, explain how to apply the rules. When a situation arises that is not explicitly described in the Regulations and Procedure, then the organizer of the competition (the coordinator, chairman or committee) will make a decision that is consequent to the rules' intent. The organizer decisions are final.

The Competition

1. The Effective Speaking competition is held annually. The competition takes place at the Local, Regional, Provincial and National levels. The winner of each level becomes one of the contestants at the next level.
2. The country has been broken down into the twelve (12) Provincial Committee jurisdictions. Each Provincial Committee will subdivide their responsible area into regions. The winners in each of the squadrons within a region will meet for the regional competition. The winners of the regional competitions will then go into a Provincial Final Competition. The winners of the provincial competition will meet at the National Competition.
3. Local, regional and provincial competitions should be completed before April 30th of the current training year and the twelve (12) Provincial Champions should be made known to League Headquarters no later than May 1st of that same year.
4. Squadron Sponsoring Committees have the option of sponsoring a Local Effective Speaking Competition for Air Cadets. The "local" Effective Speaking Competition Committee is responsible for all phases of the competition at the squadron level. All "local" competitions must be conducted by members of the Sponsoring Committee, in cooperation with the CIC personnel. The winners of the Local competitions will be eligible to compete in their Regional competition. At the discretion of the Provincial Coordinator, each squadron may send more than one contestant to compete in the Regional or Provincial competition. If it is the case, the Provincial Coordinator must publish a directive about multiple participants to prevent any misunderstanding.
5. Regional and/or Provincial Coordinators – working with the Provincial Committees of the League – conduct regional competitions. Region competitions will be held at times and places determined by the Coordinator. The Chairman of the region competitions committee will be determined by the Provincial Coordinators and supervised by them. All regional competitions must comply with the official rules and the Regional winners shall be eligible to compete at their Provincial competition.
6. The Provincial Coordinator conducts provincial competitions. The Provincial Effective Speaking Coordinator working with the Provincial Committee shall determine the date and place of the Provincial Competition. All Provincial competitions must comply with the official rules and only the Provincial winners shall be eligible to compete at the National competition.
7. National competitions are conducted by the National Effective Speaking Committee and will be held during the week of the Annual General Meeting (AGM), at the meeting location.
8. In the event that a winner in a local or region competition cannot compete in a subsequent competition for any reason, the runner up may be declared an alternate contestant.

Eligibility

9. Open to all Air Cadets who have not aged out up to and including the day of return to unit from the

National Effective Speaking Competition.

10. The National Winner will not be eligible to compete again.

General Rules

11. All levels of the Effective Speaking Competition must be organized in its entirety by an Air Cadet League Committee.
12. The transportation of a contestant to a region and or provincial competition and the maintenance of the contestant at the competition site shall be the responsibility of the Squadron Sponsoring Committee.
13. Transportation of a contestant to the National competition shall be the responsibility of the contestant's Provincial Committee. Maintenance of the contestant at the competition will be the responsibility of the Host Provincial Committee.
14. Alcoholic beverages shall not be sold, consumed or be present at any level of Effective Speaking Competitions.

Competition Rules

15. All contestants must receive a copy of the official rules, and be instructed to thoroughly familiarize themselves with these rules.
16. The competition is based on two speeches by each contestant: a prepared speech and an impromptu speech. The contestants will be ranked based on the total scores of both speeches.
17. The National Effective Speaking committee will suggest topics for the prepared speech. These topics will be approved by the Board of Governors and then be published in Effective Speaking documentation and posted on the Air Cadet League of Canada National web site.
18. All contestants must speak and be ranked at each level (local, region, provincial, etc.) before progressing to the next level of competition.
19. Each contestant shall prepare his/her own oration. The contestant may receive advice in its preparation; however, they may make changes or improvements in the oration at any time during the competition.
20. Each contestant shall have a short time to prepare, individually and without assistance, his/her impromptu speech just before speaking.
21. NO VISUAL AIDS, PROPS, GIMMICKS or the assistance of persons may be used by contestants.
NOTE: A gimmick is any device/stunt or person used to attract attention, e.g. clothing/costume props, singing a song, using taped music in the background, leading a cheer or chant, etc. Quotations are acceptable to use.
22. Every contestant must have similar condition for their speeches, free of distractions, in order to offer a fair competition.

Judging and Timing

23. Each competition shall have three judges, one or two timekeeper(s) and one teller. It is also possible to have an evaluator to complete an Evaluation Sheet on each contestant's performance.
24. The timekeeper(s) shall be provided with a stopwatch or equivalent timing device.
25. Whenever possible, the judges and the evaluator for all Effective Speaking Contests should be non-Air Cadet League or CIC and shall not be acquainted with any of the contestants. They should be qualified and bilingual where necessary.
26. Judges, evaluator, timekeeper(s) and teller must use the official marking sheets furnished by the Air Cadet League.
27. During the competition the judges, evaluator, timekeeper and teller shall each be in different locations within the room. However, if two timekeepers are on duty, they should sit together.
28. Each judge shall render his evaluation on all contestants without consultation with other judges or any other person. Each judge, timekeeper and teller must sign his/her official marking sheet.
29. If an evaluator is present, he/she should review the comments on the contestants' performance with the judges before presenting them to the contestant.
30. The result of a judge's decision shall be kept confidential; no one shall attempt to discuss a contestant's score with the judge. The organizing committee should provide opportunities for the contestants, after the competition, to consult with the judges or the evaluator for feedback in order to improve upon their public speaking skills.
31. The judges' and the timekeeper marking sheets will be handed to the teller for compilation. The teller will apply time penalty to the contestants score on every judge's sheets and tabulate the result on the Official Competition Marking Sheet. From this form, the competition winner will be determined.
32. If the teller uses an automated spreadsheet, then each judge and timekeeper must validate the scores and time faults of the spreadsheet before the winner is announced in order to identify and correct any data entry errors.

33. In all local, regional, provincial and national competitions, only the first, second and third place winners shall be determined and announced.
34. Evaluation sheets will be provided to each contestant.

Awards

35. Awards and presentations for speakers will vary. Recipients will be given details from the event organizers. Gold, silver and bronze medals for the declared Provincial winner, the 1st runner up and the 2nd runner up, respectively, are provided to the Provincial Committee by the Air Cadet League National Headquarters. Medals for competitions other than the Provincial level are available at minimal cost.
36. Certificates acknowledging the individual Air Cadet participation in local and regional competitions are also available from Air Cadet League Headquarters.

Regulations for Competition

The Contestant Responsibilities

37. Contestants have responsibilities which include:
 - a. Selecting a topic from the official list of topics.
 - b. Finding out details about levels of competition in which she/he will be a participant (date, where, etc.) and becoming aware of the rules.
 - c. Preparing own speech. Speeches are to be the ORIGINAL WORK OF THE CONTESTANT. Use proper quotes and credit authors and source of material if referring to another person's work.
 - d. Speakers are encouraged to improve their speeches after each presentation. Speakers are allowed to write a completely different speech for each level of competition.
 - e. Speakers must speak in either English or French or combination of both and continue to speak in the chosen language throughout all levels of the competition. As per the application form, Contestants must advise the Coordinator at the first level of competition, of their language of choice, at least 4 weeks prior to the competition. However, this should not prevent a speaker to include common expressions or proper names of places, events, things or persons in the other language if appropriate. Furthermore, a speaker should not be penalized in thanking the audience in both languages.
 - f. Arriving early at the competition.

Effective Speaking Committee

38. Every level of competition needs an Effective Speaking Committee, which has authority over the competition. This Committee is responsible to the Provincial Coordinator who is responsible for the Provincial Finals.
39. The Committee have these duties:
 - a. Select someone to host the event.
 - b. Select and brief the Master of Ceremonies for the competition.
 - c. Select appropriate judges for the competition as per the regulation. Judges could be Toastmasters, schoolteachers or principals, journalists, civil servants, policeman or any other member of the community.
 - d. Optionally select an evaluator to help prepare the Evaluation sheets.
 - e. Inform judges and evaluator in advance about:
 - i. the Air Cadet program,
 - ii. the competition procedure,
 - iii. importance to encourage constructive comments, and
 - iv. score marking and evaluator sheets.
 - f. Obtain facilities and have them available at least half an hour before the competition.
 - g. Obtain a P.A. system, podium, time cards or timing devices, stopwatches, and any recognition to speakers and judges.
 - h. Provide extra score marking sheets and extra evaluation sheets.
 - i. Prepare impromptu topic in collaboration with the judges. The impromptu topic should be based on knowledge available to all the contestants regardless of age or experience.
 - j. Meet with contestants briefly before the competition to clarify procedures, answer questions, and proceed with the draw to determine the order the speaker will participate.
 - k. Put contestants' speaking number and topics on the score marking sheets in the order that they will

- b. Impromptu Speech:
 - i. 1 minute, after two (2) minutes into the speech;
 - ii. 30 seconds, after two (2) minutes thirty (30) seconds into the speech; and
 - iii. Time Elapsed, after three (3) minutes into the speech.
52. The timekeeper should sit in the center of the first row, and be easily visible by the speaker, even if a podium is used. The timekeeper is to hold the time card in front of his/her chest for five seconds only and is to remain seated. This is to minimize any distraction to the speaker.
53. A light system (green, amber and red) can be used instead of the time card if such light system is available.
54. If timing lights are used they must be clearly visible to the speaker but not obvious to the audience and be used as follows:
 - a. Prepared Speech
 - i. A Green light will be displayed at five (5) minutes and remain displayed for thirty (30) seconds.
 - ii. An Amber light will be displayed at five (5) minutes and thirty (30) seconds and remain displayed for thirty (30) seconds.
 - iii. A Red light will be displayed at six (6) minutes and remain on until the conclusion of the speech.
 - b. Impromptu Speech:
 - i. A Green light will be displayed at two (2) minutes and remain displayed for thirty (30) seconds.
 - ii. An Amber light will be displayed at two (2) minutes and thirty (30) seconds and remain displayed for thirty (30) seconds.
 - iii. A Red light will be displayed at three (3) minutes and remain on until the conclusion of the speech.
55. Before the competition, the time card and/or light system must be explained to the contestants. A contestant may elect NOT to use such time cards and/or lights.

Time faults

56. Prepared speeches: 1 (one) point to be deducted from the raw score for every portion of 5 (five) seconds over or under the allowable time limit, to a maximum penalty of 7 (seven) points. Examples of penalty on prepared speeches duration:

Duration	Penalty
4 min 49 sec	3 points
4 min 59 sec	1 point
5 min 0 sec	0 point
5 min 30 sec	0 point
6 min 0 sec	0 point
6 min 1 sec	1 point
6 min 12 sec	3 points

57. Impromptu speeches: 1 (one) point to be deducted from the raw score for every portion of 5 (five) seconds over or under the allowable time limit, to a maximum penalty of 3 (three) points. Examples of penalty on impromptu speeches duration:

Duration	Penalty
1 min 49 sec	3 points
1 min 59 sec	1 point
2 min 0 sec	0 point
2 min 30 sec	0 point
3 min 0 sec	0 point
3 min 1 sec	1 point
3 min 12 sec	3 points

58. Time faults must be deducted by the teller on each judges' score before speakers are ranked.

Tellers

59. Tellers receive the score marking sheets from each judge and from the timekeeper(s); total these scores, and put the scores in order.

60. If a tie ensues between two or more competitors the tie is to be broken by the judges.

Judging

- 61. Judges should not evaluate the same contestants twice in the same training year.
- 62. Judges and evaluator are encouraged to put emphasis on the educational value of the experience, so that "winning" does not appear to be the sole purpose of involvement.
- 63. One of the Judges is asked to make verbal comments to the assembly in the name of all judges.

Disqualification Criteria

- 64. Each Provincial Committee should establish a resolution panel to rule on disqualifications.
- 65. A cadet should not be disqualified from a competition for lateness, unless they arrive after the last Prepared Speech has begun.
- 66. The use of electronic communication devices by cadets is not permitted during the competition.
- 67. Any violation of the Rules and Regulations will result in disqualification from the competition.

Organizers Guide

Set Dates

- Be sure to set Provincial, then Region, then Local level competitions, setting each date at least 1-2 weeks previous to the next level competition.
- Ideally, this should be done in December to make sure dates are recorded on everyone's calendar.

Decide Location

- Central to area.
- Consistent with any existing rotation.
- Facility suitable for speakers and anticipated audience.

Book Facility

- Book with the appropriate person.
- Determine all details of payment (cost, to whom, when, method of payment). Be sure payment is available at the right time (cheque signed, etc.) Send a confirmation letter.
- Determine who will open/close facility, handle keys, etc.
- Obtain a P.A. system and podium.

Select Judges

- Use criteria of knowledge, attitude, appropriate experience, interest in youth, willingness, and ability.
- Select higher level competition judges first (i.e. provincial, then region, the local).

Inform Your Judges

- purpose of the competition
- level
- what you expect of judges
- use the forms (send samples)
- comments (verbal, written)
- competition rules
- specific details (date, time, place)
- scoring and teller system

Encourage all judges, to attend a Judges' Seminar.

Inform appropriate Squadron Officers, Sponsoring Committee and Provincial Committee members and parents of details of the competition (time, date, place, level, judges, etc.)

Promotion

- Be sure speakers know to whom, and by when, they are to provide speech titles.
- Contact local radio and television station(s) with details of the competition (you might even be able to arrange for someone from the station to attend and tape a report for airing, or act as judge, M.C., etc.)
- Write a brief news release and provide this to newspapers 2-3 weeks in advance of the competition.
- Be sure to ask newspapers if a reporter/photographer can attend. If not, be prepared to take a few pictures and send in a short follow-up release.

Sponsors

- Ask sponsors if they are interested in sponsoring part of the Effective Speaking Competition. Do this **4-6 weeks ahead** of the date, to allow them time to respond.
- Contact new sponsors if desired. Know in advance **exactly** what kind of support, (dollars, materials, people, etc.) you wish.
- Invite sponsors or representatives to attend the competition - and recognize them when they do attend.

Recruiting Officials and Helpers

- Chairperson Possibilities: Sponsoring Body President, Junior Officers, Senior Officers, ex-Cadets, media representatives
- Keep speakers as relaxed as possible.
- Determine from each speaker, before the competition starts, whether she/he wishes to use the podium, P.A., and time cards. During the competition move this equipment as necessary.
- Inform and guide the audience through the program.
- Introduce officials, guests, judges, sponsors, etc., noting any special seating arrangements.
- Call upon each speaker by the pre-determined speaking order, e.g. Speaker A, Speaker B, etc.
- Watch the Judges to see if they need assistance, more time, etc.
- Optional - announce results, present awards, thank you(s), etc.
- Be responsible to maintain a smooth, comfortable pace for the program.
- Following the competition introduce the judges, timers, etc. and ask the Cadets to introduce themselves and to indicate why they selected the topic they did.
- Provide chairperson with a copy of "Rules for Competition" well in advance.

Timer(s)

- Provide each timer with an accurate stopwatch.
- Provide and explain the use of time cards.
- Explain to timer(s) the competition order, procedure, duties etc.
- Inform timer(s) of what to do with Timer Marking Sheet.

Teller(s)

Explain to teller(s) the duties:

- Calculate placing from judges' ranking.
- Inform chairperson of the calculated results.
- Inform teller(s) of what to do with Timer Marking Sheet.
- Inform teller(s) of what to do with Judges' Scoring Marking Sheets and Teller Scoring Marking Sheet.

Set-Up Crew

- Find several people to set-up tables, chairs, P.A. system, etc.
- Arrange for a key to be available.

Clean-Up Crew (as above)

Refreshment

- Be sure to arrange exactly who is responsible to buy or bring juice, coffee, food, etc.

Forms and Paperwork

- Arrange for someone to print or type the speakers' numbers, speech titles, Scoring Marking Sheets, Evaluation Sheets, Timer Marking Sheets and Teller Scoring Marking Sheet in the order in which they

will speak, and in the same order on all the these sheets.

- Arrange appropriate packages of Scoring Marking Sheets, Evaluation Sheets and notepaper for each Judge, Timer and Teller.

Printed Program

- Arrange for someone to write, prepare, and copy the programs for the competition, if any.
- Programs should include all items to occur during the competition: welcome, introductions, list of officials, list of speakers/speeches, presentations, comments, list of sponsors, etc.
- Order of speaking should be determined in advance. A random draw of numbers for speaking order is often the fairest method. There should be two distinct phases to the competition: the prepare speeches are delivered first, followed by the impromptu speeches.
- Alternating prepared with impromptu speeches can save time and keep a smooth flow to the program.

Hospitality

- Arrange for people to: greet guests, direct officials to organizers for consultation, direct speakers to chairperson for consultation, pass out programs, handle name tags (if any), direct attention to refreshments.

Impromptus

- Arrange for one of two people to sit at a separate table to handle impromptu topic cards, etc. for speakers. Duties will include:
- The true object of impromptu speeches is that each competitor speak on the same topic chosen by the competition coordinator.
- All competitors will leave speaking area in a predetermined speaking order, the next speaker will be isolated and given impromptu topic.
- Allow each speaker three minutes after being given the topic to prepare ideas and/or notes on that topic. (A second timer with a stopwatch can be used here). Pencils and spare blank cards should be available to the speakers.

Recognition of Judges and Other Officials

- Say "thank you"; an inexpensive gift is optional, but appreciated. The gift may be made by a Cadet.

Remember:

- The Cadets are already benefiting from the training in a life-long skill. Expensive or elaborate awards are not required or recommended.

Organizers

- Hopefully the participants and/or their parents will thank you! After all, you are doing this for the benefit of Air Cadets.

Sponsors

- A "thank you" Certificate goes a long way.

After the Competition:

- Be sure winning speakers know the time, date and place of the next level and who to contact regarding that Competition.
- Remember your post-competition publicity in the media.

NOTE: In order to ensure uniformity and avoid controversy, each Effective Speaking Provincial Committee that hosts the National Competition must work in very close association with the National Effective Speaking Chairperson. The Chairperson must ensure that the program follows the National rules and that precautions are taken to avoid complaints, problems, etc.

Planning Calendar

This is a suggested planning calendar only.

September

Air Cadet League Headquarters provides the Rules and Forms to Provincial Committees for distribution to squadrons.

October

Provincial Committees name Provincial Coordinators and advise Air Cadet League Headquarters of their names (in the event a National Level Competition is held).

Provincial Coordinators send information on Effective Speaking Competition to all Region Coordinators, Sponsoring Committee Chairmen and Squadron Commanding Officer.

November

Sponsoring Committee Chairmen, Provincial Coordinators and Regional Coordinators, appoint committee members for competitions at the various levels.

Post circulars at Squadron Headquarters.

Study Organizers Guide and Rules for Competition.

Choose dates for competition.

Begin preparation of budget.

Review progress reports from Coordinators and Committee members.

Begin planning promotion - assign someone to do publicity at each level.

Decide on materials and participation certificates needed.

Submit completed budget to coordinators.

Circulate advance publicity to the media.

Begin looking for timekeepers, tellers and judges plus alternates.

Make comprehensive review of programs and dates of program.

Review number of participants, schedule preliminary competition if more competitors are entered. Ideally, for the sake of the judges, limit speeches to no more than 10 competitors.

Plan layout and organization of competition night.

Have judges, timekeepers, tellers and alternates confirmed.

If number of competitors is insufficient, make another effort through squadrons.

January 1-15

Make final preparations.

Review all plans - double check everything.

Review time and date of competition(s) - recruit assistance if necessary.

Conduct preliminary competitions, if needed.

January 16 - February 28

Conduct local Competitions.

March 1 - March 31

Conduct Regional Competitions.

April 1 - April 30

Conduct Provincial Competitions.

May 1

Advise National Coordinator of Regional Champion.

Don't forget to circulate news releases on winners.

Guide for Speech

The following guide to speech will break speech into elements which will be developed as follows:

- **Content**- Types of speeches
- **Organization**- How should a speech be structured
- **Mechanics**- Physical mannerisms associated with speech
- **Style**- The speakers impact as a product of humor, spontaneity, language, originality and poise
- **Good Speech**- Breathing, posture, neck muscles, lower jaw, lips and tongue exercises.

Content

Speakers generally have a number of purposes:

- **To inform** - by imparting a body of knowledge.
- **To persuade** - by trying to convince the audience that the speakers advocacy is desirable.
- **To entertain** - by pleasing and amusing the audience.

The Speech to Inform

Careful preparation is essential - keep your purpose clearly in mind before you commence preparation.

Have the needs and background of the audience in mind when you prepare and keep the explanation simple when you deliver the speech. Watch your audience carefully for a reaction. If people are not understanding -- and you can usually tell -- be prepared to slow down, rearrange, simplify, omit or repeat in order to achieve your objective of audience understanding.

Do not attempt to give too much information and avoid lengthy use of statistics or other data which is more suitably presented in written rather than oral form.

The Speech to Persuade

Research your material completely and find evidence, other than your own opinion, to support the points you are making. Rely on reason, logic, and evidence rather than emotion alone to persuade your audience. Find authorities - experts in the field you are discussing who support your point of view.

Your concern on all occasions should be "the truth". If you believe in a cause and want to persuade others to agree with you, avoid distortions, misquotations, evidence and quotations taken out of context or anything else which detracts from the honesty and sincerity with which the speech is to be delivered

The Speech to Entertain

Entertaining speeches require the same detail of preparation as others. One can be humorous and entertaining while still having a serious, worthwhile message. Humor used should be relevant and suited to the audience.

You can entertain just as well with a witty choice of words and style of presentation as with a joke. Wit can be used effectively in almost any kind of speech. Be careful with sarcasm, there is a fine line between sarcasm which is humorous and sarcasm which is insulting and/or condescending.

Remember! Determine your desired response before you begin.

When competing in a speech event, you should: choose a subject that suits you; choose a subject that suits your audience; choose a subject that suits the occasion; choose a subject that suits the time allowance.

Organization

Generally speaking there are three parts to every speech.

- The Introduction
- The Body
- The Conclusion

Before proceeding, some consideration should be given to the issue of originality.

Beginner speakers are sometimes instructed that the three parts of a speech should: tell them what you are going to tell them; tell them, then; tell them what you told them.

The beginner speaker may find this "prescriptive" approach useful and it must be said that there are instances where this approach can work. There is, however, a danger of formal speech making and lack of originality.

Speeches intended to entertain rarely follow this simplistic format. They become very boring if they do. In fact most speeches that follow this format have an element of boredom because they are too predictable, but they can be very instructive, if that is the intention of the speaker.

Introduction

Your introduction can be used to gain attention, give attention, give a favorable impression of yourself, create the right state of mind in your listeners, lead into the subject, state the central idea or indicate the division to be developed. You may wish to:

1. Explain the terms being used and offer qualification / limitations when needed;
2. Begin with a personal experience designed to identify with the listeners;
3. Ask a question or series of questions;
4. State a relevant quotation;
5. Challenge your audience with a startling statement;
6. Amuse your audience; and
7. Some or all of the above.

Body

The most important part of the speech is the body. How you structure the body depends on your purpose. Are you trying to entertain, to persuade, or to inform?

There are 7 structures which you should consider:

1. Logical or topical;
2. Chronological;
3. Spatial;
4. Classification;
5. Problem - Solution;
6. Cause - Effect; and
7. Combination of the above.

The following descriptions are quoted from *Getting Started in Public Speaking*, by James Payne and Diana Prestice, National Textbook Company, 1985, Lincolnwood.

Logical or Topical Order

Logical or topical organization is one of the most common patterns. It is especially useful for informative and entertainment speeches. This pattern is used when you have several ideas to present and one idea seems naturally to precede the other. A speech about the benefits of exercise would fit this category. You might include the following ideas in this order:

1. Physical benefits
 - a. Cardiovascular strength
 - b. Muscle tone
 - c. Weight loss
2. Mental benefits
 - a. You are more alert
 - b. You feel better about yourself

Since we consider exercise to be for the body, it seems more logical to begin with the physical benefits of exercise. There is no reason, however, why you could not reverse 1 and 2, but they seem to fit more logically in the order presented.

Chronological Order

Another word for chronological is time. The pattern of chronological order organizes by using time sequence as a framework. Two of the examples in "Picture This..." used a time sequence as the organizing principle. This type of pattern is useful in informative speeches or in persuasive speeches which require background information on a problem or issue. A speech on the history of baseball could use a chronological sequence. You would begin with the invention of the game and follow rule changes until the present day. Chronological order is also useful for a process or demonstration speech. Each of these speeches involves explanation of how to do something. In a process speech, you explain but actually do not show how to do what you are explaining. In a demonstration, you explain by showing. For the

demonstration to make sense, you must follow the order in which things are done.

Spatial Order

Spatial order involves physical space. If you were to describe your classroom, you might describe what is found in the front of the room, the back, the sides, and the center. Dividing material according to spaces in the room would use spatial order. Many television reporters use spatial order. The national weather report is usually given according to regions of the country. A weather reporter does not randomly skip from one city to another.

Spatial order is often used in informative speeches and, depending upon the topic, it is appropriate for entertainment speeches. Use this organizational pattern whenever physical space is involved. Section material by floors, parts of a room, geographical region, etc.

Classification

Classification order requires you to put things into categories or classes. Students are distinguished by their year in school. This is a type of classification. The example of describing the rooms in the school according to their purpose was a type of classification. This pattern is useful for all three speech purposes. Solutions to problems can be categorized according to type. Information is easily given by classifying ideas. This lesson, for example, uses a classification system to explain organizational patterns

Problem-Solution Order

Most often speakers use problem-solution order for persuasive speeches. The first part of such a speech outlines a problem, and the second part gives a solution. Within a problem- solution pattern you will find other types of organization. The problem section of the speech might be organized using a logical sequence. The solution stage could involve classification. As a persuader, you would select one solution and present arguments for why it is the best option. A speech about the decline of educational quality in the United States would include a section outlining the problems in U.S. schools, and the next section would suggest ways to solve them.

Cause-Effect Order

The cause-effect pattern, like the problem-solution pattern, has two parts. The first describes the cause of a problem and the second its effects. You could organize a speech on toxic waste pollution by using a cause-effect pattern. The first part of the speech might explain how and why toxic wastes cause environmental damage. The second part would discuss the effects of toxic wastes on property and health. As with the problem-solution speech, other forms of organization are usually incorporated into the major sections.

Conclusion

The conclusion should end the presentation on a high note and should, as much as possible, relate back to the introduction.

During the conclusion, you should:

1. Make the audience aware that the speech is drawing to a close;
2. Leave no doubt in your audience's mind about the concept or process you are trying to explain, the belief you have tried to establish, or the action you wish the audience to take;
3. Leave the audience with something to remember.

A Basic Rule

You will have less difficulty if you observe three basic rules: **KNOW WHAT YOU ARE GOING TO SAY**, **KNOW WHAT YOU ARE GOING TO SAY**; and **KNOW WHAT YOU ARE GOING TO SAY**.

Mechanics

The term mechanics refers to the physical mannerisms of the speaker and his or her voice. How your body moves, what you look at and how you modulate your voice can drastically alter the impact of your speech.

Stance

- Stand firmly on two feet - do not lean, slouch or tilt.
- Avoid leaning on chairs, tables, etc.

- Males - hands **out** of the pockets looks best.
- Hands - best clasped in front of you, moving them for useful and effective gesturing when necessary.
- Use of a lectern - use only when you have to rely on notes. Avoid its use when possible by moving it away or stepping in front of it.

Appearance

Dress neatly. Appearance and dress can influence your audience no matter who is in attendance. All contestants will wear C-2 Standard Duty Dress with no accoutrements (i.e. lanyard, white belt, gaiters, etc.) to be worn.

Eye Contact

Do not look at only one or two people or only at one side of your audience. Your eyes should constantly move over the entire group.

Watch the audience carefully for reactions - you should be able to easily detect boredom, lack of understanding, interest or annoyance.

Do not keep your eyes glued to notes or read notes at length - this is a certain way to lose the attention of your audience.

Volume

Speak loudly enough for all to clearly hear.

- Do not be afraid to use extra volume to emphasize, but lowering your voice to barely a whisper can be effective as a technique for emphasis, **providing you have the full attention of your audience to start with.**

In general, vary the volume according to what you want to stress.

Pace of Speaking

Strive for a good rhythm. Avoid speaking too fast or too slow.

Pause

The finest speakers use pauses to emphasize something. The pause can be in the middle or at the end of a sentence. Practice the effective use of pauses and listen to the way good speakers use them

Facial Expression

You can do a great deal with your eyes and smile; a smile early in your speech can do wonders. Set the mood of your talk or parts of it with the way you look at the audience.

Gestures

Emphasis and expression with the hands is another technique found with all good speakers. However, speakers are advised to be judicious with the use of gestures. A few, careful, non-offensive gestures may enhance a speech provided they are purposeful and pertinent to the point the speaker is attempting to make. Overuse will simply detract from the speech.

Instinctive conversational gestures may reduce the presentation from a speech to a chat. The posture of a good speaker is generally erect, with hands to the sides or in front, or even to the sides of the podium. Only rarely and for good effect should gestures be included. Any gestures used should be relevant, non-mechanical, non-repetitive and varied. They should never be distracting or annoying.

Nervousness

Nervousness may be reduced or controlled by:

1. Knowing what you are going to say. Thorough preparation reduces nervousness;
2. Memorizing your opening words;
3. Taking a few deep breaths before standing to speak.
4. Looking at your audience - avoiding their eyes causes nervousness buildup;
5. Knowing your audience in advance. Talking to them informally and socially if possible before you begin; and
6. Relaxing in the knowledge that every speaker is nervous.

Notes

Do not use cumbersome distracting sheets of paper, small cards are recommended.

If you do not use a podium, do not hold cards low or rest them on a table. Do not worry about people knowing that you need to rely on notes - it is better for your head to be up so that your voice can carry.

Style

Style is a difficult thing to describe. Style involves elements of content and speech mechanics, but there is more to it. Let's suppose two people are given an outline of a speech and both are good speakers, aware of good speech mechanics. Let's say that both give a good speech, likely the speech would be different. A large part of this difference would be style. Style includes such elements as:

Humour and Wit

Entertaining speeches require careful preparation. One can be humorous and entertaining and still have a serious and worthwhile message. Keep your humour relevant and suited to the audience. You can entertain just as well with a witty choice of words, and style of presentation as with a joke.

Spontaneity

Do not feel you have to keep to a carefully prepared script. If new and relevant thoughts occur, you can make use of them. The speaker should try to be sensitive to the mood of the audience and try to modify his or her presentation to get a positive reaction from the audience.

Suitability of Language

The language used should be appropriate for the age and experience of the audience and suitable for the topic.

Originality

How original is the treatment of the subject and the technique of presentation.

Poise

Be relaxed, comfortable, self-assured, and in control.

Good Speech

Speaking is a bit like running; how you breathe makes a difference and there are exercises which can improve your performance:

Diaphragmatic Breathing

Diaphragmatic breathing is probably the most important thing you can learn about using your voice. It will give you control and produce a buoyant, well supported sound. The diaphragm is the chief source of vocal motive power. It is the flat muscle that divides the chest cavity from the abdominal cavity. Muscles around the waist and under the ribs in the solar plexus area also play an important part.

Mechanics of Diaphragmatic Breathing

Place palm of hand on the muscles in the solar plexus area. (The area below your ribs, but above your stomach, where the muscles of your abdomen and diaphragm meet.) Take a deep, even breath. Feel bellows move outward. Blow air out in a smooth, even stream. As the hand moves inward, the diaphragm pushes up, and the stream of air moves out the top, smoothly and evenly. There should not be any movement in the upper chest.

Information for Judges

Philosophy

Effective speaking is an experience in individual development. The speaker's own growth, measured against his or her own previous experience and accomplishments is the most important feature of the competition.

The development of strong communication skills in individual members is the primary objective. Confident, responsible, self-expression is a goal of the speaking competition.

Content is as important, or more so, than delivery. A super delivery of "nothing" is still "nothing", and like any citizen, Air Cadets have the right to criticize any situation or segment of society. However, the League expects them to (a) document and support criticism and (b) suggest a solution or a better alternative.

Salutations

There is no required form or length of salutation. Each speaker is expected to greet his/her listeners in some form. Salutations may vary from Ladies and Gentlemen to Ladies and Gentlemen, Judges, guests, fellow Air Cadets, etc. Mentioning judges in their salutation is optional. Salutations need not be the very first words spoken. If a speech starts with a question, challenge or stage-setting scenario, the salutation may more effectively occur after the first few sentences. Judges should certainly take the opportunity in their comments to indicate their opinion of whether or not the strategy was effective.

Speech Endings

Speakers should not end a speech with a **thank you**. They should think of a speech as a gift. The giver of a gift does not thank the recipient.

The Speech

Speech topics have been provided. No speech type is better than another. Cadets are expected to do the best job they can with the speech type they select. Although some judges may have a personal preference for a particular speech type, we ask that they evaluate the speech given by the standards and requirements for its type (informative, persuasive, entertaining).

Why Effective Speaking

Think about the goals of the public speaking program. Air Cadets are aiming to be more valuable members of society. They are learning to organize and present ideas, opinions, and information in a logical, persuasive manner. They are building confidence in self-expression. They are taking responsibility for the most important skill of adult life -- communication. Judging their efforts provides valuable guidance to these young speakers. Judging comments reinforce and reward their efforts. An unbiased observer can zero in on strengths and weaknesses and pinpoint areas needing attention. Judging speeds growth and development by presenting a clear, honest reflection to the speaker.

Judge's Roles and Responsibilities

- To encourage and aid the speaker's development;
- To mirror back to the speakers their presentation, with constructive comments and reinforcement;
- To assign scores using the score sheet;
- To emphasize content over delivery;
- To rank all the speakers, breaking their own ties;
- To complete a comments sheet for each speaker and to briefly explain those comments to the speaker, if requested, and
- To be called upon to give general comments to the speakers.

Scoring

Each speaker gives one prepared speech for a possible score of 76 points and an impromptu speech for a possible score of 24 points, with an overall possible total of 100 points. A standardized score sheet is provided. Scoring is allotted as follows: **Prepared Speeches (total 76 points)**

Introduction (8 points)

- effective and appropriate
- relevant to topic
- aroused curiosity and interest in topic

Content and Organization (30 points)

- information complete and logically presented
- overall understanding of topic evidenced by research
- conveyed subject effectively to audience
- kept to central topic
- speech developed with originality
- correct grams, phrasing, sentence structure and use of words

Informative: Did the speaker show evidence of varied sources of up to date material?

Persuasive: Did the speaker state an issue, illustrate an area of concern, suggest a solution, give logic and reasons for these solutions (use facts) and seek out audience support for the solution given or

challenge the audience?

Entertain: Did the speaker use a variety of humour in a light manner? Did you enjoy it?

Delivery and Style (30 points)

- captured and held
- spoke directly to audience with enthusiasm, confidence and eye contact, smiles, gestures and facial expressions suitably employed proper stance, pronunciation and enunciation quality and carry power of voice, effective and pleasing use of pitch, tempo, pauses
- rate of delivery

Conclusion (8 points)

- effective summary used left audience with an appreciation of topic
- seemed to enjoy speaking on the topic

Impromptu Speeches (total 24 points)

Introduction (3 points)

- relevant to topic captures
- interest and attention

Content and Organization (9 points)

- appearance, voice, gestures, stance
- enthusiasm and confidence
- effective rate of delivery (does not drag or zip by)

Delivery and Style (9 points)

- enthusiasm, confidence
- tries to reach audience
- effective rate of delivery
- uses gestures effectively, naturally

Conclusion

- a brief summary
- left audience with an appreciation of topic

Topics for the National Effective Speaking Competition 2012

Here are this year's topics:

1. The British Commonwealth Air Training Plan and What It Means to Canadian Aviation Today
2. Using Cadet Leadership to Improve Your Community Environment
3. Canada's Contribution to the International Space Program
4. 70 Years of Air Cadets
5. My Greatest Air Cadet Achievement
6. Why Is Giving Back to the Community Important?
7. Which Leadership Skills Acquired in the Air Cadet Program Have Affected My Life and Future?
8. Social Media – Its Impact on Air Cadets

Prepared Speech Time	5 - 6 Minutes
Impromptu Speech Time	2 - 3 Minutes

Air Cadet League of Canada
Effective Speaking Scoring Sheet[illegible]

EFFECTIVE SPEAKING CONTEST

TIMER SHEET



	SPEAKER'S NAME	PREPARED SPEECH		IMPROMPTU SPEECH		TOTAL TIME FAULTS (MAX 10 FAULTS)	
		TIME	FAULTS	TIME	FAULTS	TIME	FAULTS
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
19							



30 SECONDS



1 MINUTE



TIME EXPIRED

