



EFFECTIVE SPEAKING PROGRAM

INFORMATION FOR JUDGES

One of our three Judges will be deemed our Chief Judge. Our other two judges work through the Senior Judge. Judges have four and occasionally five roles in the competition.

1. The first task for Judges is to mutually develop a topic for the Impromptu Round of the competition. This may be a word, a phrase, or a sentence. It is to be written on both of two pieces of paper which are to be handed to the Teller. Our three judges must derive the topic of our Impromptu Speech round. This topic remains a secret, only shared between themselves, our Teller and our Sergeant at Arms. This topic is often linked to the themes of aviation or space but must not be longer than one word, a phrase or a sentence. It is to be printed on both of the blue forms given to the Chief Judge.
2. A Judge's second task is to listen to each competitor speeches, use the marking grid to score each speaker in terms of each category speeches are being judged on. In addition to their scores judges are to write comments where this is felt needed. Comments should be encouraging, aimed at helping cadets improve on their performance, and then each marking grid is to be signed and submitted to the Teller.
3. The third role arises where a tie has taken place. In the case of a tie, the Teller will return the marking sheets for only the tied cadets for reconsideration by each judge. Once each judge has reconsidered and perhaps changed the marks for these competitors, those revised mark grids would be returned to the Teller to be compiled. On those rare occasions where ties take place more than once, the same third step is repeated until the tie is broken.
At this point the Teller will return mark grids in speaking order to Judges. The Teller enters the revised scores into the spreadsheet to determine whether the tie has been resolved.
4. The fourth role Judges perform takes place during the close of the competition, when they provide cadets and our audience with overall constructive verbal comments and criticism at the close of the competition.
5. The final role Judges perform might be speaking to competitors after the event. Competitors are not to be show or given their mark grids, but Judges may refer to them during these face to face sessions.



JUDGES' 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.

Each judge shall render his/her 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.

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.

If the teller uses an automated spreadsheet, then each judge and timekeeper must validate the scores and time faults on the spreadsheet before the winner is announced in order to identify and correct any data entry errors.

Judges and/or evaluators will be allowed approximately two minutes to mark their scores and to write their comments following each speech.

For impromptu speeches, the topic will be selected by the Competition Coordinator with the help of the judges. All contestants will give the same impromptu speech.

Speeches are to be timed from the first word spoken from the contestant, which includes the greeting or salutation. Should the contestant be unable to complete their prepared or impromptu speech, it will be marked up to the point that the Cadet stops their speech. The Cadet, at the discretion of the Chairperson, may be allowed to re-present their speech later in the competition. The second presentation will not be scored.

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.

- 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.
- Each contestant shall prepare his/her own original oration. Information may be quoted in a speech as long as the resource is acknowledged within the speech.
- Any violation of the Rules and Regulations will result in disqualification from the competition.



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?

Entertaining: 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

Each judge is requested to provide a printed half page biography about themselves so our Master of Ceremonies can properly introduce them at the end of the competition.



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.

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 the 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).



CLARIFIED OPC EFFECTIVE SPEAKING COMPETITION SUPPLEMENTARY RULES (2019)

Visual Aids, Props & Gimmicks

The current (December 2017) League Effective Speaking Handbook, Official Rules (pgs 13-20), Rule 21, page 14 states:

“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 with proper acknowledgement are acceptable to use.”

The following Effective Speaking regulation has been developed to supplement and clarify Rule 21 to guide ES coaches and judges in Ontario. These rules are to be applied at the Squadron, Regional and Ontario level Effective Speaking Competitions beginning in the spring of 2018.

Speakers who fail one or more of the following rules are to not to be disqualified. Judges are to instead notify the Teller at the end of the event, which cadets are to be penalized. The final marks for these cadets will marked-down a maximum of 15% (each judge can recommend a 5% penalty) by the Teller after the final scores have been tallied by our ES software:

Cadet Competitors' Must Not Use Animation:

- Speakers may but need not stand at attention while speaking.
- Speakers may place one or both of their hands and or arms on the podium, where a podium is being used.
- Speakers may hold a microphone in their hands where a microphone without a stand is being used. Otherwise a microphone on a stand should be adjusted to the correct height.
- Cadets are to speak from one location. Cadets may choose to stand behind, in front of or to either side of the podium.
- Once a cadet begins speaking they may stand still or slowly take a few paces in a triangle about the lectern but must never turn their back on the audience (see National Rules, Delivery, Page 68).



Cadet Competitors' Must Not Use Gimmicks:

- Speakers may infrequently use modest (not dramatic) arm and hand gestures to emphasize the points being made. Pointing with an extended arm or finger will be penalized.
- Speakers may use index cards with speaking points during the Prepared Speech Round. Speaking cards should be bound together such that were they to fall, they'd not lose their order.
- Speakers may not sing, hum or make sound effects during their speech
- Speakers must not use props of any form
- Speakers must remain in a standing position during their speech, except where the health condition of a competitor requires them to be seated, etc.

Timing Lights and Stopwatches

The ES Ontario Competition will use Timing Lights rather than time cards beginning in 2019 to help competitors pace their speeches. Stopwatches will continue to be used to determine the exact time each speech takes.

The National Rules (page 18) state the following about timing lights:

51. A light system (green, amber and red) can be used instead of the time card if such light system is available.

52. 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 Round:

- 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 Round:

- 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.

53. Before the competition, the time card and/or light system must be explained to the contestants.

NATIONAL EFFECTIVE SPEAKING COMPETITION RULES, DELIVERY, PAGES 68 & 69

Delivery

It is the combination of what you say (the content of your speech) and how you say it (the delivery) that will convince, persuade, entertain, inspire or inform your audience. There are several components to delivery. You will use two powerful instruments - your body and your voice.

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.

Using your body

Stance

Stand firmly on two feet - do not lean, slouch or tilt.

Avoid leaning on chairs, tables, etc.

Hands out of the pockets, 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.

Movement

Some people find movement natural. Pacing is acceptable especially in a long speech. However,



if you are going to pace, do so slowly, never turn your back on the audience, and walk in a triangle.

Move a few steps away from the lectern towards the audience at an angle. You can use this movement to draw the audience into what you are saying if you also drop your voice a little and lean forward. It implies that you are sharing something special with them. Then move a few paces to the side in the direction of the lectern whilst speaking. You are now just a few paces in front of the lectern and a few simple steps backwards will put you next to it if you need to check your notes.

Appearance

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

Eye Contact

Lift your eyes and look at your audience. 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.

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. Be careful of inappropriate expressions. For instance, if you are talking about something sad, it is inappropriate to have a wide smile. If you deliver a joke, but your face is frowning, no one will know that you intended to be funny.

Gestures

Emphasis and expression with the hands is another technique. 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.

Using your voice

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 slowly. 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.