

AAUW Speech Trek Workshop
Agenda 2020-2021



I. Introductions –What is AAUW?

Page 1

A National Organization that has been advancing equity for women and girls through advocacy, education, philanthropy and research since 1881. AAUW consists of three areas:

1. **National**-100, 000 members aauw.org;
2. **State** 18,000 members aauw-ca.org;
3. **Local Branch**-250 members---Sacramento-ca.aauw.programs/speechtrek

II. Speech Contest. What’s in it for you?

III. Sat. February 20, 2021, Zoom Contest @ 9:00 a.m. to 12:00 Noon

- 5 – 6 minutes, prepared, 4X6 note card; no props
- Judges – professional men and women

Packet Review

IV. Topic Discussion – see *Topic* page in the packet, **page 2**

- What is social media?
- What implications does social media have on women and girls and others?
- What does Dr. Mary Pipher’s “huge, unplanned experiment” mean and how does it apply?

V. **Getting started**- where can I find help? (See Yellow Pages)

- a. Researching Topic – see *Helpful Resources/page 9*
- b. Researching Speech Writing - see *Helpful Resources/page 9*
- c. Writing the first draft – see *Contest Information* for rules; see *Speech Organization* for structure/**page 11**

VI. **Being Judged.** – How will I be judged? See *Instructions to Judges/page 6* and *Speaking Tips and Judging Criteria/page 10*, *Instructions for Timer/page 13* and *Judges Ballot/page 5*.

VII. **Due Dates** – how do I turn in my documents? **Page 12**

1. Application/**page 4** and Affidavit/**pages 7/8** Must have *Parent Signature*. Due _____
Both can be scanned and emailed to your AAUW member contact.
2. Rough Draft – must be complete draft, not polished to indicate commitment. Due _____
3. One on One help from my AAUW coach

Email application and draft to your AAUW Coach _____

VIII. Video of last year’s speeches. www.aauw-ca.org Click Projects, top right; click Speech Trek; then click 2020 Speech Trek Results to view top three winners last year.

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SPEECH TREK CONTEST TOPIC FOR 2020-2021:

“Has social media helped or hindered the breaking down of barriers for women and girls?”

Dr. Mary Pipher, clinical psychologist, has described social media as the “huge, unplanned experiment” that has left many young people vulnerable to the ups and downs of digital culture.*

This “unplanned experiment” has transformed an array of life experiences viewed as both positive and negative. Unfortunately, below are some of the troublesome issues associated with social media and young people:

- Getting duped
- Health issues
- Impact on academics
- Cybercrime and bullying
- Fake identities
- Seeking validation
- Relationship issues
- Privacy issues
- Dependence on online friends
- Managing social media time
- Reducing attention span
- Lack of focus and productivity
- Getting addicted to social media
- Sleep deprivation
- Digital footprint
- Sexting
- Internet dating
- Neglecting friends, family, responsibilities

The growth and pervasiveness of social media certainly has far-reaching implications across a broad spectrum including social, physical, psychological, emotional, mental, legal, ethical, societal, health and more challenges. Recently, Prince Harry and his wife Meghan expressed that “we are now plugged into a vast nervous system that...reflects our good, but too often also magnifies our bad.”

Has this “unplanned experiment” been a boon or a bust for young people? ***Has social media helped or hindered the breaking down of barriers for women and girls?***

*wsj.com, “The Lonely Burden of Today’s Teenage Girls”, Aug. 5, 2019

CONTEST INFORMATION

Eligibility: Speech Trek is open to all actively attending high school students in California.

Deadlines: Interested students must submit a "Student Application and Parent/Guardian Permission" notice to their local AAUW CA Branch per the date set by that Branch (please see Page 4).

Time Limits: Students are to prepare an original 5:00-6:00 minute speech, with a 30-second grace period on either side. **Speaking under 4:30 or over 6:30 will result in disqualification.**

Presentation: These presentations are to be original speeches. Appropriate use of **one** 4" x 6" note card is an option-
-prompting is not allowed.

Judging: During the State Semi-Final and Final competition, judges shall use the official ballot and score each speaker in two areas: Content (includes Introduction, Organization and Conclusion), 0-50 points; and Delivery, 0-50 points. Branches may opt to use their own Judge's ballot at the local level. Students are advised to request a copy of their Branch's Judge's ballot.

Prizes: Each local Branch of AAUW CA will determine the level of award for their contestants.

Branch Winner: Each participating Branch will post the video of their winning speech online by **March 1, 2021**. The State Speech Trek judges will identify five finalists, two of whom will be named as Honorable Mention. The judges will award the 4th place finalist with \$250 and the 5th place finalist with \$150. The top three finalists will be invited to compete for cash prizes at the AAUW CA State Convention/Annual Meeting (if held live) in Spring, 2021 (exact date to be determined).

State Finalists: First place winner at the State contest will receive \$1500; Second place winner at the State contest will receive \$1000; and Third place winner at the State contest will receive \$500. If held live, travel expenses, lodging, and meals for each finalist and her/his chaperone will be reimbursed by Speech Trek. Those expenses should not exceed approved budget.

Your School Contact is: _____

Phone: _____ Email _____

Your AAUW Branch Contact is: _____ Phone: _____

_____ Email _____

Your Speech Contest Coach is: _____ Phone: _____

_____ Email _____



STUDENT APPLICATION AND PARENT/GUARDIAN PERMISSION

Student Name: _____

Address: _____

Email: _____ Landline: _____ Cellphone: _____

High School Attending: _____

School Advisor/Counselor: _____

My signature below certifies that I wish to participate in the AAUW California Speech Contest and that I have received and read the following forms:

Student Instructions, Judge's Instructions & Ballot

Student Signature: _____ *Date:* _____

Parent/Guardian Information and Permission:

Name: _____

Address (if different): _____

Email: _____ Landline: _____ Cellphone: _____

My signature below certifies that I have read the rules for the speech contest and wish for my child to participate in the speech contest. In addition, I understand that my child's name may be publicized locally as a contest participant, and that the speech will be recorded for higher-level competition and selection of finalists.

If my child is selected as the 1st place branch winner or one of three state finalists, I understand that the video of my child's competition speech may be posted online (see videos of previous speakers at: aauw-ca.org>Mission Based Programs>Speech Trek) or used to promote the contest in subsequent years. I understand I will need to sign an AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE, prior to my child's participation in the competition.

Parent/Guardian Signature: _____ *Date:* _____

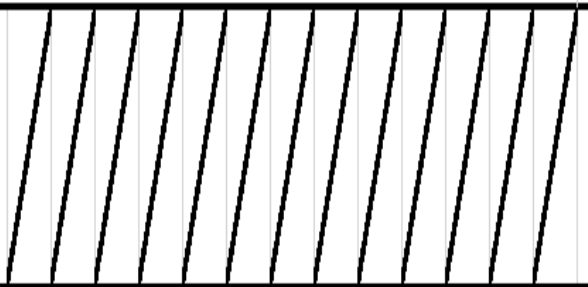
PLEASE RETURN THIS APPLICATION TO YOUR LOCAL BRANCH CONTACT:

EMAIL: _____ PHONE: _____

AAUW Speech Trek

2020-2021 - JUDGES BALLOT

NAMES OF CONTESTANTS



Assign a score in the following categories	Need to Improve	Fair	Avg	Excellent	Superb/ Outstanding																			
CONTENT - INTRODUCTION	0-1	2	3	4	5																			
Interesting - held the audiences attention																								
CONTENT																								
Well prepared	0-6	7-12	13-18	19-24	25-30																			
Evidence of audience analysis																								
Effective use of example, story, illustration																								
Well researched and referenced																								
CONTENT - ORGANIZATION																								
Effective arrangement of ideas	0-5	6	7	8	9-10																			
Main points easy to follow																								
Transitions to move from point to point																								
Material appropriate for topic & purpose																								
CONTENT - CONCLUSION	0-1	2	2-3	4	5																			
Summary and a clear sense of finality																								
DELIVERY																								
Good diction, volume, rate, projection	0-12	13-21	22-30	31-40	41-50																			
Displayed poise and confidence																								
Displayed energy and enthusiasm																								
Maintained eye contact with audience																								
Avoided distracting mannerisms																								
Prepared delivery - not a reading																								
Appropriate movement and gestures																								
TOTAL FOR EACH SPEAKER																								
RANK SPEAKERS - High score = 1, Second = 2, Third = 3, Fourth = 4, Fifth = 5																								
Judge's Printed Name _____	Judge's Signature _____																							

INSTRUCTION TO JUDGES

- Each speaker shall prepare and deliver an original five-six (5:00-6:00) minute speech with a 30-second grace period on either side.
- Time signals will be given for each speaker; however, adherence to the time limit is the responsibility of the speaker.
- This speech is to be presented by using the extemporaneous mode of delivery. Appropriate use of **ONE** 4" x 6" note card is an option--prompting is not allowed.
- In this Contest, students have written their own speeches. They are permitted to deviate from their original manuscript to better adjust to the speaking situation.
- Speakers will typically use logical and emotional appeals.
- Some speakers will employ language that is graphic, striking, and sometimes dramatic--but, always with the intent of conveying the speaker's ideas, rather than the speaker's technique. These presentations are to be original speeches and not dramatic readings.
- During the State Semi-Final (via YouTube) and Final competition (live at the AAUW Annual State Meeting/Convention, if held), judges shall use the official ballot and score each speaker in two key areas: Content, 0-50 points (includes introduction, organization, and conclusion); and Delivery, 0-50 points. Assign a score for each category by entering the number in the appropriate square on your ballot.
- After scoring each category, subtotal the score for each speaker and then rank the speakers from the highest to the lowest.
- In the event of a tie at the Semi-Finals and Final competitions, an additional ballot will be opened to break the tie. This additional judge, known as a "tie-breaking" judge, judges and ranks all Contestants. His/her ballot is unsealed only in the case of a tie. If there is no tie, then the tie-breaking judge's ballot remains sealed.
- Judges must make independent decisions about the speakers. Judges shall not discuss decisions with other judges prior to submitting final ballots.

The official timekeeper may share only that a speaker was outside the time range. **Speaking over 6 minutes and 30 seconds or under 4 minutes and 30 seconds will result in disqualification.**

If a judge submits a ballot without ranking the speakers, the form will be returned for completion of the rankings. Questions regarding Contest rules or conduct of the event shall be referred to the Contest Coordinator.

(Branches may opt to use their own Judge's ballot at the local level--but students moving on to State Semi-Final or Final round must be given a copy of the official ballot used for State level competition.)

AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE

AAUW Speech Trek Contest

The undersigned participant of the American Association of University Women (AAUW) Speech Trek Contest and the participant's parent or guardian hereby declare that they have read and understand all of the rules and conditions for the contest and that the undersigned has met all eligibility requirements on the date her/his contest entry was submitted.

The undersigned and the participant's parent or guardian represent that the speech submitted to the Contest (the "Entry") is the participant's own original creation, and that the participant has perpetrated no fraud or deception in entering the contest or claiming any prize.

The undersigned and the participant's parent or guardian represent and warrant that neither she/he nor any parent or guardian is an employee of AAUW, or its related, parent, affiliated and subsidiary companies, advertising and promotion agencies, or the panel of judges, nor is she/he or her parent or guardian connected with them in any way.

The undersigned and the participant's parent or guardian irrevocably grant to AAUW, its successors and assigns and all other persons deriving rights from them, all rights, title and interest in the undersigned's Entry in perpetuity, to print, publish, broadcast, use or modify in any manner in any media whatsoever my Entry as submitted for the Contest to the fullest extent permitted by applicable law.

In addition, the undersigned and the participant's parent or guardian grant to AAUW, its successors and assigns and all other persons deriving rights from them, the right to use the participant's name, likeness and/or voice and biographical information, and city of residence for promotional purposes in any medium without compensation to the fullest extent permitted by applicable law.

The undersigned and the participant's parent or guardian hereby waive the opportunity and any right to inspect or approve any such promotion, printing, broadcast use or publication, and further release AAUW, its successors and assigns from all liability in connection with any such promotion, printing, broadcast, use or publication.

The undersigned and the participant's parent or guardian hereby release and hold harmless AAUW and its officers, directors, employees, and agents from any and all losses, claims or damages that may result, directly or indirectly, from participation in the contest or use of the prize award. The undersigned understands that any and all local, state or federal tax liability for the award will be the responsibility of the undersigned and the participant's parent or guardian.

The undersigned and the participant's parent or guardian further acknowledge and agree that the contest prize is non-transferable, and that no substitution of prizes will be allowed, except by the AAUW due to the unavailability of prizes at the time of the award.

The undersigned and the participant's parent or guardian understand that AAUW is proceeding with the award of any prize in the Contest in express reliance on this release and the undersigned and the participant's parent or guardian represent and agree that they are free to grant the rights set forth in this release.

The undersigned contest participant and the participant's parent or guardian hereby attest that they have read and understand all the foregoing provisions of this affidavit and agree to be bound by the same.

Signature of contest participant

Dated

Type or print name of participant
Contest Participant's Current Address,
Telephone Number and Social Security Number

Signature of parent/guardian (if contest participant is under 18 years of age)

Print name of parent or guardian

Dated: _____

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For the topic: -- Has social media helped or hindered the breaking down of barriers for women and girls?

Positive: <https://www.eonline.com/ap/news/1021803/9-of-the-most-inspiring-female-empowerment-instagram-accounts-to-follow>
<https://seedspot.org/kya-breaking-down-social-media-barriers/>
<https://thisisafrica.me/africans-rising/using-social-media-to-highlight-women-in-aviation-africa/>
https://wfcourier.com/business/national-and-international/social-media-help-break-through-gender-barriers/article_6aad150a-c1de-11e0-bd8e-001cc4c03286.html
<https://theconversation.com/sudanese-women-are-using-social-media-to-trade-and-break-gender-barriers-115637>
https://www.oecd.org/dev/development-gender/DEV_socialmedia-issuespaper-March2015.pdf
<https://www.facebook.com/breakingbarrierswomen>
Mixed: <https://www.huffpost.com/entry/does-gender-matter-on-social-media-7591920>
Negative: <http://lifesciencesjournal.org/2020/02/the-effects-of-social-media-on-body-image-and-mental-health/>
<https://www.medicalnewstoday.com/articles/323725#Studying-social-media-use-and-body-image>
<https://time.com/4459153/social-media-body-image/>
<https://time.com/5650266/social-media-girls-mental-health>

Researching Speech Writing:

If you want humor . . . Overall presentation with visuals about how to construct and present a speech. <https://m.youtube.com/watch?v=fUgwc2WIPrk>

If you only have a minute . . . A series of 1-minute videos on the basics plus more
<http://impromptuguru.com/60-second-guru/>

- **Before the Speech** — from anxiety reducing techniques to making sure your message is clear and organized, making you ready to take the stage.
- **Do not memorize speech** — <http://www.youtube.com/watch?v=plvzipUakMc>
- **During the speech** — from eliminating “ums” and “uhs” to projecting your voice, everything you need to be heard

If you want "how-tos" from a world-champion speaker . . .

- **How to write a speech: Crucial first steps:** <https://m.youtube.com/watch?v=yD5I7Q9q05I>
- **How to write a speech outline:** <https://m.youtube.com/watch?v=M4BkVmA0p6Y>
- **How to write a speech: speech elements:** https://m.youtube.com/watch?v=jaudD_PMjMU
- **How to write a speech: introduction:** <https://m.youtube.com/watch?v=p-jOZhFyDR8>
- **How to write a speech: conclusion:** <https://m.youtube.com/watch?v=YSi7aPR1-pg>

If you want written tips AND videos . . . Here's just the one: 7 Steps To Creating A Public Speaking Speech Outline: (tips and video) <http://publicspeakingpower.com/public-speaking-speech-outline>

AAUW online resources for contest and topic:

- www.aauw.org Topic research
- www.aauw-ca.org Videos last year's winning speeches; *Mission Based Program*; Speech Trek.
- www.Sacramento-ca.aauw.net/programs/speechtrek for contest handouts.

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- Speech Length: **5 - 6 minutes**. A grace period of 30 seconds before and after the target time.
- No visuals, props, microphone; one (1) 4X6 notecard allowed; Podium available/not required.
- Speech Type: Persuasive
- No more than 75 quoted words *and* credit source
 - ✓ Example: “according to the recent study conducted by AAUW...”
- **Delivery**
 - ✓ Exhibit Good Speech **Posture**
 - ✓ Unnecessary or disconnected **hand or body movement** distracts audience’s attention
 - ✓ Effective use of Hands and body to communicate ideas
 - ✓ Move when changing points (example: “on the other hand...”)
 - ✓ **Vocal Criteria**
 - Enunciate clearly, keep the beginning and ending consonants crisp
 - Expressive inflection...inflection that conveys meaning
 - Project to the back of the room
 - Pacing of speech. This is: **not** performance poetry, rap, or drama; **is** Public Oratory.
 - Use to your advantage (pause at major points)
 - Avoid *speed speaking*
 - ✓ **Vocabulary**
 - Use language appropriate to your audience; use non-standard language as attention-getting device
 - Avoid verbalized pauses, “Um” ...**Hint: *breathe*** while you think
 - ✓ **Eye Contact** with audience
 - **Hint:** make audience feel like you are talking directly to each one of them
-
- **Practice** deep breathing; breathe to your knees; deep breathe while sitting in your seat; breathe again *before* you begin to speak.
- **Practice**, practice, practice difficult vocabulary, difficult transitions, memory blocks
- Visualize giving your speech, positively
- Develop memory triggers – counting on fingers, contrasting ideas, etc.
- Learn and practice tension-releasing exercises, big ones and isometrics
 - ✓ Head/neck; Shoulders; Hands/feet/ankles
- Perform difficult articulation exercises – Peter Piper, Wood Chucks, She Sells Seashells
- **Practice** saying word endings clearly- “ing” “s” “ed” “st”
- Dress to impress
- **Practice, practice, practice your speech**
 - ✓ To a variety of audiences; ask anyone to listen. Constructive feed back: Ask for one constructive criticism so you work on one improvement at a time.
 - ✓ Practice/memorize a paragraph at a time. Add a new paragraph after you feel comfortable with the practiced paragraph
 - Practice 3-10 times every day.
 - Practice “rough spots” by isolating and practicing just those words or sentences.
 - Use physical clues, hand-gestures, movement or stance to help you remember ideas.

Topic Question: Has social media helped or hindered the breaking down of barriers for women and girls?

First, how many questions do you need to answer? Then, decide how to attack the question. Brainstorm around the ideas suggested above, and then research. What answers stand out?

Speech should consist of three (3) parts Introduction, body, and conclusion.

- ✓ Introduction (30 – 45 sec) **Good, memorable speeches END WHERE THEY BEGIN.**

Use a strategy for beginning and ending that hooks your arguments/ideas together.

1. Shocking/impactful/surprising statistic or data - developed within speech.
 2. Quotation – with source! Excellent for reconnecting to ending
 3. Narrative – a little story or vignette sets the stage; creates prologue; can be personal.
 4. Rhetorical question – (very over-used).
 - **State topic.** Many speeches vary off topic. Keep the topic in front of you.
 - **Answer the question[s] – this is your thesis!**
- ✓ Body (3 ½ to 4 ½ minutes)
 - Restate and develop main points from introduction
 - Use *interesting* examples, stories, historical references, statistics, personal experiences and humor.
 - **Hint:** your audience (judges) will be mature, professional women & men with varied backgrounds & interests.
 - Ask yourself, what do you have in common?
 - Transition smoothly between each main point (explain connections)
 - Analyze facts and statistics & draw your own conclusions
 - ✓ Conclusion (30 – 45 sec)
 - Concisely recall or restate main topics and thesis.
 - Avoid introducing new material (points, examples, etc)
 - **Hint: END WHERE YOU BEGIN; see your introduction.**
 - **Hint: end with strength; “that’s it” is never appropriate.**

October- December

- **Learn** about the contest and the topic by asking your faculty contact or AAUW contact.
- **Research** sources on the topic and on speech preparation and delivery.
- **Ask** your AAUW coach for guidance in person or via email, phone or text.

By Jan. 11 – Complete, send Application and Affidavit Forms

- Send scanned forms, three pages, signed by you and your parents to your AAUW contact

By Jan. 25 - Complete your draft speech

- **Email** your draft speech to AAUW contact

By Jan. 25-Feb. 6 - Receive coaching feedback

- **Contact** your AAUW coach for guidance, assistance and encouragement.
- **Review** video sources for speech preparation and delivery tips.

Jan. 25 to Feb. 19

- **Polish, Practice, Practice Makes Permanent.**
- **Reduce your speech to 5-10 words on 4 X 6 card.**
- **Polish, Practice, and Practice Make Permanent** some more. This makes the competition fun.

February 20 – Participate

Decisions will be made how each participant will deliver their speech digitally. Judges will view speeches digitally at same time and winners will be selected. More instructions will be given to participants as plans develop.

Thank you for agreeing to serve as a timer for the AAUW CA Speech Trek Contest. This Contest is an opportunity to support talented young students, both girls and boys, who are America's future leaders.

A timer will need:

- **A stopwatch or equivalent timing device**
- **Three (3) timecards that indicate time intervals of 4:30, 5:30, and 6:00 minutes. These timecards can be color-coded (for example, green at 4:30; yellow at 5:30; and red at 6:00 minutes)**
- **Begin timing when the Contestant first starts to speak.**
- **At 4:30, raise and hold the green card.**
- **At 5:30, raise and hold the yellow card.**
- **At 6:00, raise and hold the red card. Hold it until the speaker stops speaking. A 30-second grace period exists before and after the allotted time. A speaker who speaks under 4:30 or over 6:30 will automatically be disqualified.**
- **Time stops when the speaker stops speaking. After each speaker is finished, text the total time spoken to the Chief Judge.**
- **Clear stopwatch/timing device after each speaker.**