PREPARED
PUBLIC SPEAKING

2017-2021

NATIONAL FFA

**CAREER AND LEADERSHIP
DEVELOPMENT EVENTS**

Purpose

The National FFA Prepared Public Speaking Leadership Development Event is designed to develop agricultural leadership, communication skills and promote interest in leadership and citizenship by providing member participation in agricultural public speaking activities.

Event Rules

The complete rules, policies and procedures relevant to all National FFA Career and Leadership Development Events may be found in the Guide to the Career and Leadership Development Events Policies and Procedures.

- The National FFA Prepared Public Speaking Leadership Development Event will be limited to one participant from each state association.
- It is highly recommended that participants wear FFA Official Dress for this event.
- Each participant's manuscript will be the result of his or her own efforts. It is expected that the participant will take advantage of all available training facilities at his or her local school in developing his or her speaking ability. Facts and working data may be secured from any source but must be appropriately documented.
- Participants will report to the orientation meeting for instructions at the time and place shown in the current year's schedule of events.
- Three to eight competent and impartial persons will be selected to judge the event. At least one judge should have an agricultural background. Each state with a speaker will provide a judge for preliminary round of the national event. Any advisor who has a student competing in a speaking event may not serve as a judge for that respective speaking event.

Event Format

MANUSCRIPT

Manuscripts are to be uploaded in PDF format by the designated deadline on FFA.org. Upload instructions are on FFA.org. A penalty of 20 points (10 percent of available manuscript points) will be assessed by the judges scoring the manuscripts for any late submissions. Manuscripts received later than the third Friday in September will not be entered into the event, and the speaker may be disqualified from speaking in the event.

Manuscript requirements
- Formatted to fit 8 1/2 x 11-inch paper double spaced with a 1-inch margin
- Cover page including the speech title, participant's name, state and year
- Font size must be 12 point using a serif (Times New Roman, Cambria, etc.) or sans serif font (Ariel, Calibri, etc.)
- Follow the most current APA style guide for developing a reference list and in-text citations.
- Manuscripts not meeting these guidelines will be penalized.

A complete and accurate reference list should be included in the manuscript. To avoid plagiarism, all participants in the National FFA Prepared Public Speaking Leadership Development Event should give credit to others where any direct quotes, phrases or special dates are used in the manuscript.

Subjects

Participants may choose any current subject of an agricultural nature for their speeches. This may include the areas of agribusiness, animal systems, plant systems, environmental services, food products and processing, natural resource systems, biotechnology systems and power, structural and technical systems.

Official judges of the National FFA Prepared Public Speaking Leadership Development Event shall disqualify a participant if he or she speaks on a non-agricultural subject.

Time Limit

Each speech will be a minimum of six minutes in length and a maximum of eight minutes. Participants will be penalized one point per second on each judge's score sheet for being under six minutes or over eight minutes. Each participant will be allowed five additional minutes in which he or she will be asked questions relating to his or her speech and/or manuscript content. No time warnings will be given.

Scoring

Prior to the event, the content and composition of all manuscripts will be individually scored without collaboration by three to four qualified individuals using the manuscript rubric. Manuscript scores will be averaged and supplied to the presentation judges after they have scored the oral presentation. The average manuscript score along with manuscript comments will be presented to the participants at the awards function.

Presentation judges will be furnished with copies of the participants' manuscripts, which they will use to formulate questions. Questions shall pertain directly to the speaker's manuscript. Questions containing two or more parts should be avoided.

Flights will be seeded by manuscript scores. Event officials will randomly determine the speaking order and ensure that prior to giving the speech, each speaker is properly introduced. A participant will be permitted to use notes while speaking, but deductions in scoring may be made for this practice if it detracts from the effectiveness of the presentation. No props are to be used. Applause shall be withheld until all participants have spoken.

A designated timekeeper will record the time used by each participant in delivering his or her speech, noting under time or over time, if any, for which deductions will be made.

At the time of the event, each judge, without collaboration with others, will use the official rubric to score each participant on the delivery of the speech. They will also complete a judge's comment card which will be presented to the participant at the awards function.

Each judge will ask questions at the conclusion of the oral presentation of the speech. Judges will score each participant on the ability to answer all questions asked by judges. The full five minutes for questions should be used.

When all participants have finished speaking, each judge will total the score on composition, delivery and response to questions for each participant. The timekeeper(s) record along with the manuscript score will be used in computing the final score after the presentation and response to questions have been scored. Again, each judge without collaboration with others will rank participants based on the scores. The judges' score sheets will then be submitted to event officials to determine final ratings of participants.

The judges' rankings of each participant shall then be added, and the winner will be that participant whose total ranking is the lowest. Other placing will be determined in the same manner (low-rank method of selection).

Activities	Points
Manuscript	200
Presentation	500
Response to questions	300
TOTAL POINTS	1,000

TIEBREAKERS

Ties will be broken based on the greatest number of low ranks. Participants' low ranks will be counted, and the participant with the greatest number of low ranks will be declared the winner. If a tie still exists, the event superintendent will rank the participants' response to questions. The participant with the lowest rank from the response to question will be declared the winner. If a tie still exists, the participants' raw scores will be totaled. The participant with the greatest total of raw points will be declared the winner.

Awards

Awards will be presented to individuals at the awards ceremony based upon the cumulative judges' rankings.

Manuscript judges' comments and presentation judges' comment cards will be presented to the participants at that time.

Awards are sponsored by cooperating industry sponsors as a special project and/or by the general fund of the National FFA Foundation.

References

This list of references is not intended to be all-inclusive.

Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. Make sure to use discretion when selecting website references by only using reputable, proven sites. The following list contains references that may prove helpful during event preparation. The most current edition of resources should be used.

- Past CDE materials, finals hall footage and other resources are available on FFA.org.
- APA Style Guide (most current edition), www.apastyle.org
- Speak Well. (latest edition.) Liz O'Brien. McGraw-Hill Higher Education.
- Purdue's Online Writing Lab – APA Formatting Guide,
  https://owl.english.purdue.edu/owl/resource/560/01/

Manuscript Content and Composition Rubric

200 POINTS

Name _____ Member Number _____

Chapter _____ State _____

Indicator	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Points
Topic relevance	Topic addresses an issue facing the industry of agriculture.	Topic addresses an issue that may show some relationship to the industry of agriculture.	Topic addresses an issue that is unrelated to the industry of agriculture.		x 6	
Persuasive explanation of position on topic	Position is clearly stated, and ample evidence is provided.	Position is not obvious, and evidence is not clearly provided.	Position is not stated, and evidence is not provided.		x8	
Alternative viewpoints recognized	Identifies and counters alternative viewpoints	Only identifies alternate viewpoints	Does not identify alternate viewpoints		x 4	
Logical order and unity of thought	Clearly organized and concise with strong introduction, body and conclusion layout	Good organization with few statements out of place or lacking in clear construction	Little to no organization is present; sometimes awkward and lacking construction		x 4	
Spelling/grammar (sentence structure, verb agreement, etc.).	Spelling and grammar are extremely high quality with two or less errors in the document.	Spelling and grammar are adequate with three to five errors in the document.	Spelling and grammar are less than adequate with six or more errors in the document.		x 7	
Quality of resources	Resources are from reputable sources.	Resources are from questionable sources.	Resources are unreliable and invalid.		x 6	
Manuscript written according to guidelines	**5 points**		**0 points**			
Double-spaced & formatted to 8½ x 11-inch paper with 1-inch margins 12-point serif (Times new roman, Cambria, etc.) or sans serif font (Ariel, Calibri, etc.)					x 1	
Cover page with speech title, participant's name, state and year					x 1	
APA style for references and citations					x 3	
			TOTAL POINTS EARNED OUT OF 200 POSSIBLE			

Presentation and Questions Rubric

800 POINTS

Name _____ Member Number _____

Chapter _____ State _____

Indicators	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Score
Oral Communication and Non-Verbal Communication						
Supporting evidence	Examples (stories, statistics, etc.) are vivid, precise and clearly explained.	Examples are usually concrete but sometimes need clarification.	Examples are sometimes confusing, leaving the listeners with questions.		x 15	
Persuasive use of evidence	Exemplary use of evidence to persuade listeners.	Sufficient use of evidence to persuade listeners.	Has difficulty using evidence to persuade listeners		x 15	
Pace	Speaks very articulately at rate that engages audience.	Speaks articulately but occasionally speaks too fast or has long unnecessary hesitations.	Speaks too slow or too fast to engage audience.		x 15	
Command of audience	Speaker uses appropriate emphasis and tone to captivate audience.	Speaker presents speech as mere repeating of facts and speech comes across as a report.	Speaker lacks enthusiasm and power to engage audience.		x 20	
Eye contact	Constantly looks at the entire audience (90 to 100% of the time)	Mostly looks around the audience (60 to 80% of the time)	Occasionally looks at someone or some groups (less than 50 % of the time)		x 10	
Mannerisms and gestures	No nervous habits are displayed. Hand motions are expressive and used to emphasize talking points.	Sometimes exhibits nervous habits; Hands are sometimes used to express or emphasize points.	Displays some nervous habits; Hands are not used to emphasize talking points; hand motions are sometimes distracting.		x 10	
Poise	Portrays confidence and composure through appropriate body language (stance, posture, facial expressions)	Maintains control most of the time; rarely loses composure	Lacks confidence and composure		x 15	
Response to Questions						
Response to questions	Responds with organized thoughts and concise answers	Answers effectively but has to stop and think and sometimes gets off focus	Rambles or responds before thinking		x 20	
Knowledge of topic	Answers show thorough knowledge of the subject and supports answer with strong evidence.	Answers show some knowledge of the subject but lacks strong evidence.	Answers show little knowledge of subject and lacks evidence.		x 40	
		TOTAL POINTS EARNED OUT OF 800 POSSIBLE				

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

Agriculture, Food and Natural Resources Content Standards

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
CS.01.01. Performance Indicator: Examine issues and trends that impact AFNR systems on local, state, national and global levels.		
CS.7.02.01.c. Evaluate a public policy within AFNR systems and defend or challenge it.	Manuscript	
CS.02.02. Performance Indicator: Examine the components of the AFNR systems and their impact on the local, state, national and global society and economy.		
CS.02.02.01.c. Devise a strategy for explaining components of AFNR systems to audiences with limited knowledge.	Presentation	
CS.02.02.03.c. Evaluate how positive or negative changes in the local, state, national or global economy impacts AFNR systems.	Manuscript	
CRP.04.01. Performance Indicator: Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.		
CRP.04.01.01.a. Identify and categorize strategies for ensuring clarity, logic, purpose and professionalism in verbal and non-verbal communication (e.g., vocal tone, organization of thoughts, eye contact, preparation, etc.).	Presentation	
CRP.04.01.02.b. Apply strategies for speaking with clarity, logic, purpose and professionalism in a variety of situations in formal and informal settings.	Presentation	
CRP.04.02. Performance Indicator: Produce clear, reasoned and coherent written communication in formal and informal settings.		
CRP.04.02.02.c. Compose clear and coherent written documents (e.g., agendas, audio-visuals, drafts, forms, etc.) for formal and informal settings.	Manuscript	
CRP.04.03. Performance Indicator: Model active listening strategies when interacting with others in formal and informal settings.		
CRP.04.03.01.b. Apply active listening strategies (e.g., be attentive, observe non-verbal cues, ask clarifying questions, etc.).	Presentation	
CRP.04.03.02.c. Model active listening strategies in formal and informal settings.	Presentation	