

Drug Demand Reduction Speech Contest

2015/2016





The 2015/2016 Drug Demand Reduction Speech Contest is open to all cadets and is an opportunity to research, write, and present a 5 minute speech. Speeches will be on various topics related to Civil Air Patrol and will incorporate a theme of responsible choices or a drug-free message. Speeches are presented in front of an audience, filmed, and uploaded for judging. Winners will receive recognition, prizes, and invitations to speak at Wing, Region, or National events.

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Part I- Contest Overview

Purpose

The Cadet Program uses cadets' interest in aviation and aerospace to transform youth into dynamic Americans and aerospace leaders. The purpose of this speech contest is to challenge cadets to excel in public speaking and encourage high standards in speech content, organization and delivery. Cadet Programs along with the Drug Demand Reduction section is building a cadre of cadet leaders to promote a drug-free lifestyle to their peers and communities.

An effective leader must be able to communicate well. Public speaking is paramount to the skill set of a leader. It is also one of the greatest fears among Americans. It is proven that if a person learns to speak in public before they learn to fear it, and then they will carry that talent with them throughout their life. It is a talent that will propel all professions and social settings. This activity is an opportunity to display interpersonal skills and to test verbal communication skills as cadets learn to interact with peers as well as dignitaries.

Civil Air Patrol strives to teach our cadets and senior members to make responsible choices. It is also a continuation of the Drug Demand Reduction efforts to help reduce the demand for illegal and illicit drugs in America.



Cadets as Speakers

One of the most valuable life skills a cadet acquires in CAP is confidence as a public speaker. As cadets progress in CAP, they will learn to demonstrate the simple elegance of persuasive speech with and without the aid of modern technologies. Other purposes include preparing cadets to be accomplished speakers by delivering speeches to appropriate audiences such as civic clubs, schools, encampments, etc. At the end of this activity CAP cadets will stand out in life when compared to their non-cadet peers.

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Overview

1. Any cadet in good standing is eligible to participate.
2. The topic of the speech must be related to the Drug Demand Reduction drug-free message. See Part II for more information.
3. Speeches will be no less than five minutes in length and not over five minutes and 30 seconds.
4. Cadets will present their speeches in uniform and in front of an audience.
5. Speeches will be recorded and submitted for judging along with a written copy of the speech.
6. Speeches must be submitted before 1 April 2016.
7. Judges will evaluate speeches based on the rubric in Part IV.
8. Winners will be notified by 1 May 2016.

Prizes

1st Place- \$200 Visa Gift Card, \$50 Vanguard gift certificate, Certificate of Achievement, 1 year Civil Air Patrol membership renewal

2nd Place- \$100 Visa Gift Card, \$25 Vanguard gift certificate, Certificate of Achievement, 1 year Civil Air Patrol membership renewal

3rd Place- \$50 Visa Gift Card, \$15 Vanguard gift certificate, Certificate of Achievement, 1 year Civil Air Patrol membership renewal

Wing, Region and activity commanders are urged to invite winners to speak at local events whenever practicable.

Part II

Preparation

Participating cadets will prepare a speech on a topic related to Civil Air Patrol and will incorporate a theme of responsible choices or a drug-free message. Cadets may select one of the suggested topics listed below or choose their own subject that relates to the DDR theme. Cadets will select a topic, research and write the speech substantially on their own. Working with a mentor is encouraged, but the significant content will be written by the cadet.

Suggested Topics

- a) Explain why America's Aerospace power is related to the Drug Demand Reduction Program and is vital to National Security.
- b) Describe leadership mistakes you have made in being a leader who leads peers to make responsible choices.
- c) Explain the difference between followership and leadership and how it relates to the Drug Demand Reduction program.
- d) How can CAP cadets make a difference in their communities for a drug-free world?
- e) What is the most critical issue facing our nation in relation to drugs and alcohol? Why do you think so? What can be done to alleviate the critical nature of this issue?

Note: Speeches on topics a, b, & c may be used to fulfill the speech requirement for the Armstrong achievement. Speeches on the Eaker prompts may also receive credit if tied into the DDR theme. Please note that Armstrong and Eaker speeches may go to 7 minutes in length without penalty.

Mentors

Any parent or adult leader that agrees to serve as a mentor may do so. This mentor must devote time and attention to the cadet as the presentation is developed and practiced. The mentor should be available for practice presentations and be able to instruct and guide the cadet with the progress they make. Mentors will provide encouragement and emotional support.

Mentors may help in the preparation of the speech. Since one of the goals of participating is to learn how to research and write speeches, the amount of adult help should decrease as the cadet gets older. Review of the speech and suggestions by parents or mentors are parts of the process, but the cadets should do progressively more work on the speeches as they grow with Civil Air Patrol. Remember, unlike a teacher or a boss, a mentor does not formally grade you or tell you what to do, but they will offer feedback so you can improve on your leadership skills

Part III

Delivery

1. The speech will be given in front of an audience and filmed for judging.
2. The audience may be primarily Civil Air Patrol members, community members or some combination.
3. Cadets will be in uniform when they deliver their speech.
4. Cadets may be introduced or introduce themselves. The cadet's region/wing/squadron should not be identified in the introduction, if possible.
5. Timing will begin with the cadet's first verbal communication with the audience and end with the cadet's final word.
6. A selected timer at the back of the room may provide warning signals to the speaker. No specific method is mandated. Colored cards, hand signals, a countdown clock, audio signals, etc., are acceptable.

Video Submission

1. The recording will be submitted via public or unlisted YouTube video link (preferred, directions below) or as a DVD mailed to NHQ.
2. A written copy of the speech must be submitted at the same time the video presentation is entered. Resources must be cited in the written copy.
3. Technical aspects of video presentation, such as lighting, transition shots, editing, etc., are not specific categories of judgment for this event. However, keep in mind that video and audio qualities are important and certainly influence the overall impression and effectiveness.
4. Video presentations and written copies must be received at CAP NHQ NLT close of business day on April 1, 2016.
5. Email submissions will be sent to cadets@capnhq.gov with "Speech Contest Submission" as the subject.
6. DVD submission will be sent to CAP NHQ/CP-DDR, 105 S. Hansell Street, Bldg. 714, Maxwell AFB, AL. 36112-6332

Uploading Video to YouTube

It's preferable to submit videos by emailing the link to the video. Cadets may choose to upload their speech using the "public" or "unlisted" settings in YouTube. A public video may be viewed by anybody, will be listed in your account and may be found through search engines. Uploading the speech as an unlisted video means that only people who have the link to the video can view it. Unlisted videos won't appear in any of YouTube's public spaces and may not be found through search. The logistical challenges of sharing a "private" video with the judging committee are not feasible for the speech contest.

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You will need a Google Account to sign into YouTube.

1. Sign into YouTube.
2. Click the Upload button at the top of the page.
3. Before you start uploading the video choose the Public (default) or Unlisted privacy setting.
4. Select the video you'd like to upload from your computer.
5. While the video uploading, you can edit the basic information and advanced settings.
6. Make any changes you want, then click Publish or Done to finish uploading it on YouTube.
7. To email the submission click Share or send the link in the body of an email. Remember to include the written copy of the speech as well.

Part IV

Time Limits and Penalties

1. Mentors should be prepared with a stopwatch to use at each occurrence of practice or presentation for the speech by the cadet.
2. Speeches will be no less than five minutes in length and not over five minutes and 30 seconds. (Armstrong and Eaker speeches may be up to 7 minutes.)
3. Cadets going over or under the time limit shall be penalized two points for one to 30 seconds over or under; four points for 31-60 seconds over or under etc.
4. Cadets reading entirely from a script will be penalized five points.

Judging/Evaluation

1. **PERSONAL QUALITIES – 20 points (Poise, Personality, Appearance, Attitude)**
In this category consider the cadet's appearance and personal qualities.
 - a. Poise – Does the cadet have command of self and of the materials? Is the cadet under control?
 - b. Personality – Does the cadet appear prideful or haughty? Humble? Is the tone warm and friendly?
 - c. Appearance – Uniform should be well pressed, clean, and worn according to CAPM 39-1 guidelines.
 - d. Attitude – Does the cadet act like he or she desires to be in the event, or is made to participate? Does the cadet command the respect of the audience? Do they speak “to” people or “at” people?
2. **MATERIAL ORGANIZATION – 30 POINTS (Value, Logic)**
In this category, only the material and its organization presented by the cadet should be judged. One should consider the logical and coherent development of the subject, which brings about a successful, logical, and adequate conclusion. Figures of speech, similes, metaphors, colorful choice of words and zestful, descriptive phrases are important qualities.
 - a. Adherence to the Drug Demand Reduction drug-free message and being a leader. – Does the content of the speech relate to Civil Air Patrol's drug-free message?
 - b. Is the content a relevant/important message? Is the content appropriate to the cadet's age?
 - c. Logic – Does the speech present a rational thought process? Is there a sequential order to the speech?
3. **DELIVERY AND PRESENTATION – 30 POINTS (Voice, Enunciation, Pronunciation, Gestures, Sincerity, Emphasis)**
Delivery and presentation are evaluated upon several factors. Delivery should be continuous, without hesitation or halting, unless for emphasis. Enunciation and pronunciation are very important. Gestures should be noted for frequency, nature, and effectiveness. Sincerity and enthusiasm are important qualities. Emphasis should be well-placed and dynamic, but not over done. A sense of care and compassion should be

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shown in the message as well.

- a. Voice – Does the cadet project well? Is the cadet's volume too high or too low? Is the proper pitch, tone and volume consistent throughout the presentation?
 - b. Enunciation – Are the cadet's words clear? Does the cadet avoid colloquial dialect? Does the cadet emphasize proper syllables?
 - c. Pronunciation – Are the cadet's words distinct? Does the cadet observe the rules of proper grammar?
 - d. Sincerity – Does the cadet feel his or her message? Is the speech personally owned? Does the cadet maintain eye contact with the audience? Are the cadet's own feelings being presented or simply words from a script of someone else's message or thoughts?
4. OVERALL EFFECTIVENESS – 20 POINTS (Appeal, Impression, Effect, Did It Make Sense?)
- In this category, the overall impression created by the cadet and the speech should be rated. The overall impression of a specific effect is a result of many factors, some of which are indefinable and inexpressible and cannot be individually scored. Yet, the final impression persists and is most important. In this phase of scoring, this general overall impression is given actual point value. Was the speech effective? Did it hit the target?
- a. Appeal – Has the cadet communicated in such a way as to create understanding for his or her subject? Does the conclusion cause the audience to desire to own the message?
 - b. Impression – Does the cadet accomplish his or her purpose? Does the content of the message fit presentation?
 - c. Effect - Did the cadet's message and presentation move the audience to action? Did the audience form a conclusion, opinion, etc., based on the cadet's message and presentation?
 - d. Knowledge of Material – Did the cadet show a confidence that implied his or her in-depth knowledge of the subject of the speech? This helps to show how much the cadet was involved in writing the speech and/or how much the cadet practiced the presentation of the speech.

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PRESENTATION EVALUATION

Ratings are the help show the cadet the areas in which he/she did well and the areas that need improvement.

Participant CAPID: _____

Title of Presentation: _____

Items to be Evaluated	Score
Personal Qualities 20 pts. Poise, Personality, Appearance, Attitude	
Material/Organization Quality 30 pts. Adherence to theme, Value, Logic, Flow & Organization	
Delivery and Presentation 30 pts. Voice, Enunciation, Pronunciation, Gestures, Sincerity, Emphasis	
Overall Effectiveness 20 pts. Appeal, Impression, Effect	
Penalties	
Time Infraction (-2 per 30 seconds over or under)	
Reading entirely from script (-5)	
Total	

Rating _____
(Superior: 85 -100, Excellent: 70- 84, Good: 50- 69)

Time: ____ min ____ sec

Notes: _____

Evaluated By: _____

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AWARDS

The Winners will receive:

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- 2nd Place- \$100 Visa Gift Card, \$25 Vanguard gift certificate, Certificate of Achievement, 1 year Civil Air Patrol renewal
- 3rd Place- \$50 Visa Gift Card, \$15 Vanguard gift certificate, Certificate of Achievement, 1 year Civil Air Patrol renewal
- Wing, Region and activity commanders are urged to invite winners to speak at local events whenever practicable.
- If cadet choices a, b or c in the suggested topics this can also count toward the Armstrong Achievement speech.
- Speeches on the Eaker prompts may also receive credit if tied into the DDR theme.

Appendix A- Squadron Suggestions

These are actions a squadron could take to best support cadet speech participants. These are recommended practices to capture and utilize the speeches and speakers as a resource.

1. Maintain a file cabinet or electronic storage with cadet speeches.
2. Post speech videos on the squadron website.
3. Publish the cadet's activities in a bulletin throughout the year, such as who spoke, where, and when.
4. Submit newspaper – worthy picture and story about cadet accomplishments to the local newspaper.
5. Email a picture and a notation of these achievements to the CAP/NHQ/DDR for use in newsletters and other publications. Include information about where they spoke.
6. Submit the After Action Report in eServices each time they make a public presentation of their speech.
7. For mentors: Enable practice impromptu speaking by the cadets. For instance, during a squadron meeting pose a question to the cadets and ask one cadet to 'stand and deliver' a response (no longer than 5 minutes in length). This will allow the cadets to think on their feet and handle surprise situations they will encounter in the future. It will also allow them the repeated experience of public speaking to gain confidence and overcome stage fright. Mentors, use the evaluation form each time a cadet is called upon in this manner so that the cadet can learn from each occurrence.

Appendix B- Suggestions for Cadets

1. Use humor sparingly.
2. Give credit where credit is due- name your sources!
3. Remember this activity is to build your research and public speaking skills.
4. Use of quotes to emphasize your message is a great tool if it isn't overly used and has a direct tie-in to your subject and context.
5. Watch videos and read speeches of noted, serious orators, speakers and statesman. Look for cues, body language, eye contact, notes of sincerity in the voices and words.
6. Practice makes perfect. Be sure to practice your delivery for a truly polished presentation. Practice solo, to get comfortable with the words and gestures. Film yourself and review the recording to see the performance as your audience will see it. Practice with your mentor to get their feedback.
7. The topic of your speech must meet the DDR guidelines but an educated speaker must have a varied arsenal of subjects. Read speeches or watch videos on all subjects such as politics, religion, athletics, entrepreneurs, pilots, astronauts, motivational speakers, social change advocates, etc. The possibilities are endless. Here is a list of various names to get your thoughts moving:
 - Shakespeare
 - Dr. Mehmet Oz
 - Nelson Mandela
 - Archie Manning
 - Winston Churchill
 - President Obama
 - Bill Gates
 - Margaret Thatcher
 - Your parent(s)
 - Ed Begley, Jr.
 - Dwight Eisenhower
 - Your school history teacher
 - Martin Luther King, Jr.
 - Buzz Aldrin
 - John F. Kennedy, Jr.
 - Bear Grylls
 - Your State Governor
 - Danny Thomas
 - Neil Armstrong
 - Maria Shriver
 - Pope John Paul II
 - Amelia Earhart
 - George Washington
 - Patrick Henry
 - Donald Trump
 - Cicero
 - Bob Knight
8. Widen your depth of subjects to include everything that interests you in order to gain your own personal style.
9. Think about who your role model is and what your career and life-goals are. What is your definition of success? This will help you to develop a speaking-style all your own that will be both remarkable and profound; no matter the subject matter or the audience