

# PREPARED PUBLIC SPEAKING CDE

## PURPOSE

The Prepared Public Speaking Career Development Event is designed to develop agricultural leadership by providing for member participation in agricultural public speaking activities and stimulating interest in leadership and citizenship.

## ELIGIBILITY

The participant must be an active member of a chartered Florida FFA Chapter and enrolled in grades 9, 10, 11, or 12. Only one member per chapter may be eligible to compete. Participant can not participate in both Extemporaneous Public Speaking and Prepared Public Speaking CDEs.

## EVENT PROCEDURES

1. At each level a CDE coordinator and three judges will be in charge of this event with the State FFA Association providing CDE materials.
2. 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.
3. A participant shall be in official dress as defined in the current Official FFA Manual.
4. Three competent and impartial persons will be selected to judge the event. At least one judge should have an agricultural background.

## EVENT SCHEDULE

The contest will be held in three rounds: sub-district, district and state level competitions. Each chapter may enter one participant at the sub-district level with each sub-district forwarding their winners on to the district contest. The 12 district winners are then eligible to compete in the state contest.

## STATE FINALS

The state level competition will include two preliminary flights. Contestants will be placed into their flights based on their manuscript scores. The top three (3) from each flight will move on to the finals. Contestants shall draw for places on the program. The program chairman shall then introduce each contestant by name and in order of the drawing.

## EVENT PRACTICUMS

### PERFORMANCE PRACTICUM



#### SPEECH PREPARATION & PRESENTATION

1. Participants may choose any current subject for their speeches that is of an agricultural character (nature), which may include agriscience and technology, agribusiness, agrimarketing, international agricultural relations and agricultural communications. Official judges shall disqualify a participant if he or she speaks on a nonagricultural subject.
2. Prior to the event the content and composition of all manuscripts will be scored by one qualified individual who will record the scores on a score sheet that will be provided.
3. Participants will submit the following materials:
  - Three double-spaced typewritten copies of the speech on 8 1/2" x 11" white paper with cover that gives the speech title, participant's name, state and date. The format should use 1" margins, 10 characters per inch, 12 font size, Times New Roman or Arial fonts, and follow the APA (American Psychological Association) manual. Do not bind or place in folders, special binders or covers. Place a staple in upper-left corner. See manuscript score sheet for specific point distributions related to the content and composition of the manuscript. Manuscripts not meeting these guidelines will be penalized.
  - Manuscripts at the sub-district and district levels are due to the CDE coordinator one week prior to the event. State level participants must submit seven copies of their manuscripts by the date listed on the Official FFA Calendar. Failure to meet these deadlines will result in disqualification.
  - A complete and accurate bibliography used in writing the speech. All participants should give credit to others where any direct quotes, phrases or special dates are used in the manuscript, in order not to be quality of plagiarism. A bibliography MUST be included as part of the public speaker's manuscript, and direct quotes from any source of information must be marked in "quotes" on the manuscript and be identified in the bibliography. Failure to do so will automatically disqualify a participant. This applies to all events above the local level. (Factual information pertaining to agriculture is available from the United States Department of Agriculture, Washington, DC 20250; state colleges, research centers and /or experiment stations; or the Superintendent of Documents, US Government Printing Office, Washington, DC 20402)
  - Failure to submit a manuscript will result in disqualification from the event.
  - Manuscripts will be scored and returned to the

Florida FFA office prior to the State FFA Convention.

4. Each speech shall be a minimum of six (6) minutes in length and a maximum of eight (8) minutes. Each participant will be allowed five minutes additional time in which he or she will be asked questions relating to his or her speech. Participants will be penalized one point per second on each judge's score sheet for being under six minutes or over eight minutes. No time warnings will be given.
5. The speaking order will be randomly determined by event officials. The program chairman shall introduce each participant by name and in order of drawing. 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.
6. A timekeeper shall be designated who will record the time used by each participant in delivering his or her speech, noting undertime or overtime, if any, for which deductions will be made.
7. At the time of the event, the judges will be seated in different sections of the room in which the event is held. They will score each participant on the delivery of production, using the score sheet provided.

### QUESTIONS

Each judge shall formulate and ask questions. Questions shall pertain directly to the speaker's subject. Questions containing two or more should be avoided. Judges will score each participant on the ability to answer all questions asked by all judges. Each contestant will be allotted five minutes for questions, the full five minutes should be used. The five minutes will start when the judge begins to ask the first question and stops when the stop watch reaches five minutes or when the contestant finishes answering all questions, whichever comes first. The stop watch should not be stopped and started between questions. Time should be called at the end of five minutes.

### SCORING

Practicum	Activity	Individual
Written	Manuscript	200
Performance	Presentation	500
Performance	Response to Questions	300
Official Dress		50
<b>Total</b>		<b>1,050</b>

1. Prior to the event the content and composition of all manuscripts will be scored by one qualified individual who will record the scores on a score sheet that will be provided.
2. When all participants have finished speaking, each judge will total the score on delivery and response to questions for each participant. The composition score and the

timekeepers' record will be used in computing the final score for each participant. The judges' score sheets will then be submitted to event officials to determine final ratings of participants.

3. Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each participant shall then be added, and the winner will be that whose total of rankings is the lowest. Other placings shall be determined in the same manner. (low point method of selection)

### TIE BREAKERS

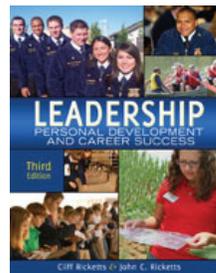
In case of a tie, that individual who has the highest grand total score shall have higher rating.

### AWARDS

Awards will be presented at an awards ceremony. Awards are presented to teams as well as individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsor(s) as a special project and/or by the general fund of the Florida FFA Foundation.

### REFERENCES

This list of references is not intended to be inclusive. Other sources may be utilized and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.



**Leadership: Personal Development and Career Success, 3rd Edition**  
 Cliff Ricketts | John C. Ricketts  
 ISBN-13: 9781435492882  
 640 Pages | © 2011 | Published



### Prepared Public Speaking CDE Manuscript Rubric – 200 points

<b>Evaluation Criteria</b>					<b>200 possible points</b>
	<b>Very strong evidence skill is present</b>	<b>Moderate evidence skill is present</b>	<b>Strong evidence skill is not present</b>	<b>Weight</b>	<b>Total Score</b>
	5-4	3-2	1-0		
<b>Manuscript Content</b>					<b>100 possible points</b>
Topic is important and appropriate					50 points
Current topic of interest	Topic is current or a strong evidence of personal involvement in the topic is expressed.	Topic is dated or some evidence of personal involvement has been expressed.	Topic is irrelevant for the times or unrelated to personal involvement.	X5	
Topic is relevant and within the scope of identified subjects in the CDE guide	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.	X5	
Suitability of materials used					50 points
Validity of resources	Resources are from reputable sources.	Resources are from questionable sources.	Resources are from unreliable sources.	x5	
Accuracy of content	Manuscript reflects accurate statements from resources.	Manuscript reflects some misinterpretation of resource materials.	Manuscript does not reflect accurate statements based on the resources provided.	x5	
Total points for this section					
<b>Manuscript Composition</b>					<b>100 possible points</b>
Organization and development of content					40 points
Logical order and unity of thought	Clearly organized and concise by remaining on target; completely focused with obvious construction and 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.	x4	
Accomplishment of purpose	The style chosen has obviously been well thought out based on the specific audience.	Most language is appropriate for the intended audience.	Some language used might be confusing for some audiences.	x4	
Grammatical accuracy					35 points
Spelling/grammar (sentence structure, verb agreement, etc.)	Spelling and grammar are extremely high quality with 2 or less errors in the document.	Spelling and grammar are adequate with 3-5 errors in the document.	Spelling and grammar are less than adequate with 6 or more errors in the document.	X7	
Manuscript written according to event format rule #1	5 points		0 points		25 points
Double-spaced on 8½" x 11" white bond paper				x1	
12 point Times New Roman or Arial Font					
1" margins in the body of the paper				x1	
Cover page with speech title, participant's name, state and year					
APA style for references and bibliography				X3	
Total points for this section					
<b>Grand Total Points</b>					

Prepared Public Speaking CDE Presentation Rubric – 500 points

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Oral Communication						300 possible points
A. Examples	<i>Examples are vivid, precise and clearly explained.</i> Examples are original, logical and relevant.	<i>Examples are usually concrete, sometimes needs clarification.</i> Examples are effective, but need more originality or thought.	<i>Examples are abstract or not clearly defined.</i> Examples are sometimes confusing, leaving the listeners with questions.		x 10	
B. Speaking without hesitation	<i>Speaks very articulately without hesitation.</i> Never has the need for unnecessary pauses or hesitation when speaking.	<i>Speaks articulately, but sometimes hesitates.</i> Occasionally has the need for a long pause or moderate hesitation when speaking.	<i>Speaks articulately, but frequently hesitates.</i> Frequently hesitates or has long, awkward pauses while speaking.		x 10	
C. Tone	<i>Appropriate tone is consistent.</i> Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	<i>Appropriate tone is usually consistent.</i> Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	<i>Has difficulty using an appropriate tone.</i> Pace is too fast; nervous. Pronunciation of words is difficult to understand; unclear.		x 10	
D. Being detail oriented	<i>Is able to stay fully detail oriented.</i> Always provides details which support the issue; is well organized.	<i>Is mostly good at being detail oriented.</i> Usually provides details which are supportive of the issue; displays good organizational skills.	<i>Has difficulty being detail oriented.</i> Sometimes overlooks details that could be very beneficial to the issue; lacks organization.		x 10	
E. Command of Audience	Speaker uses power of presentation to engage and captivate the audience with the message of the speech.	Speaker presents speech as mere repeating of facts and speech comes across as a report	Speaker bores the audience with lack of enthusiasm and power to deliver the speech.		x 10	
F. Connect and articulate facts and issues	<i>Exemplary in connecting facts and issues and articulating how they impact the issue locally and globally.</i> Possesses a strong knowledge base and is able to effectively articulate information regarding related facts and current issues.	<i>Sufficient in connecting facts and issues and articulating how they impact the issue locally and globally.</i> Possesses a good knowledge base and is able to, for the most part, articulate information regarding related facts and current issues.	<i>Has difficulty with connecting facts and issues and articulating how they impact the issue locally and globally.</i> Possesses some knowledge base but is unable to articulate information regarding related facts and current issues.		x 10	
Non-verbal Communication						200 possible points
A. Attention (eye contact)	<i>Eye contact constantly used as an effective connection.</i> Constantly looks at the entire audience (90-100% of the time).	<i>Eye contact is mostly effective and consistent.</i> Mostly looks around the audience (60-80% of the time).	<i>Eye contact does not always allow connection with the speaker.</i> Occasionally looks at someone or some groups (less than 50% of the time).		x 10	
B. Mannerisms	<i>Does not have distracting mannerisms that affect effectiveness.</i> No nervous habits.	<i>Sometimes has distracting mannerisms that pull from the presentation.</i> Sometimes exhibits nervous habits or ticks.	<i>Have mannerisms that pull from the effectiveness of the presentation.</i> Displays some nervous habits – fidgets or anxious ticks.		x 10	
C. Gestures	<i>Gestures are purposeful and effective.</i> Hand motions are expressive and used to emphasize talking points. Great posture (confident) with positive body language.	<i>Usually uses purposeful gestures.</i> Hands are sometimes used to express or emphasize. Occasionally slumps; sometimes negative body language.	<i>Occasionally gestures are used effectively.</i> Hands are not used to emphasize talking points; hand motions are sometimes distracting. Lacks positive body language; slumps.		x 10	
D. Well-poised	<i>Is extremely well-poised.</i> Poised and in control at all times.	<i>Usually is well-poised.</i> Poised and in control most of the time; rarely loses composure.	<i>Isn't always well-poised.</i> Sometimes seems to lose composure.		x 10	
<b>TOTAL</b>						

### Prepared Public Speaking CDE Response to Questions Rubric – 300 points

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
<b>Response to Questions</b>						300 possible points
A. Speaking unrehearsed (question and answer)	<i>Speaks unrehearsed with comfort and ease.</i> Is able to speak quickly with organized thoughts and concise answers.	<i>Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure.</i> Is able to speak effectively, has to stop and think, and sometimes gets off focus.	<i>Shows nervousness or seems unprepared when speaking unrehearsed.</i> Seems to ramble or speaks before thinking.		x 10	
B. Demonstrates knowledge of topic	<i>Answer shows thorough knowledge of the subject of the speech.</i> Supports answer with strong evidence.	<i>Answer shows some knowledge of the subject.</i> Some evidence, but lacking in strength.	<i>Answer shows little knowledge of the subject.</i> Evidence is lacking to support the answer.		x 50	
			<b>TOTAL</b>			

### National FFA Prepared Public Speaking CDE Official Scorecard

Evaluation Criteria	Maximum Points	Participant 1:	Participant 2:	Participant 3:	Participant 4:	Participant 5:	Participant 6:	Participant 7:	Participant 8:
<b>A. Verbal Communication Skills (from rubric) - 300 possible points</b>									
Use of examples	50								
Speaking without hesitation	50								
Tone	50								
Being detailed oriented	50								
Command of audience	50								
Connecting and articulating facts and issues	50								
<b>B. Non-verbal Communication Skills (from rubric) - 200 possible points</b>									
Attention (eye contact)	50								
Mannerisms	50								
Gestures	50								
Well poised	50								
<b>C. Response to Questions (from rubric) - 300 possible points</b>									
Speaking unrehearsed	50								
Command of questions	250								
<b>Subtotal points</b>									
	800								
Less time deductions	Provided by room coordinator								
<b>Net communication skills score</b>									
Manuscript Score	200								
Net Total Points	1000								
<b>Participant Ranking</b>									