

JUDGING CRITERIA

CONTENT (50%)

SPEECH DEVELOPMENT

Is the way the speaker puts ideas together so the audience can understand them.

Was there a logical opening, body and conclusion?

Was there a clearly stated theme?

Did the body reinforce the theme?

OPENING

Was it clear, challenging, an attention grabber?

Did it set the stage for the speech?

BODY

Was there clear development and logical progression?

Did the examples, illustrations, facts and figures support the purpose of the speech?

Were the transitions smooth?

CLOSING

Did the closing have a sense of completeness?

Did it have a positive impact, offer a challenge, give a sense of satisfaction to the audience?

Was there a good balance between the opening, body and conclusion of the speech?

EFFECTIVENESS

Is measured in part by the audience's reception of the speech, but a large part is your subjective judgement of how the speech came across.

You should ask yourself such questions as:

"Was I able to determine the speaker's purpose?"

"Did the speech relate directly to that purpose?"

"Was the audience's interest held by the speaker?"

"Was this speech subject appropriate for this particular audience?"

SPEECH VALUE

Justifies the act of speaking.

The speaker has a responsibility to say something meaningful and original to the audience.

The audience should feel the speaker has made a contribution to their thinking.

The ideas should be important ones, although this does not preclude a humorous presentation of these ideas.

Did the speech offer new information/viewpoints or merely rehash an old subject?

Was the speech challenging?

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DELIVERY (30%)

PHYSICAL

Presentation of a speech carries part of the responsibility for effective communication.

The speaker's appearance should reinforce the speech - Whether Profound, Sad, Humorous or Instructional.

Body language should support points through gestures, expressions and body positioning.

Were gestures and props used effectively?

Was there good eye contact with the audience?

Were facial expressions used?

VOICE

Is the sound that carries the message.

It should be flexible, moving from one pitch level to another for emphasis, and should have a variety of rate and volume.

A good voice can be clearly heard and the words easily understood.

If a microphone was used, was it used effectively?

MANNER

Is the indirect revelation of the speaker's real self as the speech is delivered.

The speaker should speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions.

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LANGUAGE (20%)

APPROPRIATENESS

Of language refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech.

Language should promote clear understanding of thoughts and should fit the occasion precisely.

In Other Words

Did the speaker use foul or questionable language?

Did the language enhance the purpose or mood of the speech?

Did the language fit the audience and the occasion?

Did the language clarify ideas and understanding?

Was the vocabulary appropriate to the speech and the audience?

CORRECTNESS

Of language insures that attention will be directed toward what the speaker says, not how it is said.

Proper use of grammar and correct pronunciation will show that the speaker is the master of the words being used.

Here you can ask yourself these questions?

Did the speaker use poor grammar?

Were any words mispronounced?

Was enunciation correct?

Did the language create good visual imagery?

Did the speaker use precise choice of words?

Did the language refine the meaning of the speech?

If a dialect was used, did it add to the speech? Was it done well?

JUDGES BRIEFING

1. The primary purpose of a judge is to pick a winner.
2. Judging is to be done according to the criteria on the form.
3. The following reminders will help ensure fairness.
 - Age, sex, race, creed, national origin or professional beliefs are not to be considered
 - How well a speaker has done or could do is not to be considered
 - The first or last speaker is not to be judged differently than those in the middle
 - Do not give a break to the “Underdog”, (i.e. new Toastmaster or handicapped Toastmaster)
 - Do not give extra Credit to a speaker because they have successfully competed in contests before
 - Do not judge contestants on your club norms, (i.e. Whether or not they use the lectern etc.)
 - Please leave your personal preferences, (i.e. when or whether they recognize the Toastmaster etc.) at home
 - Do not take time into consideration, it is not your purview
 - No ties, make a decision as to who is first, second, and third
4. Sign your ballots now. All unsigned ballots will be discarded
5. Protests:
 - Originality and eligibility only
Originality means that quoted material may be used but it must be identified and it must not comprise the major portion of the speech
 - Only contestants and judges may protest
 - Protests must be decided prior to the announcement of winners
 - A majority of judges must concur if the protest is on originality
6. Please familiarize yourselves with the judging ballots
7. You are not to reveal ranking or scores
8. Refrain from public criticism of the contest
9. Ballots are to be destroyed after the contest

Thanks for your help in making this contest a success.

8 COMMON PITFALLS OF JUDGING

SPEECH DEVELOPMENT:		
Structure	Excellent	Creative and mechanically sound
Organization	Very Good	Mechanically sound
Support Material	Good	One or two major weaknesses
	Fair	Several major weaknesses
EFFECTIVENESS:		
Achievement of purpose	Excellent	Creative beyond requirements
Interest	Very Good	Meets requirements
Reception	Good	One or two major weaknesses
	Fair	Several major weaknesses
SPEECH VALUE:		
Ideas	Excellent	Creative beyond requirements
Logic	Very Good	Satisfies audience
Original thought	Good	One or two major weaknesses
	Fair	Several major weaknesses
PHYSICAL:		
Appearance	Excellent	Creative beyond requirements
Body language	Very Good	Mechanically sound
	Good	One or two major weaknesses
	Fair	Several major weaknesses
VOICE:		
Flexibility	Excellent	Creative and mechanically sound
Volume	Very Good	Mechanically sound
	Good	One or two major weaknesses
	Fair	Several major weaknesses
MANNER:		
Directness	Excellent	Creative beyond requirements
Assurance	Very Good	Satisfies audience
Enthusiasm	Good	One or two major weaknesses
	Fair	Several major weaknesses
APPROPRIATENESS:		
To speech purpose	Excellent	Creative
To audience	Very Good	Satisfying
	Good	One or two major weaknesses
	Fair	Several major weaknesses
CORRECTNESS:		
Grammar	Excellent	Creative
Pronunciation	Very Good	Satisfying
Word Selection	Good	One or two weaknesses
	Fair	Several major weaknesses
RULE OF THUMB FOR ALL RANKING		
	Excellent	Creative, goes beyond requirements
	Very Good	Just follows rules, satisfies requirements
	Good	Has only one or two major faults
	Fair	Has several major faults

1. FIRST OR LAST SPEAKER IS BEST

Don't use the first speaker as the standard for other speakers. Instead rate all speakers against the standard criteria, not against each other. Judges should come to the contest with their own standards for speakers.

2. LET'S HELP THE UNDERDOG

"Give poor Joe a break. He keeps trying but never wins." A new Toastmaster should not be given more credit than an experienced speaker. New Toastmaster, experienced Toastmaster and even professional speakers must be judged by the same criteria.

3. HALO EFFECT

"Sam was great last year ... he's bound to win this year." "Good delivery ... therefore, good content." Don't allow one area of judging to influence the other.

The past record of achievement of a speaker should not be considered in judging the current contest.

4. REVERSE HALO EFFECT

"Bad grammar ... therefore, bad speech." Don't allow poor performance in one area to affect judging in another area.

5. GIVE SOMEONE ELSE A CHANCE

"He won last year, let someone else have a chance this year." "He blew it at the division contest last year, let's give someone else a chance." Again, past performance should not be considered.

6. JUDGES NOT FAMILIAR WITH JUDGING FORM

Judges should have used the judging form in the past. The contest should not be the first time the judge has seen the form. Judges must be familiar with the full use of the form, including completing the bottom portion properly.

7. PREJUDICES AND PERSONAL PREFERENCES

A judge's personal agreement or disagreement with the speaker's point of view should not influence the judging. Individual preferences for the types of speeches and style of delivery should not influence the objective judging of the speech.

8. SECOND TIME AROUND SYNDROME

"She gave this speech a lot better at the area contest." Speeches must be judged with a fresh viewpoint; as if they are being heard for the first time.