For Additional Information:
Dr. Anne Butcher, Board Development Director
Arkansas School Boards Association
523 South Ringo Street
Box 165460
Little Rock, AR 72216-5460
Telephone: (501) 492-4814
abutcher@arsba.org

PURPOSE
The purpose for this contest is two-fold. First, it is designed to give 11th and 12th grade Arkansas students an opportunity to express creative ideas and concepts, conduct research, think critically, practice public speaking skills and subsequently receive recognition for doing so. Secondly, it’s an opportunity for our conference attendees (approximately 600+ school board members and administrators) to see and hear examples of the quality of young men and women the schools within our state are producing.

RULES & GUIDELINES – Please print and distribute as needed
The Arkansas School Boards Association is holding a personal essay/speaking contest where the winner(s) will have an opportunity to present before an audience of more than 600 school board members and administrators at the 2018 ASBA Annual Conference held December 5-7 at the Marriott Hotel and Statehouse Convention Center in downtown Little Rock.

This is the first year the Arkansas School Boards Association will hold such a contest. We hope that this contest will bring out the very best in students’ writing and speaking efforts and allow our attendees to witness examples of the bright, thoughtful, and accomplished students from around the State.

Specific Rules and Guidelines begin on page 3.

TOPIC
Can and Should Freedom of Expression and Civility Co-exist?
In the name of the First Amendment and the freedom of expression it guarantees, rancorous rhetoric is fast becoming more common place across our country, causing many to wonder if it’s any longer safe or beneficial to engage in democratic discourse. Is there a way to participate in conversations where various opinions and options for solving problems of common concern, weighing alternatives, resolving differences and co-existing without acrimony and hostility are possible? Is practicing civility (reasoned public discourse where respect, restraint, responsibility, and empathy coexist with free expression) still as important as self-governance, freedom of expression and individual dignity or does civility hamper free expression?
RECOGNITION
The contest offers the following incentives:
1st Place: $1000 cash prize
2nd Place: $750 cash prize
3rd place: $500 cash prize
Honorable Mention: $250

☆ The top 3 winners are required to attend the 2018 ASBA Annual Conference, be recognized and present their essay as a speech. The location for the conference is:
   Little Rock Marriott Hotel Grand Ballroom
   3 Statehouse Plaza
   Little Rock, AR 72201
☆ The student and 2 guests will receive complimentary tickets for one meal at the conference.
☆ Winners will be recognized on the ASBA website.
☆ The winning students and their work will be recognized in an issue of the ASBA quarterly publication, Report Card.

DATES & TIMES
Specific times for presentations during the conference will be announced in late October

1st Place Presentation: Thursday, December 6, 2018
2nd Place Presentation: Friday, December 7, 2018
3rd Place Presentation: Friday, December 7, 2018

SELECTION AND PREPARATION OF CONTESTANTS
Only one student per ASBA member high school may submit a contest application. Each school may select their one applicant by whatever method it considers most appropriate.

ENTERING THE CONTEST & REGISTRATION DEADLINE
This contest is open now until 4:00 p.m. on October 26, 2018 to all 2018-2019 school year juniors and seniors who are enrolled in school districts/organizations that are current members of the Arkansas School Boards Association. The application process must be completed in its entirety on-line no later than 4:00 p.m. Monday, October 26, 2018. Receipt of applications will be time-stamped by ASBA and confirmation of acceptance sent to applicant within 3 business days of receipt.

Applicants must submit ALL of the following by the date shown above to be part of the contest:
☆ An application form (application at this link: https://www.surveymonkey.com/r/StudentContest)
☆ A 600-750 word personal essay
☆ A video of the essay presented as a speech
☆ A completed and signed Parental Release Form (see page 6 of this document)
2018 ASBA ANNUAL CONFERENCE
STUDENT ESSAY/SPEAKING CONTEST

HOW TO SUBMIT YOUR PRESENTATION TO ASBA
All of the required materials listed in the section above (excluding the application, which is to be submitted the Survey Monkey link shown above) shall be emailed to ASBAStudentVoices@gmail.com no later than 4:00 p.m. Monday, October 15, 2018. The video portion of the submission must be compressed and in a transferable quality. Supported file formats are .mp4, .mov, .mpg, or .avi. Participants may also upload their video to YouTube and attach the link to their submission email. Remember that partial submissions will not be considered for participation in the contest so be sure to include all four items with the email to ASBA.

RULES AND GUIDELINES
☆ All entrants must be classified as a high school junior or senior during the 2018-2019 school year.
☆ The school where they are enrolled must be a member of the Arkansas School Boards Association.
☆ By entering, you are agreeing to present your essay/speech at the ASBA Annual Conference if chosen as a winner. This is required to receive any cash award.
☆ Although this is meant to be a personal, rather than an academic essay, attention should be given to content, organization, style, and correctness.
☆ Essays/presentation must be original. However, consultation with teachers, or other resources is encouraged. Plagiarism is not acceptable.
☆ Credit must clearly be given to any source where borrowed material is directly used or quoted.
☆ Essays should be approximately 600-750 words in length (appropriate for 4-5 minutes of speaking).
☆ A video of the presentation in its entirety must be submitted with this application.
☆ Presentations should be memorized but students may use 3x5 note cards as references during their presentations. Presentations may not be read in the entirety from a manuscript or notes.
☆ Presentations must be approximately four to five minutes in duration. Presentations longer than 5 minutes or shorter than 4 minutes will be disqualified.

JUDGING
The finalists and winner will be selected by a panel of judges selected by the Arkansas School Boards Association. Criteria for judging the essays and the presentations include: quality of the written essay both in form and content and student delivery qualities as demonstrated in the video. Accuracy of facts, demonstrated mastery of the topic, effective communication of concepts, thoughts, and ideas, proper use of voice and articulation, and originality all are important. A sample of the judging worksheet is shown below. The decisions of the judges are final.

(Sample of Judges Worksheet follows this page.)
2018 ASBA ANNUAL CONFERENCE
STUDENT ESSAY/SPEAKING CONTEST

Arkansas School Boards Association
Contest Judging Worksheet

Student: ______________________________  School: ______________________________

Essay/Speech Title: ____________________________________________________________

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Essay Qualities</strong> (__________/30 points):</td>
<td></td>
</tr>
<tr>
<td>No plagiarism in evidence</td>
<td></td>
</tr>
<tr>
<td>Well-organized information</td>
<td></td>
</tr>
<tr>
<td>Accuracy of material</td>
<td></td>
</tr>
<tr>
<td>Informative</td>
<td></td>
</tr>
<tr>
<td>Original &amp; creative thinking</td>
<td></td>
</tr>
<tr>
<td>Resources credited appropriately</td>
<td></td>
</tr>
</tbody>
</table>

**Speech Presentation (Video) (__________/35 points):**

|                                               |       |
| Captures attention of audience               |       |
| Organizes ideas (presents a specific point of |       |
| view) Introduces and uses research effectively|       |
| Interprets and understands subject           |       |
| Uses resources and references appropriately  |       |

**Student Delivery Qualities** (__________/35 points):

|                                               |       |
| Shows poise and confidence and passion       |       |
| Speaks fluently and with clarity             |       |
Uses satisfactory pronunciation

Has control of filters (“ums” “you knows” like”)

Effectively uses voice quality and volume

Delivery is smooth and natural

Develops rapport with audience

Uses body movements appropriately (gestures, eye contact, facial expressions, posture)

<table>
<thead>
<tr>
<th>Observed Time Limit</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Used:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Points Awarded: ______________________ / 100 points

Judge’s Name: ________________________________

Additional Comments:
2018 ASBA ANNUAL CONFERENCE
STUDENT ESSAY/SPEAKING CONTEST

Parent/Legal Guardian Media Recording Release for Students

I, __________________________, Parent/Legal Guardian of ______________________ (student’s name), hereby grant permission to the Arkansas School Boards Association (ASBA) to use the above-named student’s video, photo, and likeness for promotional purposes by ASBA in all manners, including, but not limited to: news releases, photographs, video, audio, website, and other electronic or printed published media. I agree that these videos, photos and/or voice recordings may be used for a variety of purposes without further notifying me. I understand ASBA shall not use any of the student’s personally identifying information, except for the student’s first name, the school that he/she attends, and the student’s grade, without first obtaining my express permission. ASBA has my permission for this use until I submit written revocation of my permission to the ASBA Office at 523 S. Ringo St, Little Rock, AR 72201, arsba@arsba.org, or you may call 501-372-1415. I understand the ASBA does not have control over a third party who retrieves my student’s information published by the ASBA and uses it without my permission. I agree to hold the ASBA harmless for such misuse of my student’s information.

__________________________________________
Parent/Legal Guardian Name

__________________________________________
Parent/Legal Guardian Signature

__________________________________________
Date