



# 2019 HOLLE AWARD FOR EXCELLENCE IN PUBLIC SPEAKING

**April 27, 2019**

9:30 a.m. Preliminary Rounds

11:30 Semi-Final Rounds

2 p.m. Final Round

**\$10,000 PRIZE**

---

## COMPETITION GUIDELINES

The University of Alabama's Public Speaking Program is hosting the annual *Holle Award for Excellence in Public Speaking* competition. Public Speaking is offered as a general education humanities course, serving the entire university population in the cultivation of basic public communication skills.

*The Holle Award* is open to those students who have been enrolled in a public speaking course during the 2018-2019 academic year and have been nominated by instructors as eligible to compete (December 2018 and May 2019 graduates are eligible.) Any college or university in the state is encouraged to nominate a maximum of two students, per institution, for the competition. Please submit applications via web portal with student names and institution. *Students currently receiving scholarships or funding for college speech and debate activities are ineligible to participate in this competition.*

Those participating in the competition are required to present a formal persuasive speech that advocates change, or support, of specific actions, policies, concepts or behaviors. Speeches must contain that logical structure and credible research and display exemplary standards of delivery. All contestants will compete in preliminary judging rounds. Twelve participants will advance to the semi-final round, and then six finalists will compete in the final round for the grand prize.

## **REQUIREMENTS FOR SPEECH COMPETITION**

- The speech entered for the competition must be an original speech developed by the contestant.
- The chief aim of the speech must be to persuade the audience regarding a specific action, policy, or value.
- The speech presentation must meet the time limit, 8-10 minutes

## **JUDGING CRITERIA**

**The competition criteria are standards that should be covered in courses on public speaking, including the following:**

- A clearly developed introduction
- Evidence of developed persuasive appeals
- Effective organization of ideas throughout the presentation
- Appropriate verbal citation of at least six sources
- Evidence of appropriate audience analysis throughout the speech
- Inclusion of a solution
- An appropriate, effective conclusion
- Appropriate language use and nonverbal manner of presentation throughout
- Cultivation of professional ethos through effective face, hand, and body movement

\*\*\* If nominated and plan to participate, participants must enroll in the online portal found on the Communication and Information Sciences website.

<https://cis.ua.edu/current-students/holle-awards/>

Participants check-in at 9:00 a.m., in the Rotunda, Reese Phifer Hall.  
Final round will be held in Room 216, Reese Phifer Hall, at 2:00 p.m.