



# 2021 HOLLE AWARD FOR EXCELLENCE IN PUBLIC SPEAKING

**Virtual Submissions Due  
Saturday, April 24, 2021  
\$10,000 PRIZE**

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## 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 2020-2021 academic year and have been nominated by instructors as eligible to compete. 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 who are currently receiving scholarships or funding for college speech and debate activities are barred from entering this competition.

Those participating in the competition will be 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 displays exemplary standards of delivery. All contestant videos will be reviewed in a preliminary round. Six will advance to the semi-final round, with those six speech videos being judged by a panel of judges. The ballots for the six finalists will be tallied, resulting in one grand prize winner.

## **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/>