



EXTRA! EXTRA!



Texas Journalists Making History

96TH ANNUAL BATTLE OF FLOWERS® ASSOCIATION

Oratorical Contest

GUIDELINES FOR A SUCCESSFUL SPEECH

The purpose for this informational sheet is to guide you as you craft a speech that will give you the best chance of winning our contest. Best of luck to you!

CONTEST TOPIC: EXTRA! EXTRA! Texas Journalists Making History

Contestants may wish to consider the selection of journalists or journalism topics on the List of Suggested Texas Journalism Topics (see Description of Topic) and deliver an oration about this topic. Contestants may also select another Texas journalism topic NOT on the suggestion list as long as it fits within the topic description and the journalist's or journalism group's experiences in Texas and reporting of events or Texas stories are prior to 1972.

The required 10- to 12-minute speech should be original and historically accurate with intent to inform and educate the audience on this leader. It must be delivered completely from memory from a podium with a microphone before an audience and a panel of five judges.

THINGS TO CONSIDER WHEN WRITING YOUR SPEECH:

As you proceed researching your subject, explore their background and include people and events that influenced them. How did their association with Texas influence their decision to become a journalist? In what era was the Texas journalist, group, publication, or production active? How did the technology of the era affect the effectiveness or impact of the stories told? What was their role in making or influencing history or the telling of Texas history? What interesting, amazing or significant story or stories of Texas did they tell? What made them exceptional in your mind? Include interesting and perhaps lesser-known facts so the judges and the audience will find your speech to be superior. Sometimes it is the one or two obscure but powerful facts that separates the orators! Finally, include research sources throughout your written and oral presentation.

Unlike UIL speech tournaments, our winning contestant will deliver his or her speech as the keynote speaker at the annual Battle of Flowers® Association luncheon during the city's Fiesta celebration in April. This luncheon honors all that we have accomplished as a charitable organization during the year, and is held in anticipation of our city-wide parade the following day. It is a patriotic and festive occasion with an audience of over 500, and the keynote address is intended to give Battle of Flowers members and guests an inspiring, in-depth look into an interesting Texas journalist or group of journalists, a publication or production and his/her/their participation in making history or telling the stories of our state's history. Therefore, please consider the appropriateness of the content of your speech to this audience and the type of event it is intended to complement.

For a better understanding of our events and to see last year's winning speech, go to the Oratorical Contest page on our website at www.battleofflowers.org and view our videos of the contest day, benefits for the winner and the 2021 Contest. (Due to the COVID-19 restrictions the Battle of Flowers® Luncheon was not held last year and our wonderful winner did not get to deliver his speech. We are looking for a special way to feature him).

Finally, the Battle of Flowers® Association is looking for a fact-filled and entertaining speech that enlightens, rather than persuades, an audience that is already well-versed in Texas history. It is important to prepare a speech that emphasizes historical facts and stays on topic. The oratorical judges utilize guidelines at our contest that enable them to select the winning speech best suited to be delivered at our luncheon in April. In summary, prepare a speech that will educate and entertain the audience at both events about your chosen topic demonstrating [Texas Journalists Making History](#).