



4-Way Test Essay Contest - Rotary Club of New Bern, District 7720

From the earliest days of Rotary, Rotarians have been concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which Rotarian Herbert J. Taylor created in 1932 when he took charge of a company facing bankruptcy. This twenty-four-word test for employees to use in making decisions in their business and professional lives became the guide for sales, production, advertising, and all relations with suppliers and customers. The company survived and prospered, and this is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

For over 75 years, Rotarians have been using the 4-Way Test as a practical yardstick in their business, community and personal affairs. The 4-Way Test does not provide answers, but it does ask questions which the user (student in this contest) must answer. Thousands of Rotarians have used it and shared it with others. Millions of copies have been distributed to students and business associates. The test has been carved into granite monuments, displayed on billboards, written into labor contracts, printed on wrapping paper and umbrellas, and has been the theme of countless essay and speech contests.

The Purpose of the Contest

The purpose of the Four-Way Test Essay Contest is to foster ethics in everyday life, as well as in business. The contest is designed to introduce middle school students to the Rotary principles of ethics and service and to involve local Rotary Clubs with the youth of their communities. It also is aimed at encouraging young people to learn to express themselves well in public. In nearly every profession, the ability to express one's thoughts and ideas clearly, concisely, and persuasively is an important skill.

Contest Topics For 2022

Students must choose one topic from the following list

- How can the 4-Way Test impact my ability to make better decisions and serve my

community?

- How can the 4-Way Test help me confront or deal with difficult or adverse situations?
- Can the 4-Way Test be used to evaluate public policies, news reports, or social media posts?

Eligibility

Any middle school student, grades 7 and 8 in a town/city represented by a Rotary Club in District 7720 including public, private or home-schooled (Craven County). Previous district First Place Winners may not compete this year.

Timeline

- **May 2, 2022** - Students should electronically submit all essays and completed/signed *Student Entry* forms to Rotarian *Curtis Kratz*, at Curtis.Kratz@uss.salvationarmy.org.
- **May 3-17, 2022** – Committee will review essays by designated committee of members of the Rotary Club of New Bern and select top three winners.
- **May 31, 2022** - Announcement and recognition of winners.

Awards

The Rotary Club of New Bern will present cash awards:

First Prize - \$200; Second Prize - \$100; Third Prize - \$50.

Appropriate recognition will be conducted at a school location.

The Rotary District #7720 Contest – timeline to be announced.

Essay Contest Rules

1. Essays must be the original work of the student and reference the Four-Way Test as it relates to the student's topic.
2. Essays must be between 750 and 1000 words, double-spaced, and address one of the listed topics.
3. Students must complete the entry form presented as part of this Guide and provide it to their sponsoring Rotary Club contest coordinator prior to the Club contest and according to that club's entry deadline.