

The National High School Public Speaking Competition, Inc.
Presents



November, 2009

Dear New York City High School Teachers,

We would like to formally invite you and ALL of your students to participate in the 2009/2010 Words That Shook The World Environmental Solutions Eco-Warrior Competition. In doing so you can . . .

1. Help change some students' lives forever
2. Help find the best speakers and leaders in the school system
3. Help solve some local, national and global environmental problems
4. Provide your classes with state of the art "Public Speaking" Curricula
5. Help one or more of your students win a \$5,000 Scholarship
6. Have the chance to win as much as \$5,000 yourself!!

Here's how it works:

- 1. Your class gets Public Speaking Instruction/Curricula/Regular Webcasts**
- 2. Communication and Environmental Experts are made available to train/brief your classes and students**
- 3. Students (and Teachers) Upload 2 – 3 Minute Videos onto "SchoolTube"**
- 4. Major Corporations, Celebrities and VIP Judges Choose the Semi Finalists, Finalists and Winners and a total of \$54,000 in scholarships, internships and prizes is awarded on January 15, 2009**

PRIZES

Each student competition will have 5 winners.

1st Place: \$5,000

2nd Place: \$2,500

3rd, 4th, 5th Place: \$1,000 each.

There is also a Teacher Competition, with prizes coming from Donors Choose

1st Place: \$5,000

2nd Place: \$2,000

3rd, 4th, 5th, 6th, 7th Place: \$1,000 each

Here's The Official Competition Website: www.WordsThatShookTheWorld.com

Click on "Words" to access the Workbook

Click on the microphone to access the DVD

WORDS THAT SHOOK THE WORLD

THE WORDS THAT SHOOK THE WORLD
ENVIRONMENTAL SOLUTIONS
ECO-WARRIOR COMPETITION
NEW YORK CITY

VIEW SPEECHES / UPLOAD | NY CITY COMPETITION | HOW TO WIN | PREVIOUS WINNERS | CONTACT

The Jason Mraz Art, Music And The Environment Competition

The Technology Competition
LOCKHEED MARTIN

The Finance and Public Policy Competition

PCRM Eating, Health and The Environment Competition

Words That Shook The World has donated over \$11 Million of educational videos to every high school teacher and every high school student in The New York City Schools.

These are not only "The 5 Secrets" of President Obama, but the communication secrets of Ronald Reagan, Martin Luther King, John F. Kennedy, Winston Churchill, Franklin Roosevelt and the others in "Words That Shook The World: 100 Years of Unforgettable Speeches and Events".

Between November 4, 2009 and January 15, 2010, EVERY high school student in The New York City School System is invited to "Shake The World" with THEIR words and have the chance to win some of the \$42,000 in scholarships . . . and help the City of New York. America and The World is The

planet green NYC PCRM

THE WORDS THAT SHOOK THE WORLD ENVIRONMENTAL SOLUTIONS ECO-WARRIOR COMPETITION NEW YORK CITY

JASON MRAZ

New York City Schools Chancellor Joel Klein launches the competition at The Scholastic Auditorium

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THE WORDS THAT SHOOK THE WORLD ENVIRONMENTAL SOLUTIONS ECO-WARRIOR COMPETITION NEW YORK CITY

NOAH WYLE

Noah Wyle shares his thoughts on Inspiring our next eco-warriors

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THE WORDS THAT SHOOK THE WORLD ENVIRONMENTAL SOLUTIONS ECO-WARRIOR COMPETITION NEW YORK CITY

NYC Department of Education
Joel I. Klein, Chancellor

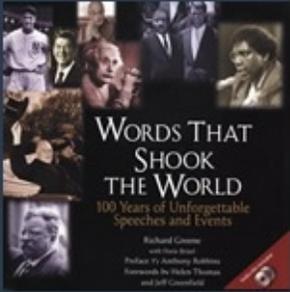
Here's how you and your students can compete . . .

STEP ONE:

**Help your students become more confident public communicators.
Share the 47 minute DVD and Workbook with your class.**



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Either play the video for them or have them watch it on their own by accessing “the secret link” (just click the microphone in the upper right corner). Also, share the 32 page Workbook and step by step Public Speaking guide or have them access “the secret link” for that by clicking on “Words” in the upper left hand corner of the website.

We think you and students will enjoy and learn much from these materials. They have been approved by the New York City DOE for distribution and for inclusion in your English, Speech and Debate, Drama, Arts, Government, History and Science curricula.

It is a fun DVD with 16 minutes of actual footage from the Obama campaign that shows, step by step, how this young State Senator used these 5 secrets of communication to become the most powerful man in the world, and achieve his dreams. How many dreams are there in your classroom that could be helped by the increased self-esteem and confidence to stand and speak from one’s heart and gut!

STEP TWO:

Invite your students to participate in any or all the four Environmental Solutions Eco-Warrior Competitions

Teachers and students should Register at www.WordsThatShookTheWorld.com by clicking on the "Register Now!" button. Upon registering you and your students will receive a Step by Step Guide to competing . . . and winning!

STEP THREE:

Encourage and support your students to research their topics and come up with the coolest ideas, innovations and service projects that will address one of our local, national or international environmental challenges . . .

and encourage them to prepare a 2 - 3 minute video speech on this for one (or more) of the 4 Competition Categories.

And YOU do the same!

STEP FOUR

Upload teacher and student videos to www.WordsThatShookTheWorld.com by December 22, 2009.

RESOURCES:

- * www.WordsThatShookTheWorld.com: The competition website will walk you through: (a) speech research, (b) speech preparation, (c) speech delivery tips and (d) the uploading process
- *"The 5 Communication Secrets That Swept Obama to the Presidency:" The 5 secrets will help you and your students create a compelling video
- *"The 5 Secrets Workbook:" 32 page online workbook filled with material for lesson plans and student self study
- *Links to Educational Environmental Films

*** Regular Webcasts with communication and environmental experts, politicians and celebrities!**

Below are some sample suggestions for competing in the four competitions. We'd love for you to share these and talk about these with your classes.

Please contact me directly at Richard@WordsThatShookTheWorld.com if you have any questions and visit the website often for any updates, cool offers and opportunities in the competition.

I wish you and your students the very best of luck and, more importantly, lots of fun and learning in the process!!

Richard Greene

Chairman

The National High School Public Speaking Competition, Inc.

Sample Service Projects, Innovations and Solutions for the 2 - 3 Minute Competition Videos

Great communicators inspire people and empower them to take action. There are so many actions that your fellow students can take, to make a difference in your communities, New York and/or the world. Here are just a few suggestions of Environmental Solutions topics that might inspire YOU to create a fantastic and compelling 2-3 minute video. Feel free to present something that is not on this list or something that is so cool and creative that nobody has ever thought of it before! Remember, the videos will be judged on creativity, innovation and overall content of your "Environmental Solution" as well as your ability to integrate "The 5 Secrets" into the delivery of your ideas.

Competition 1: The Technology Competition

Presentations that address the potential for Environmental Solutions based on science, computer science, engineering and technology.

1. Create a campaign for school buses to use BioDiesel to reduce the toxic fumes that students are exposed to
2. Develop new biofuels to replace fossil fuels
3. Develop ways to make biofuels like algae or vegetable oil more economical and accessible
4. Develop a super inexpensive solar or wind powered backpack so that every one of the students in your school can afford them and use them
5. Create an "Upcycling" campaign-develop useful, viable product from "waste" material (to minimize landfill space)
6. Create a "Green Roofs" campaign to reduce energy consumption in the schools
7. Invent or innovate ways for landfill methane utilization
8. Invent or innovate ways for schools to use Solar power technology on campus
9. Invent or innovate ways for schools to use Wind power technology on campus
10. Invent a system where students riding exercise bikes in PE classes can human-power blenders to make protein smoothies
11. Create a composting program for food from the school cafeteria
12. Invent a way for space satellites to generate or reflect energy for Earth consumption

Competition 2: The Jason Mraz Art, Music and the Environment Competition

Presentations that creatively address and bring awareness to challenges to the environment and/or "Environmental Solutions" using music and/or the arts

1. YouTube styled videos of student singing original songs or performing original poetry/spoken word pieces
2. Music videos about an environmental solution
3. Video montage of paintings or photography with environmental solutions
4. Video essays
5. Short video documentaries with artistic visuals
6. Dance, sculpture or other artistic creations addressing environmental solutions

Competition 3: The Finance/Public Policy/Eco-Activist Competition

Presentations that address the potential for Environmental Solutions based on creative financial policy, public policy and local, national or global "Eco-Activist" service projects

1. Create a "Cap and Trade" or "Carbon Tax" or other financial system that encourages the incorporation of the "true cost" into energy and other products that are sold and consumed
2. Create a Public Transportation Incentive Campaign
3. Create a Public Parks Campaign/Tree planting/green space in NYC
4. Create a waste minimization challenge for the NY Fashion industry (Eco fashion, sustainable materials, textile recycling)
5. Create a Social Media Educational Campaign to educate your friends and others about any "Environmental Solutions" that you are passionate about
6. Encourage students to lobby their city councilperson or other public official to pass an *existing* piece of legislation relating to technology, sustainable design, finance and the environment
7. Follow the votes of your elected officials on environmental issues, communicate these results to your fellow students and create a video campaign to communicate with these officials
8. Create a video or documentary project that will highlight the environmental issues and environmental solutions that most inspire you
9. Create a "3 R" (Reduce, Reuse, Recycle) program at your school

Competition 4: The "Eating, Health and the Environment" Competition

Presentations that address the potential for Environmental Solutions resulting from or related to changing our diets, reducing environmental toxins and embracing a return to eating "lower on the food chain"

1. Inspire students to join Dr. Oz' "Healthcorps" campaign in NY City Schools
2. Create a "Meatless Monday" campaign for your school cafeteria and lobby for a daily vegetarian option in school lunch
3. Develop a School Garden Program to grow organic food
4. Educate students about which foods we eat cause deforestation of the Rainforest and inspire them to eat less of those foods
5. Educate students about the environmental impact of eating meat
6. Educate students about the Locavore movement and the health and environmental benefits of eating local produce
7. Encourage students to lobby their city councilperson, Mayor Bloomberg, state legislator, Congressperson and/or Senator Schumer or Clinton to pass an *existing* piece of legislation relating to eating, health and the environment
8. Encourage students to lobby their city councilperson, Mayor Bloomberg, state legislator, Congressperson and/or Senator Schumer or Clinton to introduce a *new* piece of legislation relating to eating, health and the environment.

Judging and The Finals

Students and/or teachers will upload their entries (2-3 minute videos) on the topic of one (or more) of the four competitions and will be judged on how they utilize the 5 secrets of communication and on the creativity and impact of their ideas, inventions and/or service projects. The student and teacher entries will be judged by a panel of sponsors, experts and celebrity and VIP judges and the top 5 final videos/pieces will be performed or shown at an awards ceremony on Martin Luther King, Jr. Day, January 15, 2010 in New York City.

Details will be announced on the website www.WordsThatShookTheWorld.com.