

EASTMAN

2024 BLACK HISTORY Oratorical Contest



Purpose

Eastman's Black History Oratorical Contest provides local high school students an opportunity to develop a deeper understanding of Black and African American contributors to the academic disciplines of science, technology, engineering, and math (STEM). It also provides the students with an opportunity to improve their writing, communication, public speaking, and leadership skills.

Prizes

The students selected as authors of the top 5 essays will be invited to Eastman's annual Black History Month Program in early 2024. The location and date of the event will be announced at a later date. Each student in attendance will receive special recognition.

The first-place student will receive a \$1,500 cash prize. Additional awards include second place, \$1,000; third place, \$750; fourth place, \$500; and fifth place, \$250.

The academic sponsor of the first-place student will receive a \$100 gift card for their classroom.

Eligibility

Eligible participants are high school students as of September 2022 in Longview, Texas and the surrounding region.

Contest requirements and submission deadline

Applicants must submit an original written essay on an acknowledged Black or African American STEM contributor no later than **Wednesday, December 6, 2023, at 11:59 p.m. via email to:** txoconnect@eastman.com. The essay content will be graded on a 20-point scale based on the criteria defined in the essay rubric.

Written essay format guidelines

- Title page: Include the name, email, essay title, school, academic sponsor/teacher name, and grade level.
- Essay body: Submit three to five pages with one-inch margins using Times New Roman 12-point font and double spacing.
- Include a source citation page.
- Note: Any personal, identifiable information (name, school, etc.) placed within the body of the essay will disqualify the student from placing in this contest.

Essay rubric

Criteria	4	3	2	1	Grade
Focus/ Main Point	The essay is focused, purposeful, and reflects clear insight and ideas	The essay is focused on the topic and includes relevant ideas	The essay is focused on topic and includes few loosely related ideas	The essay poorly addresses topic and includes irrelevant ideas	
Support	Persuasively supports main point with well-developed reasons and/or examples	Supports main point with developed reasons and/or examples	Supports main point with some underdeveloped reasons and/or examples	Provides little or no support for the main point	
Organization & Format Paragraphs, Transitions	Effectively organizes ideas to build a logical, coherent argument	Organizes ideas to build an argument	Some organization of ideas to build an argument	Little or no organization of ideas to build an argument	
Language Use, Style & Conventions Sentence structure, word choice, grammar, spelling, punctuation	Effective and creative use of elements of style to enhance meaning. Uses correct grammar, spelling, punctuation throughout with very few errors	Appropriate use of elements of style Uses correct grammar, spelling, and punctuation with few errors	Some use of elements of style Contains frequent errors in grammar, spelling, and punctuation	Little or no use of elements of style Many errors in grammar, spelling, and punctuation, makes reader's comprehension difficult	
Originality Expression of the theme in a creative way	Distinctive experimentation with language and usage to enhance concepts. Applies higher order thinking and creative skills to relay complex ideas	Sufficient experimentation with language and usage to enhance concepts. Applies basic creative skills to relay ideas	Very little experimentation to enhance concepts. Does not exhibit creativity	No experimentation nor enhancement of concepts No adherence to the theme	
Total score:					

Essay and oration notification

Students selected as authors of the top 5 essays will be notified no later than Monday, January 8, 2024.

The students ranking in the top 5 will present a three- to five-minute memorized oration based on their submitted essay. The oration will be graded on a 20-point scale based on the criteria below. Judges will rank the students based on a combined score of their written essay and oration.

Students and their families and academic sponsors/teachers will be invited to attend Eastman's Black History Month Event and present their orations. This event will be live streamed to the community.

Oratorical rubric

Criteria	4	3	2	1	Grade
Diction Choice and use of words and phrases	Student excelled in connecting with the audience well; Speech has a great amount of lessons, moral, and/or message.	Student connected with the audience, but not fully; Speech had a good amount of lessons, moral, and/or message.	Student barely connected with the audience; Speech had a few lessons, moral, and/or message	Student did not connect with the audience well; Speech has no lessons, moral, and/or message.	
Tone Expression of a mood or emotion and variation in the pitch of the voice while speaking	Pitch conveyed emotions appropriately. Speaker is heard by all audience members throughout the presentation.	Pitch used but the emotion conveyed was not always as expected. Speaker is heard by all audience members most of the time.	Pitch rarely used or emotion conveyed not expected. Speaker is heard by audience members some of the time.	Pitch was not used to convey emotion. Volume often too low to be heard by all audience.	
Pronunciation The way in which a word or letter is said, correctly or incorrectly	Speaks clearly and distinctly throughout and no words mispronounced.	Speaks clearly and distinctly most of the time but mispronounces a word or two.	Speaks clearly and distinctly much of the time. Mispronounces words on occasion.	Often mumbles or cannot be understood and/or mispronounces words.	
Creativity Use of imagination or original ideas, visual and spoken	Well-developed and defined position that establishes a clear motive for speaking.	Good but formulaic position that establishes a motive for speaking.	Adequate position but not fully developed to establish the motive for speaking.	Poorly defined purpose that offers no context for speaking.	
Nonverbal Communication Use of body language and eye contact to connect with audience	Made excellent and even eye contact with the audience without fidgeting. Expressions were natural and exciting.	Made eye contact, did not fidget, and showed expression while speaking.	Minimal eye contact and a small amount of fidgeting, but no facial expressions.	Did not make eye contact, fidgeting excessively, and no facial expressions.	
Total score:					

Have questions?

Essays must be submitted to txoconnect@eastman.com.

About Eastman

Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,000 people around the world and serves customers in more than 100 countries. The company had 2022 revenues of approximately \$10.6 billion and is headquartered in Kingsport, Tennessee, USA. For more information, visit www.eastman.com.