



Florida 4-H/Tropicana Public Speaking Program History

Since 1969, Tropicana has supported the 4-H/Tropicana Public Speaking Program, an educational program aimed at teaching young people the techniques of effective public speaking.

The 4-H/Tropicana Public Speaking Program grew from a program established in 1952 by Mrs. Inez Pettigrew, a teacher at Palm View Elementary in Palmetto, Florida. When Tropicana adopted the program in 1969, the company associated the program with a local 4-H program. Since then, the public speaking course has expanded to accommodate hundreds of thousands of students all over the state of Florida. The course is coordinated and underwritten by Tropicana and administered through Florida Cooperative Extension Services of the University of Florida's 4-H Youth Development Program.

This educational program is designed to give students experience in the preparation and delivery of a speech. It is taught by classroom teachers and is incorporated into the established teacher lesson plan. With the guidance of their teachers, the participating students work on a speech of their choice. The course culminates in classroom competitions where the top speakers from each class are chosen to participate in a countywide contest with winners from other schools.

The result of Tropicana's dedication to the program is evident in the confidence displayed by young people in making prepared or extemporaneous presentations later in their school and professional careers. The 4-H/Tropicana Public Speaking Program offers young people this opportunity and teaches them to be better communicators – a skill which will benefit them throughout life.