



**Individuals or a team performs commercials. The commercial allows 4-H members to develop a short promotional message to be performed live. The commercial can be for a concept, idea, thought, or a real or imagined product. The commercial should be fast-paced and appeal to the audience to take action or purchase a product.**

Participants must run any needed audio-visual equipment. Check with the local Event Coordinator to make sure equipment needed will be available.

The commercial should catch the audience's attention, be effective and interesting, have an introduction, body and conclusion, use clear ideas and logic, be organized, use accurate and current information, be brief and convincing, use volume/pitch/intonation, show proper use of language, poise and delivery.

## Posters and Slides

None required. No title card is necessary.

## Visual Aids

Costumes, props, decorations, and other visual aids are encouraged.

## Length

Presentations are not to exceed 3 minutes in length (not including setup and removal of props, etc.). Exceeding 3 minutes in length does not result in disqualification but will be considered when evaluating the presentation.

## Number of Presenters

Individual or teams.

## Questions

Anyone may ask questions. Evaluators/judges ask questions first. Time for questions may be limited.

## Notes

Notes may not be used.

## Attire

Appropriate attire for the occasion. Costumes can be used.

# 4-H Commercial

Date: \_\_\_\_\_

Member Name: \_\_\_\_\_ Age: \_\_\_\_\_  Junior/Int (8-13)  Senior (14-18)

Member Name: \_\_\_\_\_ Age: \_\_\_\_\_  Junior/Int (8-13)  Senior (14-18)

Member Name: \_\_\_\_\_ Age: \_\_\_\_\_  Junior/Int (8-13)  Senior (14-18)

County: \_\_\_\_\_ Title: \_\_\_\_\_



Indicate point value that most closely matches performance.

Performance	1 point	2 points	3 points	4 points	POINTS
<b>Topic</b>	Topic is too challenging or too easy for presenter(s) skill level.	Topic could be more challenging for presenter(s).	Appropriate for presenter(s) age and skill level.	Challenging for presenter(s) age and skill level.	
<b>Effectiveness</b>	More practice is needed to maintain audience interest.	Audience interest is maintained.	Effort is shown to enhance audience interest and involvement.	Multiple techniques are used to successfully create audience interest.	
<b>Organization</b>	Production needs to be more organized.	Production follows a logical progression.	Organization assists presentation of production.	Production shows a strong structure that enhances effect.	
<b>Voice</b>	Volume, pronunciation or vocal variation needs improvement.	Voice and language are adequate.	Voice and language are skillful and effective.	Volume, tone, timing, inflection, and language used to enhance presentation.	
<b>Manner and Appearance</b>	Appearance, body language or gestures need improvement.	Appearance and mannerisms are appropriate.	Appearance and mannerisms are presented with business-like conduct and style.	Appearance and mannerisms are presented with a professional demeanor and personal style.	
<b>Questions</b>	More practice is needed to answer questions.	Questions answered or handled when unable to provide answers.	Skillfully answers to questions and relates them to the presentation's.	Questions used to extend the promotion of the product.	

**Ribbon Placings:** BLUE 24-19 points RED 18-13 points WHITE 12 points and below

**Presentation Time** \_\_\_\_\_

**TOTAL POINTS** \_\_\_\_\_

