

## **Demonstration**

A presentation that shows how to complete a task. A hands-on, step-by-step presentation which prepares the audience to complete a task. This is a "how to" presentation. There is a final product. \*Seniors who receive a blue ribbon can compete in this contest at State 4-H Congress.

### **Team Demonstration**

Two persons work together to deliver the presentation. Each person must share equally in the verbal and visual parts of the presentation. \*Seniors who receive a blue ribbon can compete in this contest at State 4-H Congress.

## **Illustrated Talk**

A communication which conveys information with the use of visual items and illustrations.

### ***Demonstration, Team Demonstration & Illustrated Talks Time Limits are:***

8 - 10 years old: 3 to 5 minutes                      11 - 13 years old: 5 to 7 minutes  
14 & over (by October 1): 7 to 20 minutes. Seniors should not have note cards.

A 4 point penalty will be deducted from the total combined score for each 30 seconds over or under the time limits.

### ***Poster design suggestions:***

Consider letter size and their effective viewing distance. People can comfortably read ¼" high letters from a distance of 8 feet maximum; ½" high letter from a distance of 16 feet maximum; and 1" letters from a distance of 32 feet maximum. Color design helps tell the story. Contrasting letter and poster board colors create easy to read posters. Avoid dark lettering on dark colored poster board and light lettering on light colored poster board.

A successful poster must: catch the eye; be simple and clear; stress an idea or fact; ask for the viewers' support of your idea.

## **Speech**

A communication technique in which only the spoken word and gestures of the presenter are used. No props or posters are used in 4-H public speaking contests. Refer to the Public Speaking manual for additional information.

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## **Commercial**

You watch them on TV all the time, now it's your turn. This is a chance to convince everyone of why they should buy a particular PRODUCT or IDEA. Here's what you do:

Choose a product or idea you would like to sell.

Cover or conceal any brand names and make up your own brand name.

Prepare a convincing presentation that would make your audience want to buy this product. Remember, commercials are quite short.

Be certain that your commercial includes the three parts of any effective communication; an introduction that catches the audience's attention, a body that gives documentation of the reasons why the audience should buy this product, and a summary that leaves an impression of the most important idea you want the audience to remember.

## **Career Communications (formerly Interview)**

You will be faced many times in life with an interview situation. It may be for your first babysitting or dog sitting job, it may be your school newspaper wanting your opinions on the new dress code, or a host of possible situations. You will not know in advance what questions will be asked so you cannot prepare any specific answers. You can, however, prepare yourself by keeping some of the following things in mind. \*Seniors who receive a blue ribbon can compete in this contest at State 4-H Congress.

How you look makes the first impression on the interviewer. Be neat and clean at all times and maintain a positive and interested posture.

Be sure to look at the interviewer when you are being asked a question and when you are responding. And always remember to SMILE.

Answer each question as completely as you can. If you do not know the answer, simply state you do not know.

If you have questions to ask the interviewer, be sure you state them clearly.

Thank the interviewer for the opportunity to be considered.

## **Video Presentation**

Presentations all 4-H members to learn communication skills via preparing and presenting a video, as well as answer questions from the audience. All videography and editing must be done by the member. Member selects music and

video production techniques. All copyright laws regarding music, still images, clip art, etc. must be strictly adhered to. Format may include video footage, still photography, computer animation, stop motion, etc. Members will be judged on video content, creativity, flow of the video, technical performance, and presentation. Contestants will be asked about the message they intended to portray, their target audience, platform where the video is posted and effectiveness. \*Seniors who receive a blue ribbon can compete in this contest at State 4-H Congress.

#### Guidelines:

Videos should be between a minimum of 30 seconds and up to 5 minutes in length. If video does not meet length requirements, points may be deducted.

Video must have credits include the video title, who participated in the creation of the video and what their roles were.

Others who are not taking part in the contest may appear in the video, however, all editing, and production of the video must be done by the member.

Photo releases must be submitted with the video for everyone appearing in the video.

All music, video, images, and computer animation used must be 4-H appropriate. Members should seek guidance from their 4-H leaders if they need help in determining content appropriateness.

Video must comply with copyright laws and the 4-H emblem must be used according to national guidelines.

Member is responsible for playing the video either from an online source or from a media storage device. Check with the County Agent in advance to determine if Internet access is available at the event site. We recommend a backup plan for all digital media. Consider whether the video is in a standard, playable format.

Parents, 4-H leaders and others are encouraged to inspire, guide and help with developing ideas for the video; however, the video entry must be the work of the 4-H member or team.

4-H members are encouraged to review the 4-H Movie Magic project book, published by MSU Extension in April 2011, for information on making videos.

#### **Short Take**

This is thinking on your feet, something you are faced with each day. It is a fun way to communicate what you know, feel or believe - without any advance preparation.

You will be given a topic when you enter the room.

You will have 3 minutes to gather any thoughts together on a note card.

You will then present your "short take". No points will be deducted for time, but a maximum of 5 minutes speaking time will be allowed. A monitor will hold up a time card at 4 ½ minutes so you will know that you must begin summarizing.

Senior: 2 minutes minimum; Junior: 1 minute minimum; Cloverbud: 30 seconds minimum; All ages have a 5 minute maximum.

Remember, in this communication activity, as in all others, you will want to organize your thoughts with an introduction that catches the audience's attention and lets them know the topic you will be covering, a body that gives the main ideas you want the audience to know about the subject and a summary to implant in their minds the most important thing you want them to remember.

#### **Broadcast**

You can be the voice behind some of those exciting stories you hear on the radio. Your radio broadcast may be written, and you may read from your script. You will be in your "broadcasting booth" speaking over a microphone. The success of your story will depend on the words you choose, organization of your information, use of your voice, and rate of delivery. These are prepared items, not impromptu. Have them ready for the broadcast. You need to prepare one of the following:

A newscast which would include 4 to 5 news items of about 30 seconds each.

A more in depth story addressing the subject of "Our role in caring for the hungry and less fortunate." Choose a particular situation and cover how it is being approached.

#### **Poetry or Cowboy Poetry**

Recite something you wrote if you are 14 or older.

You must explain what the poem is about.

The poem must be at least 8 lines long.

Youth may work together on poems.

May use basic rhyme & meter patterns that are explained in the Cowboy Poetry youth project book (See sections 4 & 8).

Younger members may recite a poem someone else wrote.

There is no time limit.

Please bring a copy of your poem for the judges to look at.

You may use props or costumes.