



Communications Guide

Step by Step



CANADA
4-H PEI

4-H PEI Communications

Communication in part, is defined as the act or the instance of communicating; the imparting or exchange of information, ideas or feelings.

4-H Communications (also known as 4-H Public Speaking) can be defined as the sharing of information in the form of a speech, demonstration or illustrated talk (new). The purpose of the 4-H Communications Project is to provide 4-H members with the opportunity to learn effective communication skills and then put those learned skills into practice.

4-H PEI Communications:

- Supports the participation and development of positive skills related to Public Speaking
- Encourages growth in self-expression in public settings
- Fosters the development of self-confidence and an understanding of oneself
- Serves as a completion of one of the mandatory requirements for finishing the 4-H year

This resource was created to assist members in developing effective communication skills through **Public Speaking, Demonstrations or Illustrated Talks**. Here you will find helpful tips to prepare & present in one of the categories mentioned, as well as the rules & guidelines established for each.

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General Rules & Guidelines

- ⇒ **Communications** is one of the 4 (four) requirements needed for a member to complete the 4-H year
- ⇒ **All** 4-H members (with the exception of Cloverbuds) are to participate in some form of communications at the Club Communication Event **OR** at another event/time **AS APPROVED** by the Communications Coordinator (or Club Coordinator) **AND** the Regional 4-H Specialist.
- ⇒ **All** Club Communication Events are to be completed by **March 31**. Approved Alternate Communications must be completed no later than the Club's Achievement Day.

The Communications Project is divided into four (4) categories:

1. **Speech** - a verbal presentation that communicates or expresses an individual's thoughts, researched topic or personal story.
2. **Illustrated Talk** - a verbal presentation which includes the use of visual aids
3. **Demonstration** - a verbal presentation showing **HOW TO DO** or **HOW TO MAKE** something, showing as many steps as possible.
****Demonstrations will have a tangible item to display at the end of the presentation.**
4. **Alternate Communications** - this option provides members with the opportunity to use their learned speaking skills to fulfill the 4-H Communication requirement outside of the traditional speaking platforms (*i.e. club/regional/provincial speaking event*). This option is mainly for Senior 4-H members, but exceptions can be made on a case to case basis.

Presentation category will be determined by 4-H age (age as of January 1 of the current 4-H year)

Public Speaking Age Categories		Illustrated Talk Age Categories		Demonstration Age Categories	
• Junior	9-11	• Junior	ages 9-14	• Junior Single	9-14
• Intermediate	12-14	• Senior	ages 15-21	• Junior Team	9-14
• Senior	15-21			• Senior Single	15-21
				• Senior Team	15-21

- The presentation category for Team Demos will be determined by the age of the older 4-H'er
- Participants in the Team Demonstration category may advance with the original team members. Member substitutions are not permitted (in any of the categories), nor can one member of a team represent the whole team in competition if the other member is unable to attend the event.
- Members must use the same presentation at each level. Alterations to the presentation to allow for time adjustments will be permitted (see pg. 3)
- 4-H members are welcome to present in either of the two official languages of Canada, but **MUST** notify their Club Coordinator (or Overall Leader) **FOUR (4)** weeks prior to the Communications event so bilingual judges can be requested if needed.

Time Allocations

Public Speaking

Junior (<i>ages 9-11</i>)	2-3 minutes
Intermediate (<i>ages 12-14</i>)	3-5 minutes
Senior (<i>ages 15-21</i>)	5-7 minutes

Illustrated Talk

Junior (<i>ages 9-14</i>)	3-5 minutes
Senior (<i>ages 15-21</i>)	5-7 minutes

Demonstration

Junior Single (<i>ages 9-14</i>)	5-7 minutes
Junior Team (<i>ages 9-14</i>)	
Senior Single (<i>ages 15-21</i>)	7-10 minutes
Senior Team (<i>ages 15-21</i>)	



- 4-H'ers are reminded keep presentation within the time limit allocated for their category.
- Presentations will be timed by the judges or the 4-H Specialist/4-H Rep and the length of the presentation will be recorded on the member's feedback sheet.

Club Level

No penalties will be imposed at this level if a presentation exceeds or falls short of the allotted time, however, members selected to advance to the Regional Communications Competition will be advised to adjust their presentation content to fit within the specified time frame.

Regional Level

Participating members must adhere to the time limit for their presentation category to be eligible for advancement to the next competition level.

Provincial Level

Participating members must adhere to the time limit for their presentation category to be eligible for placing at the Provincial Competition.

Completion and Competition

After each communication event, participants will receive an adjudication sheet from a panel of judges. The sheet is beneficial for members to see the areas in which they have great strength and those areas where they may need some practice!

The club event typically serves as the completion point for most members, however, some will be chosen to move on as Club/Regional Representatives.

Representatives - Those selected to progress in competition must confirm their participation with the Regional 4-H Specialist secure their spot - correspondence will be emailed to eligible members following the event!

Alternates - (if chosen) will be notified by the Regional 4-H Specialist should the opportunity arise for participation at the next level of competition.

The number of members selected for future competition will be determined as follows:

- **1-10 members** per category = **1 REP**
- **11+ members** per category = **2 REPS**
- **1 Alternate** per category (this person may or may not be announced during award presentations)

Communication Events - Time Line

- **Club Communication Event** scheduled & facilitated by the club between October 1 - March 31.
- **Regional Communication Competitions** (typically held in April) scheduled by Regional Councils. The Regional 4-H Specialist will provide details at the club event or shortly after (via email)
- **Provincial Communications Competition** (typically held in May) scheduled & facilitated by 4-H PEI Staff. Details will be shared (w/ participants) via e-mail, in the 4-H Newsletter and on social media.

SPEECH GUIDELINES

Is it a **SPEECH**?

YES... if you are telling a story or sharing about a topic you would like the audience to know more about **WITHOUT** the use of visual *aids*

Examples:

- “My Pet Daisy” - a speech about your new puppy, Daisy
- “Karate” - a speech about you taking karate lessons

What do you want to speak about?

- Your speech should be about something that is exciting or of interest to you!
- You should have some knowledge about the topic and be able to gather enough information to provide interesting content for a presentation



CLOVERBUDS (6-8 years)	JUNIOR (9-11 years) 2-3 minutes	INTEMEDIAE (12-14 years) 3-5 minutes	SENIOR (15-21 years) 5-7 minutes
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POSSIBLE TOPICS... ideas to help get you started

My Pet	My Hero	Bullying
My Family	My Summer Job	Agriculture in Canada
My Vacation	My First 4-H Trip	My Family Tree

****Cloverbuds** are encouraged to participate in communications, but will not be judged for competition. The judges **OR** 4-H Specialist will prepare an adjudication sheet recognizing their participation.

Gather Information:

- **Do some research...**look in magazines, newspapers, books, etc., search your topic online or interview people familiar with your topic.
- Be sure to reflect on your own personal experiences
- The more you know about your topic, the better prepared you will be

Make an Outline:

- Focus on one theme! A well written speech will include a clear message with a few great stories to emphasize the main point.
- Consider your audience (small children, adults, peers, etc.)
- Your speech should be organized in a way that is easy to follow and understand and the story you tell should have a definite **OPENING / MAIN BODY / CLOSING**



Building a Great Speech

Opening:

- The opening should “HOOK” the audience to listen to what you have to say!
- The hook should be short and catchy, something to capture the audience’s attention.
 - ⇒ Ask a question
 - ⇒ State a concern or issue
 - ⇒ Share a quote or a headline
 - ⇒ Share a personal experience



Speech etiquette suggests that you address the chairperson, judges and the audience. Best practice is to grab the audience’s attention with your “hook” and then welcome the audience...this will let them know that you are going to share a great!

****Example 1** “Let me tell you about the best pet I’ve ever had! Good evening, Chairperson, honourable judges, fellow 4-H members and guests.”

****Example 2** “Have you ever wondered about the wonderful world of martial arts? Good evening, Chairperson, honourable judges, fellow 4-H members and guests. Let me share with you a little about my journey with Karate!”



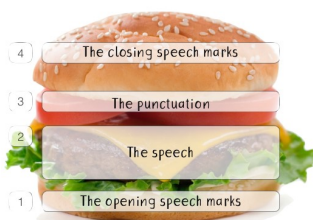
The chairperson will take care of introductions, but members are also welcome to share personal information with the audience, if it is relative (i.e. number of years as a member, projects enrolled, etc.)

Main Body:

- The body of your speech is made up of the information you are want to share with the audience.
- This will be where you talk about your main points:
 - ⇒ Gather the most recent information on your topic
 - ⇒ Record the main, important & interesting facts
 - ⇒ Arrange the facts in a sensible order to help the speech flow smoothly
 - ⇒ Balance your facts with personal experience, incorporating your own ideas

Closing:

- The closing of your speech is as important as the opening and the main body
- If the purpose of the speech was to motivate the audience - encourage them to act on your words. If the purpose of the speech was to entertain, close with a funny line or statement.
- The closing will be where you will summarize the points made, followed with a closing remark.
A strong closing will let the audience know you have finished your presentation. It is not necessary to say “Thank You” at the end of your speech.



The Speech Burger Checklist

- The “Opening” will be the bottom bun - build on it!
- The “Main Body” could be considered the “meat” or the main ingredient of the burger and the (facts, humor, personal stories) will be the condiments
- The “Closing” will be the addition of the top bun - close it up!

DEMONSTRATION GUIDELINES

Is it a **DEMONSTRATION**?

YES ... if you are showing how to **MAKE** or how to **DO** something.

A demonstration is the combination of speech and action which follows a process and/or steps, has a tangible item to show for the conclusion with the use of materials, props and posters. The audience should leave the presentation with the knowledge to recreate what was taught in the demo.



Examples:

- "Sock Snowmen" - Physically demonstrating the materials & procedure to make snowmen out of socks
- "Karate" - Physically demonstrating different positions & equipment that might be used

This presentation style offers FOUR categories	JUNIOR Single & Team (9-14 years) 5-7 minutes	SENIOR Single & Team (15-21 years) 7-10 minutes
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*The age category for Team Demonstrations will be determined by the age of the older 4-H member.

Building a Great Demonstration

What do you want to demonstrate?

- Choose a demonstration topic in which you have some interest.
- You should have some knowledge about your topic so it will be enjoyable for you to demonstrate. If you enjoy sharing how to **DO** or **MAKE** something, your audience will too!

Consider:

- ⇒ Do you know enough about the topic?
- ⇒ Will it be interesting for your audience?
- ⇒ Are there physical steps/actions (method/procedure) to explain what you are demonstrating?
- ⇒ Do you have all of the materials/equipment needed?
- ⇒ Is it age appropriate and can the steps be demonstrated in the time allowed?

Gather Information:

- To **SHOW** how something is done, you need to **KNOW** how something is done.
- The more you know, the better you will be able to confidently share with your audience. Gather as much information and materials as you can about your topic.

Gather Supplies:

Consider the equipment, materials & posters you will need to show & explain the steps of the demo.

- Figure out the important steps and processes that are to be demonstrated
- Arrange the steps in logical order
- Write down the explanation necessary to go with each step or process
- List the necessary materials and equipment needed
- Plan the posters - **Posters are required for demonstrations** & will add clarity to the presentation
(see page 9 for Tips and Tricks on making/using posters)

Prepare Your Demonstration:

- Decide if the demonstration is suitable for one presenter or two. Members participating as a team work together, equally sharing the roles of demonstrating and speaking.
- Make an Outline - the demonstration should follow a sequence from step one to the finish product
- Similar to a speech, a demonstration will follow this standard design:
 1. OPENING
 2. MAIN BODY
 3. REVIEW/CLOSING

OPENING: (Approximately 1 - 2 minutes)

- Similar to Building a Great Speech (page 5), the opening for the demo should “HOOK” the audience with exciting information about the demo so they pay attention!
 - Share why you chose this topic for your demonstration
- Team Demonstrators** - The Chairperson will introduce both of you before you begin. But it is ok to let the audience know who is who with a less formal introduction of each other during the opening.
- List the materials / supplies needed for the demo. You can use the posters for this part or simply hold up or point to each item as it is mentioned.

QUICK TIPS

The method/or procedure should only be shared as part of the main body and the review/closing.

MAIN BODY: (Approximately 3-5 minutes for Juniors and 5-8 minutes for Seniors)

- Demonstrate each step focusing on **WHAT** is being done / **HOW** it is being done
- Members are encouraged to explain the procedure/steps only **ONCE** when physically demonstrating and then one more time (using the posters/visual aids) during a review (see Review/Closing).

QUICK TIPS

Fill in “quiet time” with interesting facts, quick stories, safety tips, short cuts, humor, etc. Try to avoid long periods of silence (except when you are using noisy equipment.)

The demonstration table (your workspace) should be clutter free. Set-up materials to the side and clear from the table (or back to the side) when you are finished with them. This will keep the presentation area tidy and visible for the audience to see.

CLOSING/REVIEW: (Approximately 1 - 2 minutes)

- The closing should be a short summary/review of what has been demonstrated.
 - **Use Posters** or other visual aids to **BRIEFLY** review the materials/supplies and highlight the method/procedure.
 - **Ask Questions** - part of the demonstration process is to ask the audience if there are any questions regarding the presentation. There may not be any, but if there are, it is always a good idea to repeat the question back to the audience (i.e. “the question asked was...”) so everyone knows what has been asked! Answer as best you can and ask again until there are no more!
 - End the presentation by leaving the audience with a final note to end your demonstration.
- A strong closing will let the audience know you have finished your presentation. It is not necessary to say “Thank You” at the end of your demo.**

VISUAL AIDS FOR ILLUSTRATED TALKS & DEMONSTRATIONS

Visual aids are used to enhance a demonstration by clearly listing for the audience what materials/ supplies/equipment are required as well as the method/procedure/steps to follow.

- ⇒ **Posters** are used for demonstrations and should be created on Bristol board or foam board
- ⇒ **Slide Shows** can be used for both Demos and Illustrated Talks.
- ⇒ **Images & Props** are suitable for Illustrated Talks

Tips & Tricks for Great Posters & Power Points

Keep it Simple:

- Each poster/slide should have only one list
 - Each poster or slide should give information at a glance. If there is too much to read, the audience will miss the actual presentation.
 - Words should be easy to read. Letters should be large and easily seen from all areas of the room.
 - White backgrounds with dark letters work best
 - Using a colour to emphasize key words adds flair without being too “busy”.
- Example** - highlighting black lettering with a red marker will help words “pop” off the poster/slide.

For Demonstrations:





Use 3-4 posters to complement your demonstration:

- ⇒ Poster #1: **TITLE** - make this as eye catching as possible
- ⇒ Poster #2: **MATERIALS** - list (in point form) materials / equipment
- ⇒ Poster #3: **METHOD / PROCEDURE** -



It will be very tempting to list **EVERYTHING** required to complete the demonstration; however, the poster should only list the steps ... the presentation should demonstrate **HOW** to carry out the steps/procedure. This poster is to **ONLY** be used for review!



<p>This is easy to read</p> <ul style="list-style-type: none"> • Step 1 • Step 2 <p style="text-align: right;"></p>	<p>This Text is too fancy (difficult for the audience to read)</p> <p style="text-align: right;"></p>	<p><i>This text is too small and the poster has too many words for the audience to read quickly</i></p> <p style="text-align: right;"></p>	<p>Coloured Text on a white background can be hard for to read...</p> <p style="text-align: right;"></p>
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If using a slide show (either for Demonstration or Illustrated Talk):

- Make sure you have access to the necessary audio visual equipment for your presentation.
- Use 3-4 slides to complement your Demo or Talk - similar to using posters.
 - ⇒ Avoid using animations - this will distract from the main steps that you wish to focus on.
 - ⇒ Avoid crowding your pages with clipart - this may be distracting to the audience and judges.
 - ⇒ Be careful when using colors - Stick to light backgrounds and dark, easy to read fonts! (see poster examples above)

MORE TIPS FOR DEMONSTRATIONS!

- Choose supplies & equipment that the audience will have at home or will be able to find easily.
- The supplies & equipment should be large enough for the audience to see clearly. If necessary, use a slanted or raised board to show the steps you are sharing with the audience
- Use clear containers where possible - remove covers before starting the demonstration.
- **Brand labels NEED to be covered.**
- Organize your work space, arranging supplies & equipment in order of use.
- Make sure to hold up items for the audience to see. Remember, you are presenting for everyone, not just the judges.
- Practice with your posters. They are an important part of a successful presentation.
- Cover the table or workspace - a vinyl table cloth is especially useful for demonstrations as it is easy to spread, keeps the workspace neat and is easy to clean.
- If demonstration involves food:
 - cover food when not using
 - wear an apron
 - cover hair or tie hair back from face
 - use a damp cloth to wipe hands & table
- Watch your time - Demonstrations should take 5-7 minutes for Juniors 7-10 minutes for Seniors. Timed presentations do not include set-up or take-down
- In preparation for the Communications Event, pack all of your supplies & equipment (including posters). Arrive early to the event to set up, hang posters and relax before the presentation

HAVE FUN!!! If YOU are enjoying what you are doing, so will the audience!



ILLUSTRATED TALK GUIDELINES

Is it an **ILLUSTRATED TALK**?

YES... if you are telling a story or sharing about a topic **WITH** the use of visual aids.

Illustrated talks are formatted like a speech, with the addition of the use of visual aids (i.e. pre-made posters, printed images, computer programs, slides, pictures, models, and/or items) to support the information shared. Unlike a demonstration, there is no finished product and there are no limits or specific criteria for visual aids.

Examples:

- *When a 4-H leader explains horse breeds and their colors by using pictures and models, that is an illustrated talk.*
- *When a friend explains a family vacation trip and shows you pictures, maps, and souvenirs, that is an illustrated talk.*

This presentation style offers TWO categories	JUNIOR (9-14 years) 3-5 minutes	SENIOR (15-21 years) 5-7 minutes
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Building a Great Illustrated Talk

- Your talk (like a speech) should be about something that is exciting or of interest to you!
- You should have some knowledge about the topic and be able to gather enough information to provide interesting content for a presentation
- Providing visual aids for an Illustrated Talk is important and they should be used to emphasize different parts of the presentation!
- Similar to a speech and a demonstration, an Illustrated Talk will follow this standard design:
 1. INTRODUCTION
 2. MAIN BODY
 3. SUMMARY/CLOSING

Introduction

Capture your audience's interest by telling them a little bit about what you will be sharing. In this section of the talk, you are basically giving a sneak peek at the main part you will be talking about.

Body

Now you get to share what you know about your topic with your audience. This is the main section of your talk and is the "meat" of the matter. Be sure to show your enthusiasm for your topic and make good use of the visual aids that will emphasize or help explain key points of the presentation!

Summary

Finally, wrap up your talk by summarizing what you have shared. This is where you go back over the key points of your talk.

ALTERNATE COMMUNICATIONS

Although club communications serve as the main completion event, circumstances may arise where a 4-H member will need to (or may choose to) participate in Alternate Communications. This option is usually reserved for Senior 4-H'ers but exceptions can be made on a case to case basis.

- A member must have completed at least two years in the traditional communications project and express a valid reason for not being able to attend the club event by submitting a completed Alternate Communications Request Form (available from your Regional 4-H Specialist)
- Alternate Communications are to be completed no later than the Club's Achievement Day
- Any 4-H member considering an alternate communications **MUST** have permission from their Club's Communications Coordinator **AND** the Regional 4-H Specialist **PRIOR** to the Club Event



- ⇒ Present an overview of 4-H to early school age children
- ⇒ Participate in media development for 4-H projects and projects
- ⇒ Give a presentation regarding 4-H trips in which you have taken part
- ⇒ Read to Grade 3 students during Ag. Literacy Week (*usually in March*)
- ⇒ Emcee a 4-H Event (i.e. AGM, Club Communications, Leaders' Banquet)
- ⇒ Conduct a project workshop/clinic for junior members

NOTE: Alternate Communication presentations must be, in part, prepared by and presented by the 4-H member. The presentation must incorporate speaking/demonstration skills and be of acceptable length (i.e. the given time for the members speaking category)

CHAIRING COMMUNICATIONS **MAXIMUM ONE CHAIRPERSON per PANEL OF JUDGES.**

Acting as Chairperson for a communications event is one way for members to complete the communications requirement. Participation can happen at the club, regional and/or provincial levels and members can prepare for this role using suggestions listed below:

- Work with the Communications Coordinator **or** Regional 4-H Specialist to gather information (bios) about the judges so you can give proper introductions. Make sure to ask for their correct name, job title, community involvement and background with 4-H (if any).
- Arrive early to the event to help set up and to familiarize yourself with the event program.
- Start the event on time. Welcome everyone and invite them to stand to recite the 4-H Pledge. Introduce yourself followed by introduction of the judges. Announce any changes there may be to the program.
- Remind people to turn off all electronic devices to leave or enter the room only between presentations.
- Do your best to stay on program. It would be beneficial to create a list of "4-H Fillers" to help fill quiet times between presentations! Fillers often include information about the 4-H program as well as announcements of scheduled activities for the 4-H Club, Region & Province.
- Assist members with setting up tables and posters for demonstrations.
- Following the last presentation, inform the audience that there will be a brief break as the judges deliberate and following deliberation, welcome the judges back and thank them on behalf of the club. Ask the judges to give their comments, and assist (if asked) with the presentations.

SHOW TIME - Tips for the Big Event!

- **KNOW YOUR MATERIAL** - with practice, you will become more confident with your presentation. Knowing your “job” will help send a clear message to the audience while keeping their attention.
- **STAY CONNECTED** - look up and out at the audience. Make “eye contact” and involve them in the presentation whenever you can.
- **STAND TALL** - Plant your feet comfortably and stand up tall. Refrain from swaying or moving around
- **LOOK UP / SPEAK OUT** - practice speaking clearly and loudly...remember everyone in the room is interested in what you have to say, not just the judges. Make your words reach the back of the room! Avoid using “umms and “ahhs “ as it will distract from your message.
- **USE YOUR NOTES** - If you need to have notes, keep them brief and on cue-cards. Having sheets of paper containing your entire speech can be distracting and may tempt you to read instead of delivering your speech confidently.
- **RELAX** - or try to relax! Breathe and stretch before taking the stage. Pause for a few seconds, smile and count to three before speaking. Pace yourself! People tend to rush or speak quickly when nervous, so practice maintaining a calm steady pace. When finished, silently count to three before leaving the stage.
- **DRESS FOR SUCCESS** - attire for formal Communication events should be business casual. Costumes used to enhance the speech/presentation are encouraged, however, members are reminded to dress appropriately for public events.
- **LISTEN TO THE JUDGES** - the judges have been asked to give feedback on your presentation. Use their comments to improve your presentation and perhaps your communication skills. This is especially important if you are moving on to the next level of competition.
- **LEARN TO DO BY DOING** - Have a positive attitude and approach every speaking situation knowing that it is an opportunity to grow. Learn from each experience and keep moving forward!

PRACTICE, PRACTICE, PRACTICE...

You will be better prepared (and more relaxed) with a little extra practice!



4-H PEI Communications: PUBLIC SPEAKING

CATEGORY:

NAME:

CLUB:

TITLE:

SAMPLE

Junior (9-11)

Intermediate (12-14)

Senior (15-21)

Presentation Criteria	Well Done!	Great Job	On the right track	Keep practicing	Oops! Missing or wasn't clear
Introduction:					
• Interesting (<i>original, short & complete</i>)					
• Includes Salutation (<i>i.e. Good Evening Judges, Chairperson, etc.</i>)					
• Opening sets overall mood for presentation					
Content:					
• Suitable subject matter presented in a logical sequence					
• Speaker clearly understands the topic, has done sufficient research and/or uses personal experience to tell their story					
• Information (personal and/or researched) is relevant to topic					
Stage Presence:					
• Member is neatly dressed OR attire is suited for speech topic					
• Member appears calm & collected without distracting behaviors (<i>i.e. swaying, saying 'um', excessive throat clearing, etc.</i>)					
• Member speaks to & maintains eye contact with the audience for the majority of the presentation					
Delivery:					
• Voice - good volume, natural, clear, fluent					
• Pronunciation - clear with good enunciation					
• Grammar - proper & appropriate for member's age					
• Speed - even pace...not too fast, not too slow					
• Engagement - enthusiastic & draws audience into the presentation					
• Gestures - relative, natural & effective					
Summary:					
• Speech summarized with important points concluded					
• Closing words lets the audience know they are finished					
• Member does not rush to finish speech or to leave the speaking area					
Overall Expression:					
• Member is well practiced for the event					
• Judge's overall impression					
Comments:					



4-H PEI Communications: DEMONSTRATION

NAME:

CLUB:

TITLE:

SAMPLE

CATEGORY:

- Junior Single (9-14)
- Junior Team (9-14)
- Senior Single (15-21)
- Senior Team (15-21)

TIME:

Presentation Criteria	Well Done!	Great Job	On the right track	Keep practicing	Oops! Missing or wasn't clear
Introduction					
• Interesting (<i>original, short & complete</i>)					
• Includes Salutation (<i>i.e. Good Evening Judges, Chairperson, etc.</i>)					
• Opening sets overall mood for presentation					
Content:					
• Suitable subject matter presented in a logical sequence (<i>should refer to visual aids early in the presentation</i>)					
• Member(s) clearly understand(s) the demo topic, has done sufficient preparation / research and/or uses personal experience to tell their story					
• Information (personal and/or researched) is relevant to demonstration					
Stage Presence:					
• Member(s) is/are neatly dressed OR attire is suited for demo topic					
• Member(s) appear(s) calm & composed without distracting behaviors (<i>i.e. swaying, saying 'um', excessive throat clearing, etc.</i>)					
• Member(s) speak(s) to & maintains eye contact with the audience for the majority of the presentation					
Delivery:					
• Voice - good volume, natural, clear, fluent					
• Pronunciation - clear with good enunciation					
• Grammar - proper & appropriate for member's age					
• Speed - even pace...not too fast, not too slow					
• Engagement - enthusiastic & draws audience into presentation					
• Gestures - relative, natural & effective					
Organization:					
• Materials have been carefully selected and organized					
• Steps presented in a logical order & explained clearly for the audience					
• Appropriate balance of demonstration with speaking (<i>little quiet time</i>)					
• Table/workspace is kept tidy and steps are clearly visible					
• Posters/Slides are neat, legible & used effectively					
Summary:					
• Demo summarized with important points concluded (<i>There should be a review of the materials & procedure via visual aids before the closing</i>)					
• Closing words lets the audience know the demo is finished					
• Ending is smooth/not rushed					
Overall Impression:					
• Member/Team well practiced for the event					
• Judge's overall impression					
Comments:					



4-H PEI Communications: ILLUSTRATED TALK

CATEGORY:

NAME:

Junior (9-14)

CLUB:

Senior (15-21)

TITLE:

TIME:

SAMPLE

Presentation Criteria	Well Done!	Great Job	On the right track	Keep practicing	Oops! Missing or wasn't clear
Introduction					
• Interesting (<i>original, short & complete</i>)					
• Includes Salutation (<i>i.e. Good Evening Judges, Chairperson, etc.</i>)					
• Opening sets overall mood for presentation					
Content:					
• Suitable subject matter presented in a logical sequence (<i>should refer to visual aids early in the presentation</i>)					
• Member clearly understands the demo topic, has done sufficient preparation / research and/or uses personal experience to tell their story					
• Information (personal and/or researched) is relevant to demonstration					
Stage Presence:					
• Member is neatly dressed OR attire is suited for demo topic					
• Member appears calm & composed without distracting behaviors (<i>i.e. swaying, saying 'um', excessive throat clearing, etc.</i>)					
• Member speak to & maintains eye contact with the audience for the majority of the presentation					
Delivery:					
• Voice - good volume, natural, clear, fluent					
• Pronunciation - clear with good enunciation					
• Grammar - proper & appropriate for member's age					
• Speed - even pace...not too fast, not too slow					
• Engagement - enthusiastic & draws audience into presentation					
• Gestures - relative, natural & effective					
Organization:					
• Only one theme was illustrated/presented					
• Materials used have been carefully selected, well organized & supportive of the topic					
• Visuals are neat, legible & large enough for audience to see (<i>this includes posters, slides, physical items, etc.</i>)					
• Visuals are shared when and where was appropriate in the presentation					
Summary:					
• Talk summarized with important points concluded					
• Closing words lets the audience know the talk is finished					
• Ending is smooth/not rushed					
Overall Impression:					
• Member well practiced for the event					
• Judge's overall impression					
Comments:					



4-H PEI Communications: CHAIRPERSON

NAME:

SAMPLE

CLUB:

Presentation Criteria	Present	Not Present	COMMENTS / FEEDBACK
Introduction:			
<ul style="list-style-type: none"> Introduced themselves to each judge before event began and gathered necessary bio information for proper introductions (<i>This step may be done prior to the actual event via email / phone</i>) 			
<ul style="list-style-type: none"> Was able to gain attention of the audience to start the event 			
<ul style="list-style-type: none"> Presented an introduction / welcome to the audience 			
<ul style="list-style-type: none"> Established procedure for the event 			
<ul style="list-style-type: none"> Introduced each judge to the audience with information gathered for bio 			
Stage Presence:			
<ul style="list-style-type: none"> Member is neatly dressed OR attire is suited for speech topic 			
<ul style="list-style-type: none"> Member is poised, appears at ease and avoids distracting behaviors (<i>i.e. swaying, saying 'um', excessive throat clearing, etc.</i>) 			
<ul style="list-style-type: none"> Member acted in a professional manner during presentations 			
<ul style="list-style-type: none"> Member speaks to & maintains eye contact with the audience 			
Delivery:			
<ul style="list-style-type: none"> Voice - good volume, natural, clear, fluent 			
<ul style="list-style-type: none"> Pronunciation - clear with good enunciation 			
<ul style="list-style-type: none"> Grammar - proper & appropriate for member's age 			
<ul style="list-style-type: none"> Speed - even pace...not too fast, not too slow 			
<ul style="list-style-type: none"> Engagement - enthusiastic & draws audience into the presentation 			
<ul style="list-style-type: none"> Gestures - relative, natural & effective 			
Summary:			
<ul style="list-style-type: none"> Attentive to participants, judges and audience 			
<ul style="list-style-type: none"> Able to assist with issues on the spot if they arose 			
<ul style="list-style-type: none"> Did not rush the event—maintained an effective program 			
<ul style="list-style-type: none"> Ensured the audience and members were aware of what was happening throughout the duration of the event 			
<ul style="list-style-type: none"> Offered entertainment (<i>i.e. trivia</i>) or information to the audience between each presentation 			
Comments:			
<hr/> <hr/> <hr/> <hr/>			



Member Rating Key – This KEY will help further explain the ratings that were given by the judges.

Judges have been chosen by the Communications Coordinator to provide an impartial evaluation of every presentation. Your presentation has been judged according to the 4-H PEI Communications Guidelines and each judge's individual expectations for a comprehensive presentation. As a result, assessments from the judges may vary, but members are encouraged to view communications as a skill that can be developed. You are encouraged to use this experience and the feedback from judges as a learning opportunity for future communication endeavors.

VERY WELL DONE

Indicates that you really impressed the judge and there was very little room for improvement. You shouldn't be discouraged if you received few to no checks for this rating – the judges have been instructed to only use this rating when they see no need for improvement for a particular component.

GREAT JOB

This rank indicates that you performed exceptionally well with minimal errors. With a bit more practice or focus on this aspect of your presentation, you will achieve the highest rating. If a judge assigns you this rating, it suggests that they were very impressed – congratulations on a job well done!

ON THE RIGHT TRACK

Indicates that the judge recognized your effort and that the speaking component is something you have practiced. If you received this rating multiple times, then you should be very proud of yourself. It was evident to the judge that you prepared and presented effectively and with a bit more practice and experience, this component will naturally improve.

KEEP PRACTICING

This indicates an opportunity for growth. This feedback is not a negative judgment but a suggestion to focus on improving your speaking skills for future presentations. Members' should embrace this feedback as part of the learning process. Make it a goal to enhance this aspect for the next time and aim for a higher rating step by step!

OOPS! THIS WAS MISSING OR WASN'T CLEAR

Indicates that the judge did not see/hear this particular speaking component in your presentation. If the judge didn't see or hear it, they can't give it a true rating. If you feel that you did include the component, it is possible that the judge missed it or was hoping to see more. If a judge chose this rating, chances are they likely explained why in the space provided.

REMEMBER...The primary objective of 4-H Communications is to strengthen communication skills for all members'. No matter the ratings you achieved, take pride in having finished the Communications requirement for this 4-H year!

**Learn
To Do
By Doing**

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