



4-H PEI

Communications

Communications Coordinator Resource
2024-2025

Welcome to 4-H Communications!

Thank you for your assistance with the 4-H PEI Communications Project

The Communications Project serves to support 4-H members in:

- developing skills related to the preparation & presentation of 4-H speeches and/or demonstrations
- building of self confidence while learning how to express thoughts in public settings
- completing one of the four requirements mandatory for finishing the 4-H year

Your role as the Communications Coordinator involves organizing and facilitating activities for 4-H members, providing opportunities for them to learn and develop the skills associated with 4-H Public Speaking & Demonstrations. You will also work with the club (members, volunteer leaders & parents) and the Regional 4-H Specialist to plan & host a Club Communication Event (s).



- **Keep up-to-date with any changes made to the 4-H PEI Communications Project.**
Changes are usually shared with reorganization materials (in the Fall), but updates may also be shared periodically throughout the year. New information will be sent via e-mail and will also be available on the 4-H PEI Website.
- **Share your intentions.** Early in the 4-H year, share your intentions for the project and your expectations of the members, volunteer leaders and parents. Create an email chain with members/families in the club to keep the lines of communication open.
- **Provide learning opportunities** (*These are suggested activities only - feel free to expand*)
 - Offer short, fun communication activities at the monthly club meetings
 - Organize group sessions to assist members with speech writing, editing and presentations
 - Arrange for practice sessions for members interested in extra help before the Club event
 - Invite your 4-H Specialist to a club meeting to facilitate learning sessions and/or workshops for your members to learn about communications.

ALL 4-H members are required to complete a Communications Project.

Members are strongly encouraged to participate at the club event, but if there is a scheduling conflict or unexpected situation, individual members may be approved to complete with an **Alternate Communication Project**. Approval from the Club Communications Coordinator (or Overall Leader) and 4-H Specialist is required before the Club Event. (Request forms can be obtained from your Regional 4-H Specialist).

COORDINATOR CHECKLIST

Select a date & location for your Club Communication Event.

Club Communications are to be completed by March 31 of the current 4-H year.

Notify 4-H Specialist as soon as a date/location has been chosen for the club event.

4-H Specialists (or a Representative) role at Club Communications Events:

- provide club coordinator with blank evaluation sheets prior to the event
- provide judging materials such as pens, pencils, notepaper, stop watch, etc.
- meet with & brief judges on their role prior to the event
- time presentations and record on member sheets
- assist judges with deliberation (if necessary)
- provide comments (if required) and present member evaluation sheets

****NEW for 2024** - Technical Cards will be filled out by the 4-H Specialist / 4-H Rep in effort to highlight presentation elements that judges may have missed but are important for meeting the communication criteria. The purpose of the card is to familiarize members with the 4-H Guidelines and to serve as a reference for future communication projects. **NOT ALL MEMBERS WILL RECEIVE A TECHNICAL CARD**

Select a Chairperson

- The Chairperson should be a Senior 4-H member (aged 15-21) or an experienced intermediate 4-H member (aged 12-14). This is a suitable completion for communications and the judges/4-H Rep will evaluate the member in this role based on the criteria provided.
- The Chairperson should have the responsibility of contacting the judges before the event. They should collect information for a short introductory bio and follow up with them the day before the event with a reminder of the time and location.

PLEASE NOTE: ONLY ONE CHAIRPERSON PER PANEL OF JUDGES

****Duties for the Chairperson can be found in the 4-H PEI Communications - Step by Step Guide****

Decide on a Judging Panel

Option 1: have **ONE** judging panel consisting of three judges.

Option 2: have **TWO** panels (6 judges in total) dividing the presentations between the two panels
(usually reserved for larger clubs wishing to hold one event)

Option 3: host **TWO** events (two different days/nights) with a separate panel for each
(usually reserved for larger clubs not wanting to host a long or a late-evening event)

Request and Confirm Judges

- **There must be three judges per panel.**
- Choose judges from a variety of backgrounds based on their knowledge, experience, interests, & availability. They must be impartial and should not be directly related to any of the 4-H members they will be judging (including aunts, uncles and grandparents).
- Provide your judges with a copy of the **Guide to Judging Club Communications** and request they review before the event. This is available as a fillable PDF resource from your 4-H Specialist or on the 4-H PEI website. This information, with the time and location of your event, should be sent to your judges at least one week in advance.
- Purchase (or collect) gifts to present as a Thank You to the judges at the Club Event

□ **Determine Speaking Order**

- The speaking order should be organized by age category and type of presentation
 - i.e. -Junior Speakers
 - Intermediate Speakers
 - Senior Speakers
 - Illustrated Talks (Junior / Senior)
 - Demonstrations (Junior / Senior...Single / Team)
- Choose whatever system works for the club (there isn't a set order to follow)
- When using two judging panels, alternating the categories between the two panels will allow the first panel of judges to complete their comment sheet while the next presentation is happening.

□ **Prepare Materials**

- **PROGRAMS** - Prepare and print programs (schedule) for the event. If you do not have access to a printer or photocopier, copies can be made at the Provincial 4-H Office.
- **SCORE SHEETS** - Request communication score sheets from your 4-H Specialist **AT LEAST** 1 week prior to event.
- Three (3) score sheets will be needed for each member (one for each judge). These are to be filled out and organized into separate folders for the judges prior to the event. This task can be completed by the Coordinator **OR** the Coordinator can enlist help from members as part of a club meeting.

□ **At The Event**

- The 4-H Specialist or 4-H Representative will meet with the judges to review the reason for the event and the tasks to be completed.
- Judging kits consisting of pens, pencils, calculators, erasers, etc, will be provided for each of the judges
- The Specialist/Representative will keep track of scores & times for speakers in each member
- With assistance from the judges, the Specialist/Representative will bring comments after the event and take care of presentations to the members.

Please refer to the ***4-H PEI Communications Step by Step Guide***
for the general rules & guidelines of the Communications Project

**Learn
To Do
By Doing**

