

BA800 (February 2019)

# Guidelines for 4-H Public Presentations in Communication Arts



PRESENTATION  
ELECTRONIC  
DEMONSTRATION  
DRAMATIC  
SPEECH  
MASS  
MEDIA  
CLOVERBUD  
INTERPRETIVE READING  
YOUTH ENTREPRENEURSHIP  
FISHTANK

## 4-H Communication Arts program objectives:

- Help participants develop communication skills used throughout a lifetime
- Provide participants with practice in gathering and organizing information, equipment and props for public presentation
- Provide participants with an opportunity to practice their skills before a group
- Help participants develop confidence in making public presentations

Participants are encouraged to use their own creativity and originality in preparing 4-H public presentations. While presentations prepared for school or other opportunities are acceptable, participants are encouraged to use presentations relating to their 4-H project work and developed specifically for a 4-H audience.

## Levels of Involvement

- **Club:** All 4-H members are encouraged to give a public presentation at the club level.
- **County:** Enrolled youth can participate in the county or multicounty 4-H Communication Arts event.
- **District:** Ten district events are held. Each district consists of the group of counties in the multicounty program units (MPUs). The districts organize the event. If county events are held, counties may send participants to the district event at the county's discretion, based on the quality of the presentation.
- **State:** First-place participants in each category from the junior and senior divisions from each district event are invited to participate in the state Communication Arts event held in Minot in July. (The event is not part of the State Fair but is held during the time of the State Fair.)

4-H Communication Arts activities provide youth with the opportunity to build skills and confidence in making public presentations.

4-H members are encouraged to give at least one public presentation each year.

County 4-H programs (or group of cooperating counties) are encouraged to conduct a Communication Arts event in which all 4-H members can participate.

## Age and Grade Divisions

Youths' age on Aug. 31 is considered the 4-H age for the 4-H year, which starts on Sept. 1 in North Dakota. Youth age 8 (or third grade) to 18 on Aug. 31 are eligible for 4-H membership. Youth age 5 to 7 are eligible to join noncompetitive membership called 4-H Cloverbud. 4-H Communication Arts divisions are set so all participants in the senior division are eligible to attend the Extension Youth Conference (EYC) if awarded:

- **Junior** – youth finishing or completed third through sixth grade (4-H age at least 8)
- **Senior** – youth finishing or completed seventh grade through final year in 4-H
- **Cloverbud** – youth finishing or completed kindergarten through second grade (4-H ages 5 to 7)

## Appropriate Dress for Communication Arts

Costumes in the Dramatic Presentation and Commercial categories will be part of the official scoring or evaluation. For all other categories, participants should dress the part for which they are presenting. If the presentation does not specifically call for a costume, participants should be dressed neatly and appropriately for the event with a 4-H Communication Arts T-shirt or a shirt/blouse with the 4-H emblem prominently displayed on the front. Dark jeans/slacks/skirts are recommended.

## Rules for Communication Arts Contests

1. Participants must be enrolled 4-H members.
2. No live animals of any type will be allowed in the district/state 4-H Communication Arts events for any of the categories.
3. No guns or ammunition are allowed as props for any category in the Communication Art events.
4. All topics, content and language of your presentation must be appropriate for an audience with an age range of 5 to 85. Topics, language and

content that may be appropriate for you may not be appropriate for the youngest members of the audience. When preparing your selection, remember that the appropriateness of the piece will be part of the judging process. If you have questions about the appropriateness of your topic, check with the Extension agent in your county prior to the event.

5. If a religious reading is chosen as a piece, it should remain neutral and avoid influencing the religious beliefs of your audience. A reading or presentation that specifically supports one religion, such as Christianity, not only has religious purpose, but it has the obvious effect of promoting one religion versus others and can create a barrier for participation among other groups. If you have questions regarding the reading of a religious text, check with the Extension agent in your county prior to the Communication Arts event.
6. Questions may be asked by the judges as part of the evaluation in some categories.
7. A participant may enter a maximum of two presentations in the district or state event (if qualified). If a participant enters two presentations, they must be in different categories.
8. Individual and team presentations in the same category will be judged separately.
9. Teams are always two participants except in dramatic presentations. (Two to four youth may team up to do dramatic presentations.) While we suggest that team members be in the same age division, having a junior with a senior is permissible. If all team members are not in the same age division, they will compete in the senior division in the district event, however, the team members are not eligible to advance beyond the district (no EYC trip or no state competition).
10. Individuals and teams will be evaluated on the same criteria, except teams must have significant participation from both (all) members. Separate awards will be given to individuals and teams.

# Eight Categories in District and State Communication Arts Competitions

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## 1. Demonstration

### (includes illustrated talks)

Demonstrations are presentations that show how to do something, how to make something or how something works and may display a finished product. When choosing a topic, remember you will demonstrate “live” in front of the judges and an audience.

Illustrated talks are similar in that they involve visual aids. Charts, posters, figures or real objects are used to explain an idea or procedure. The presenter explains how something works or how to do something but does not show the working object or demonstrate the process during the presentation.

1. Junior participants’ presentations must be two to 12 minutes in length, and the time for senior participants is four to 12 minutes. Time is based on the time from the first words to the time when the presenter asks if anyone has questions.
2. PowerPoint or other electronic presentations are not permitted.
3. A member may enter once in this category as an individual or in a team of two. Each team member must have a speaking role.

## 2. Speech

### (includes prepared and impromptu/short-take)

A Prepared Speech is the presentation of a speech the presenter composed. Quotations may be included; however, they should not be more than 10 percent of a speech. Notes may be used for reference, but reading from notes is discouraged. Singing, visuals or costumes are not permitted. The minimum length is three minutes for the junior participants and five minutes for senior participants.

An Impromptu Speech is a short presentation given without advanced preparation from a topic the participants draw when they enter the room. After participants receive their topic, they are given a note card and have 15 minutes to prepare.

Topics will be on 4-H themes in which the topic only is provided or on a news/magazine article provided at the time of the draw. Different age divisions may have different topics. The minimum length is one minute for junior participants and two minutes for senior participants.

1. Judges will not ask public questions.
2. An individual may enter once in this category. No teams are allowed.

## 3. Interpretive Reading

### (humorous and serious)

Interpretive readings are oral presentations of works taken from any published source, including poetry, fiction, children’s literature, news articles, speeches, letters and journals. Interpretive readings are readings, not memorized speeches. The presenter should be familiar with the piece but present it as being read. The purpose of the interpretive reading is to communicate the author’s thoughts expressively through voice. Gestures and actions should be kept to a minimum.

The presentation begins with a brief introduction about the piece selected and includes the source and the author. The introduction may explain the reason for the selection. The reading is presented with a script in hand. This requires keeping some eye contact with the audience and evoking a mood and vocal expression. A summary or conclusion is not necessary. All interpretative readings, whether humorous or serious, will be judged together. When selecting your reading, please consider that some topics that are acceptable for high school competitions are not appropriate for 4-H audiences (ages 5 to 85).

1. Junior participants’ presentations must be two to 12 minutes in length and the time for senior participants is four to 12 minutes.
2. Judges will not ask public questions.
3. Visual aids and props are not permitted.
4. A member may enter once in this category as an individual or in a team of two. Each team member must have a speaking role.

## 4. Dramatic Presentations

Dramatic presentations are based on an original or published piece performed in a creative, inspiring or thought-provoking manner. The presenter combines words and actions to deliver the material to entertain or educate the audience, or both. The presentation begins with a brief introduction to set the stage for the performance. The introduction should include the source and author of the material, and an explanation of why it was selected. Presenters may write their own material or use published material that is designed for dramatic presentation by one person or team of four or fewer. A costume, makeup or props are part of the performance and will be part of the evaluation. A summary or conclusion is not necessary. Notes are allowed but should not distract from the performance

1. Junior participants' presentations must be two to 12 minutes in length and the time for senior participants is four to 12 minutes.
2. Judges will not ask public questions.
3. Visual aids, props or costumes are permitted and encouraged.
4. A member may enter once in this category as an individual or in a team of two to four. Each team member must have a speaking role.

## 5. Mass Media Presentations (includes broadcasting, commercials and 4-H promotion)

Commercials are presentations to convince an audience to buy an idea or product or join 4-H. The product may be real or fictional. Participants can use posters, flip charts, diagrams or objects. Brand names must be concealed. Commercials must include an introduction or opening statement, a body and a closing statement.

Broadcasting presenters prepare a radio or television segment that may be read from a script. The broadcast may be a newscast with four to five items of about 30 to 45 seconds each or one in-depth story addressing a topic. Participants introduce themselves in the following manner: "This is \_\_\_\_\_ reporting." Radio presentations will be given behind a screen to simulate they are from a radio.

1. Commercials must be at least one minute in length for all ages. All other junior participants' presentations must be two to 12 minutes in length and the time for all other senior participants is four to 12 minutes.
2. Judges will not ask public questions.
3. Visual aids, props or costumes are permitted and encouraged for nonradio presentations.
4. A member may enter once in this category as an individual or in a team of two. Each team member must have a speaking role.

## 6. Electronic Presentation (includes video, website design and software presentations)

Participants may create a video, website or a presentation from software of their choice on any topic of their choice. Participants should introduce their presentation. The introduction may include the procedure used, what they learned, and why the topic and program was used. If a team works on the product, both members of the team are required to have a speaking role in the presentation.

If websites designed require special plug-ins, include links to download the plug-ins. Participants will be judged on content, appearance and design, technical performance and the presentation of their website.

Participants creating a video or other software presentation may use their choice of original or public-domain music. The introduction may include a description of video production techniques. The majority of video footage or still photography must be the work of the presenters. Participants will be evaluated on creativity, flow of the video or presentation, technical performance and presentation of the product.

1. Junior participants' presentations must be two to 12 minutes in length and the time for senior participants is four to 12 minutes. Time is based on the time from the first words to the time when then the presenter asks if anyone has questions.
2. Judges will ask public questions.
3. A member may enter once in this category as an individual or in a team of two. Each team member must have a speaking role.

## 7. FishTank: Youth Entrepreneurship

This category is for youth entrepreneurs. Youth who have started or plan to start a business are encouraged to enter this category of communication arts to inform and sell their idea. The category will combine aspects of illustrated talks, demonstration and commercial categories. Presenters will provide a quick overview of their business or product. Include how you came up with the idea, costs for the product, profit margin, and where and how you will market the business or product. Establish the need for the business or item and make a pitch to sell the product or business.

1. Junior participants' presentations must be two to 12 minutes in length and the time for senior participants is five to 15 minutes. Time is based on the time from the first words to the time when the presenter asks if anyone has questions.
2. Presenters must have at least one prototype of their product for show or demonstration.
3. A member may enter once in this category as an individual or in a team of two. Each team member must have a speaking role.

## 8. Cloverbud

This is a noncompetitive category designed to provide an opportunity for Cloverbud members to experience public presentations. They may give a recitation or do a short presentation similar to the other categories for 4-H members with no minimum time limit. All presenters will receive equal recognition.

Recitations provide young participants with an opportunity to make presentations without the task of finding or writing material. Recitation of the 4-H Pledge, Pledge of Allegiance or other simple verse is appropriate. This category will not be offered at the state event.

## General Tips for Presentations

### • Organization

- ! **Introduction** – This is where you capture the audience's attention with a relevant story, quote, challenge or other interesting remarks and then explain what the presentation will be about.
- ! **Body** – This is where you provide key information, present a step-by-step procedure, and explain key points as you go along and show your product. You can outline the steps by doing the activity and writing the steps down as you go.
- ! **Summary** – This is where you restate the purpose of your presentation and give a brief summary of the steps.
- ! **Questions** – Ask for questions (if appropriate for the category).
- ! **Closing statement** – This completes the presentation and gives the audience the cue the presentation is complete and they can acknowledge and show appreciation.

### • Make sure your visuals:

- ! Are attractive
  - ! Are readable from the farthest distance they will be viewed
  - ! Highlight important points
  - ! Are simple and neat
  - ! Are easy to use
- Project your voice and speak up. Voice projection is not shouting, and you can do it without straining.
  - Try to sound like yourself. Use a conversational tone with familiar words.
  - Speak at a comfortable pace so everyone can hear and understand your entire presentation.
  - Enunciate (pronounce clearly) all vowels and consonants.
  - Don't slur your words. Practice pronouncing the d's, t's and ing's on the end of words.
  - When rehearsing a presentation, have someone stand near the back of the room to give you feedback on your projection and delivery, as well as content.
  - Maintain eye contact with your audience. Try to memorize your opening and closing statements so you can maintain steady eye contact.

# Evaluation



This is a general guideline for evaluation. An evaluation form similar to this will be used in North Dakota 4-H Communication Arts events. Specific criteria and point value may vary with the category to provide an appropriate evaluation.

All aspects of preparing your presentation are important. However, a larger value always will be placed on the delivery and presentation.

\_\_\_\_\_ Category evaluation Placing \_\_\_\_\_

Title of presentation \_\_\_\_\_

Name of presenter(s) \_\_\_\_\_ Age \_\_\_\_\_

Junior     Senior    County \_\_\_\_\_

Individual     Team Time \_\_\_\_\_

	Score	Things Done Well	Things That Could Be Improved
I. Material Organization (35 points)			
A. Introduction (10)			
– Attention getter			
– One idea or theme			
B. Body (15)			
– Information presented			
– Accurate and up to date			
– Complete and logical order			
– Age-appropriate			
C. Conclusion (10)			
– Closing statement			
– Knowledge of subject			
II. Delivery and Presentation (65 points)			
A. Vocal (25)			
– Voice, volume, sincerity			
– Enunciation, clarity, pronunciation			
– Conversational style, rate and pitch			
– Emphasis where needed			
– Grammar			
B. Physical (15)			
– Gestures			
– Eye contact			
– Stance, mannerisms, poise			
– Appropriately dressed or costumes			
C. Use of Visual Aids (15) (if used)			
– Posters/charts used effectively			
– Figures/objects/props used effectively			
D. Overall Effectiveness (10)			
– Appeal and impression			
– Appropriate for audience present			
– Use of notes or script			
E. Team			
– Shared roles			
– Transitions			

General comments: \_\_\_\_\_



## 4-H Motto

The 4-H motto is: "Make the Best Better."

## 4-H Colors

The 4-H colors are white and green.

## 4-H Emblem

The four leaf clover with an "H" on each leaf. These H's stand for Head, Hands, Heart, and Health; the training and proper care of which will be the best assets any person can possess.

## 4-H Pledge

I Pledge  
my HEAD to clearer thinking,  
my HEART to greater loyalty,  
my HANDS to larger service, and  
my HEALTH to better living  
for  
my club,  
my community,  
my country, and my world.

## 4-H Creed

I believe in 4-H work for the opportunity it will give me to become a useful citizen.

I believe in training of my HEAD  
for the power it will give me to think,  
to plan, and to reason.

I believe in the training of my HEART  
for the nobleness it will give me to  
become kind, sympathetic, and true.

I believe in the training of my HANDS  
for the dignity it will give me to be  
helpful, useful, and skillful.

I believe in the training of my HEALTH  
for the strength it will give me to enjoy life,  
to resist disease, and to work efficiently.

I believe in my World, my Country,  
my State, and my Community, and in  
my responsibility for their development.

In all these things I believe, and I am willing  
to dedicate my efforts to their fulfillment.



Visit North Dakota 4-H on-line at [www.ndsu.edu/4h](http://www.ndsu.edu/4h)

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