



# 4-H PEI Communications

## Judging 4-H Communications

**Thank You** for agreeing to participate as a Judge 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

In order to achieve the project goals set forward by 4-H PEI, members have been given rules to follow and guidelines have been established for communication judges. The Club Coordinator (or Regional 4-H Specialist) will provide a brief overview at the event, but you are asked to read through this information prior to that day to familiarize yourself with the rules of the project, and the criteria on which you will be assessing presentations!

### General Rules

- **All** members are required to prepare and present at the Club Communications Event **OR** at another event/time as approved by the Club Communications Coordinator (or Overall Leader) **AND** the Regional 4-H Specialist.
- **The Communications Project is divided into three (2) categories:**
  1. **Speech** - an original verbal presentation which can be completed with or without the use of visual aids. Visual aids may include pictures, slideshows, posters, etc. However, the aids must not distract from the speaker and/or the speech. An **Illustrated Speech** (ie. Power Point Presentation) also fits into this category and is defined as *“mostly speaking with the use of some visual aids”*.
  2. **Demonstration** - a verbal presentation showing **HOW TO DO** or **HOW TO MAKE** something, showing as many steps as possible. A demonstration is the combination of speech and action with the use of materials, props and visual aids. Posters can be either digital or created on Bristol board and will be used to illustrate, list the steps and summarize the process. Demonstrations will have a tangible item to display at the end of the presentation.
- Members will participate in the category as determined by their 4-H age (age as of January 1 of the current 4-H year)

#### Public Speaking Categories

Junior	9-11 years
Intermediate	12-14 years
Senior	15-21 years

#### Demonstration Categories

Junior Single	9-14 years
Junior Team	9-14 years
Senior Single	15-21 years
Senior Team	15-21 years

#### Speaking Time Limits

Junior	2-3 minutes
Intermediate	3-5 minutes
Senior	5-7 minutes

#### Demonstration Time Limits (not including set-up/clean-up)

Junior	5-7 minutes
Senior	7-10 minutes

**\*\*\*For Team Demos, the age of the older member will determine the presentation category.**

# Judging Guidelines

- A panel (in some cases, two panels) of three judges will be assembled for Club, Regional and/or Provincial Communications
- Communication judges will hold the responsibility of assessing member presentations based on communication rules as implemented by 4-H PEI. Judges will also be encouraged to assess each presentation with the criteria listed on the scoresheets (*samples of scoresheets are included*)
- Each judge will have **one** score sheet for **each** participant. The member's name, club, speech title and age category will be indicated at the top of the scoresheet.

**NOTE:** the age of a 4-H member does not dictate years of communication experience, however maturity level should reflect in the presentation.

**NOTE:** "Team" demonstrations require only one scoresheet (one set of comments to be shared by both)

- **Presentation Criteria** Evaluation will be subjective as judges will place different emphasis on different speaking components. However, judges are asked to assess each presentation based on what is seen and heard using the criteria on the scoresheets as a guideline.

⇒ **Speeches** should follow the basic **introduction—body—closing/conclusion** format.

⇒ **Demonstrations** should follow the same format, but with a few key additions:

**opening—list materials/supplies & equipment—body: demonstration—review —questions/closing**

- Each criteria point should receive one rating (checkmark):
  - ⇒ The goal of the 4-H Communications project is for members to build and strengthen their public speaking skills throughout their 4-H career. It is suggested that judges limit the use of the "excellent" rating as this would indicate to the member that the criteria point was "perfect" and nothing should be done to change or improve. However, we do appreciate that there are times when our members do an exceptional job and they should be recognized for doing so.
  - ⇒ If you cannot decide between two ratings (ie. Good vs Fair), we do suggest to go with the lesser of the two. Again, this is meant to encourage members to build and strengthen that specific criteria point.
- **Tallying Ratings** - the Club Coordinator or Regional 4-H Specialist will assist with adding the ratings/ checkmarks and averaging the scores from all 3 judges to determine an average for each member (Judges do not need to worry about adding up the ratings on the bottom of the sheet).
- **Comments** - We do ask that you take time to write comments for the member on something specific that they did well and something that stands out as needing improvement (particularly if you marked something as needing improvement – this is an opportunity to explain). It is important that these are factual, non-assumption based, constructive comments.

## Constructive Starters:

- It seemed as though
- You seemed to be
- I really enjoyed
- When you \_\_\_\_\_ try \_\_\_\_\_
- Something to strengthen your presentation would be \_\_\_\_\_
- Using \_\_\_\_\_ would make a great addition to your presentation.

## Try to avoid sentences that begin with:

- You didn't
- You looked
- You need
- I did not like
- Don't

# Sample Scoresheets

Junior (9-11)    Intermediate (12-14)    Senior (15-21)

4-H PEI Communications : Public Speaking Scorecard

Name		Club			Title			Comments
Speech Components	Presentation Criteria	Excellent	Very Good	Good	Fair	Improv. Needed		
							Some things you did well:	
Introduction	• Interesting introduction (original, short & complete) and title							
	• Includes Salutation							
	• Opening sets overall mood of presentation							
Content	• Worthwhile content in a logical sequence							
	• Evidence of thought, research or personal experience							
	• Information accurate and relevant							
Presentation	• Appropriately dressed, good posture and tidy appearance							
	• Poised, at ease and avoids distracting behaviours (ie. Swaying)							
	• Maintains eye contact throughout presentation							
Elements	• Voice – natural, good volume, clarity and projection						Some things you could improve:	
	• Pronunciation – clear and proper							
	• Grammar – used properly and appropriate for age level							
	• Maintains even speed							
	• Speaks with enthusiasm							
Summary	• Gestures – appropriate, natural and effective							
	• Effectively summarizes topic; important points concluded							
	• Impact of closing statement (does not say thank you)							
Impression	• Member does not rush to finish; pauses before leaving stage							
	• Mastery of speech/topic (evidently practiced for event)							
	• Strength of presentation							
Count checkmarks in each column and document accordingly		x 5	x 4	x 3	x 2	x 1	Judges SGN:	
After completing multiplication document total of each column							Time	
							Penalty	
Add the column totals for a score out of 100		Total out of 100						

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

4-H PEI Communications : Demonstration Scorecard

Name		Club			Title			Comments
Speech Components	Presentation Criteria	Excellent	Very Good	Good	Fair	Improv. Needed		
							Some things you did well:	
Introduction	• Interesting Introduction (original, short & complete) and title							
	• Includes Salutation							
	• Opening sets overall mood of presentation							
Subject	• Worthwhile content in a logical sequence							
	• Evidence of thought, research or personal experience							
	• Information accurate and relevant							
Presentation	• Appropriately dressed, good posture and tidy appearance							
	• Poised, at ease and avoids distracting behaviours (ie. Swaying)							
	• Maintains eye contact throughout presentation							
Elements	• Time and materials well used						Some things you could improve:	
	• Voice – natural, good volume, clarity and projection							
	• Pronunciation – clear and proper							
	• Grammar – used properly and appropriate for age level							
	• Maintains even speed							
Workmanship	• Speaks with enthusiasm							
	• Gestures – appropriate, natural and effective							
	• Table neat & orderly; supplies organized and easy to see							
Summary	• Work and speech coordinated; team shares work evenly							
	• Visual aids – neat and legible; effectively used							
	• Creative and suitable equipment							
Impression	• Effectively summarizes topic; accomplished finished product							
	• Asks audience for questions and answers satisfactorily							
	• Closing is definite and table cleared efficiently							
Impression	• Mastery of topic (evidently practiced for event)							
	• Strength of presentation							
Count checkmarks in each column and document accordingly		x 4	x 3	x 2	x 1	x 0.5	Judge SGN:	
After completing multiplication document total of each column							Time	
							Penalty	
Add the column totals for a score out of 100		Total out of 100						

**NOTE:** The program will move quickly! It is important that you record your scores and comments in real time ensuring they are relevant to the presentation. This will also help save time during deliberation (at the end of the event) when time is often limited.

You will have roughly 30 seconds between presentations to finish rating. The Chairperson for the event will be instructed to pay close attention to the judges and will move to the next presentation when two of the three judges have indicated they are ready!

In the event that there are two judging panels, certain speaking categories will be assigned to each panel and the program will alternate between categories. This will allow for more time between presentations.

### **Timing of Presentations**

- Each category has a set presentation time (*listed in the Rules section*). The Coordinator (or 4-H Specialist) will record the time for each presentation and share this on the scoresheets.
- Time can also be used as a determining factor to break a tie between members in the running to move on to the next level of competition.

### **Deliberation & Choosing Representatives for Competition**

- The judge's scores will be tabulated and averaged to determine communication project marks for each member. This will be done prior to deliberation (with assistance from the Coordinator or 4-H Specialist) The scoresheets may be collected during the presentations to help save time.
- It is important to be **flexible, cooperative** and **efficient** during deliberations. You will be tempted to discuss **each** presentation, but there simply will not be enough time to do this. Parents and members will be waiting for your decision, so deliberation should take no longer than **20 minutes**.
- The top scores in each category can be used to help to determine who should move on in competition. However, the judges are encouraged to discuss their choices and recognize that the overall mark does not have to be the deciding factor. Other details of a presentation can definitely be used to choose the representative.
- Members are aware of the competition aspect involved with 4-H Communications and that there can only be select representatives. Judges are reminded to choose **ONLY** the number of representatives as indicated in the rules.
  - **ONE** Representative for every 10 members presenting in a category.
  - **ONE** Alternate Representative should also be chosen in each category.

### **Presentations** (end of the event)

The Coordinator, 4-H Specialist or Chairperson will:

- Welcome the audience back to their seats after the break
- Explain the judges' role and the evaluation process
- Invite the judges to give brief, general remarks (one judge usually acts as the spokesperson)
- Announce members in order of appearance and have them come forward to receive their score sheets
- Announce the members chosen to represent the club at the next level of competition.