



# 4-H PEI Communications

## Communications Coordinator Resource

### 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.

This resource was designed to assist you in leading the project as outlined by 4-H PEI, but your own ideas are also welcome. It is important that you read and understand the rules and regulations of the 4-H PEI Communications Project along with the procedure to follow for the club event (s) in order to help make the experience positive for all involved.

Please refer to the **4-H PEI Communications Step by Step Guide**  
for project Rules & Regulations

# 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.

**PLEASE NOTE:** ALL members are encouraged to present at the club event but there may be times when circumstances arise. In the event of a scheduling conflict or unforeseen circumstance, individual members may complete this requirement with an Alternate Communication Project. Request to do so **MUST** be approved by the Club Communications Coordinator (or Overall Leader) **AND** Regional 4-H Specialist in advance of the Club Event. (Request forms are available from the Regional 4-H Specialist)

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

**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 will need to 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.
- Judges will need to evaluate them in this role at the event with the score sheet provided.
- 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, and 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 Regional 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 gather) gifts to present as a Thank You to the judges at the Club Event

**NOTE:** The Regional 4-H Specialist (or a rep from the 4-H Office) will attend your communications event to assist the judges and help with paperwork/presentations

- **Determine Speaking Order**
  - The speaking order should be organized by age category and type of presentation
    - i.e. -Junior Speakers
    - Intermediate Speakers
    - Senior Speakers
    - Demonstrations
  - There isn't a set format for the speaking order. Choose whatever system works for the club.
  - 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 Regional 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.

**Learn  
To Do  
By Doing**

