



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**

Roberts County 4-H Communications Project



4-H Public Presentations: Preparing the next generation of leaders by developing strong communicators!

The 4-H Public Presentation Contest is an exciting “youth in action” event that allows youth to learn how to present their thoughts and ideas confidently and clearly.

This contest is a unique and rewarding challenge that will teach youth the tools to assist them in speaking in front of groups without being intimidated!

Why Participate? This Contest Builds Essential Life Skills!

- How to speak before an audience with poise, capability and self-confidence
- How to find and research a subject and supplies with initiative and motivation
- How to plan and organize information and thoughts in a logical manner
- How to prepare original visuals and use them to support what you say
- How to express yourself clearly, convincingly and creatively
- How to teach and show others what you have learned
- How to select an appropriate delivery method and use appropriate delivery techniques
- How to listen to the opinions of others and accept feedback
- How to manage your time
- How to manage stress

Roberts County 4-H Leaders Association Inc 4-H Affiliate of South Dakota has implemented the SDSU Extension Communications Project Guidelines

SDSU Extension 4-H Communications Project page, <https://extension.sdstate.edu/youth-action-4-h-communications-project> provides the most up to date information for the Communications Project.

The South Dakota 4-H Communications Project Guidelines will provide all of the information your youth will need to know from Beginners to Seniors. Even Cloverbuds participate with the same criteria as the beginners. Everyone that wishes to participate will need to call the office and let them know what you plan on participating. What kind of presentation you plan on giving (Demonstration, Illustrated Talk, or Public Speaking). They will also need to know if you need to use any of the 4-H equipment, such as a projector, projector screen or a display stand.

Types of Presentations

There are many types of public presentations, in South Dakota 4-H, we use four types: Demonstrations, Illustrated Talks, Public Speaking, and 4-H Spark Tank

Presentation Types & Criteria

Demonstrations

- Individual or Team
- Minimum Length – Cloverbuds & Beginners 3 Minutes; Juniors 5 Minutes and Seniors 7 Minutes. Maximum Length: 25 minutes for all age categories.
- In a demonstration, you make or do something step by step. There is always a finished product, or a task is completed. Show the finished product in the summary.
- Individuals or teams use actual products, material, garments, machines, plants, animals, etc., and may also share personal, family or club experiences.
- Demonstrations may include charts, illustrations, posters, and other types of visual aids.
- In a successful demonstration the audience leaves knowing how to do what you demonstrated and often times will want to do it themselves.

Illustrated Talks

- Individual or Team,
- Minimum Length – Cloverbuds & Beginners 3 Minutes; Juniors 5 Minutes and Seniors 7 Minutes. Maximum Length: 25 minutes for all age categories.
- An illustrated talk is telling how by using a combination of speaking about and showing one or more visual aids. You may use computer generated charts, flip charts, posters, pictures, models, cut outs, slides, flannel board, chalkboards, and real objects. There is no finished product.
- Personal, family, or club experiences may be used.
- The key to an illustrated talk is you learn by telling. The audience learns by watching and listening.
- Remember that an illustrated talk is the same as a demonstration except that:
 - You are not actually making something.
 - You have no real finished product.
 - Your visuals show what you are explaining.

Public Speaking

- Individual - Min Length: 3 minutes & Max Length: 6 minutes
- In public speaking, a 4-H member chooses a subject or topic which relates to an aspect of 4-H (project, program, promotion, etc.).
- In public speaking, it is what you say and how you say it that informs the audience and communicates your ideas to them. Public speaking is good when you want to tell facts, ideas, or give information.
- Public speaking is more formal than other public presentations. Examples of a public speaking presentation: government official speech, a sermon, a lecture.
- Public Speaking **may not use** visual aids.
- Participants may use brief notes, if desired.
- Remember that Public speaking is basically the same as a demonstration, an illustrated talk, except that:
 - It is just telling.
 - It requires careful planning and effective delivery with facial expressions and gestures, voice variation in your pitch, volume, speed and inflections as well as proper English.

4-H Spark Tank

- Individual or team of 2
- Minimum length Cloverbuds & Beginners 10 minutes, Juniors 15 Minutes, Seniors 20 minutes. Maximum Length: 25 Minutes for all age categories.
- Youth will present a business plan and showcase their business or service in hopes of gaining the interest of a "Spark" to consider a fictional investment in their plan.
- Spark Tank presentation must include 3-5 samples youth plan to market or a flyer for their service. Spark Tanks can also include charts, visual, posters, or other visual aids.
- You will need to turn in a copy of your Spark Tank Business plan to the "Sparks" at the start of your pitch. Found in Appendix A. (*4-H Communications Project Guidelines: pages 21 - 32*)
- Find a way to showcase innovation, core values, and professionalism using visuals – digital or other, a business plan, and your best sales pitch.
- In a successful 4-H Spark Tank, you will leave the "Sparks" wanting to purchase your item and buy into your company.

Things to remember when preparing your Presentation

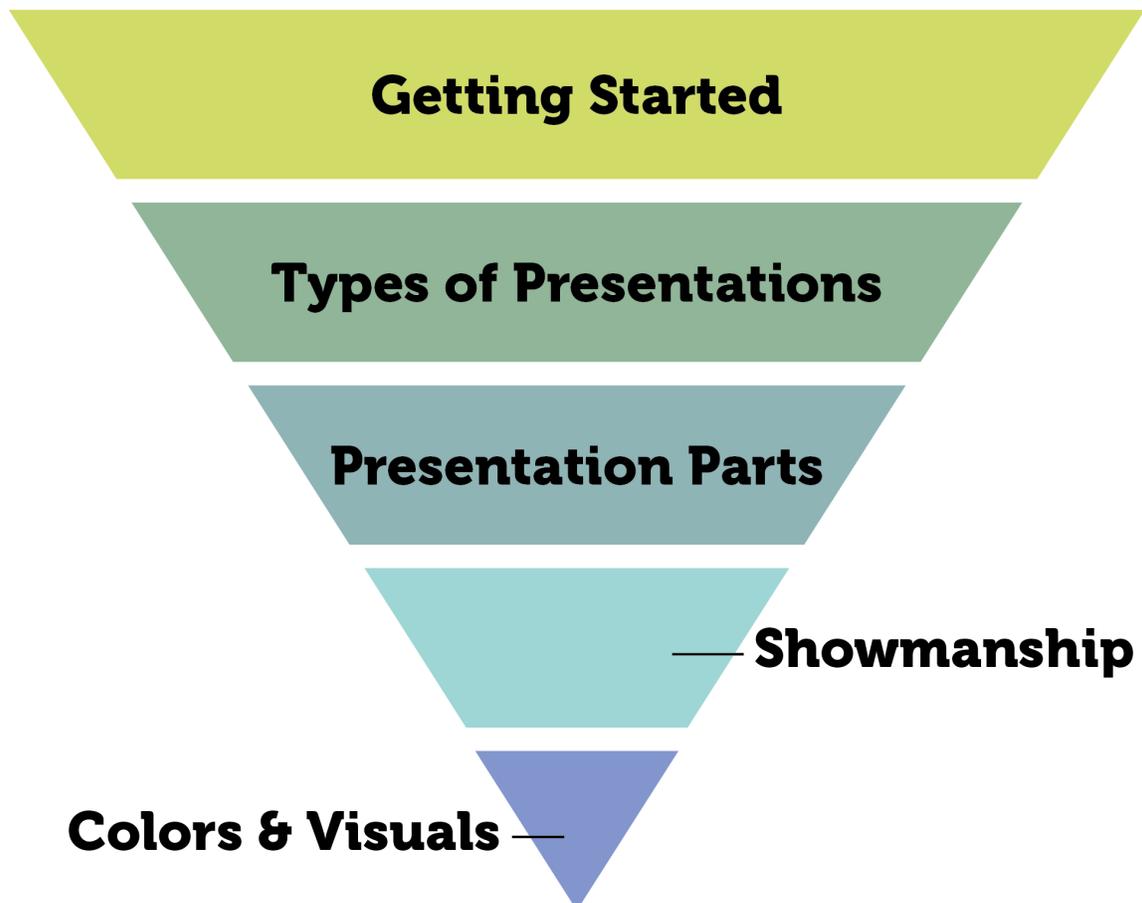
- Presentations may have been prepared during the 4-H year and given previously in school, during extracurricular activities or to service organizations; however, youth must alter the presentation to include and relate it to their 4-H projects and/or their 4-H experiences. In their delivery:
 - 4-H members must use the word "4-H" and state the specific 4-H project or program.
 - 4-H members must state how their content teaches the listener or audience about a specific 4-H project(s) or program.
 - Visuals
 - ✓ Check Your Visual Before You Use It.
 - ✓ Visibility – Is it easy to see and read from where participants sit?
 - ✓ Simple – Is the message easy to understand?
 - ✓ Interest – Does it attract and hold attention or is it cluttered with too many words or pictures?
 - ✓ Useful – Are the letters, words, pictures, etc. suitable for the subject and audience?
 - ✓ Structure – Are the ideas grouped in sequential order?
 - ✓ Information – Is it factual and is the data current?
 - Appearance
 - ✓ Remember how you look is the audiences' first impression of your presentation. Your clothes should be neat, clean, well pressed and attractive.
 - ✓ There should be no writing on your clothes unless it applies to your presentation.
 - ✓ Start with a smile and a pleasant expression; they go a long way in getting the attention of your audience.
 - Eye Contact
 - ✓ Look your audience in the eye. Look at your audience 75-80 percent of the time.
 - ✓ Eye contact is important because it invites the audience into your presentation.
 - Body Language/Posture/Movement
 - ✓ Stand tall, on both feet.
 - ✓ Keep your hands at your sides when you are not making something or gesturing.
 - ✓ Avoid turning your back to the audience or shifting and swaying.
 - ✓ Do not lean on the table or podium this gives the impression you are tired or don't care about your presentation.

- Voice
 - ✓ Talk in a conversational voice to the audience.
 - ✓ Project your voice so the whole room can hear you.
 - ✓ Slow down, inexperienced and nervous speakers tend to talk too fast. An experienced speaker will vary the rate at which they speak. Be sure to emphasize certain words that are important. Learn to enunciate your words clearly.
- Gestures
 - ✓ Gestures should reinforce what you are saying and should be a natural expression of your thoughts.
 - ✓ Use the whole body to emphasize your points – a raised finger to call attention, a shrug to show indifference, a fist to emphasize strong feeling.
 - ✓ The face is very important for gesturing. Use your smile, your eyes, and your eyebrows to convey the thought.
 - ✓ Be natural, be at ease, be happy, and be sure to smile.

**More helpful information can be found in the
South Dakota 4-H Communications Project Guidelines**

The Foundation of Personal Development

Just as an inverted pyramid progressively gets smaller at the bottom, the preparation process for delivering a quality public presentation starts incredibly broad in nature by first identifying a topic. Each stage from there on out becomes more specific and catered to the presentation being delivered.



Getting Started

- » Find a topic you are passionate about
- » Do your Research
- » Prepare your content

Types of Presentations

Determine the best type of presentation for your content:

- » Demonstration
- » Public Speaking
- » Illustrated talk

Presentation Parts

- » Tell them what you are going to tell them
- » Tell Them
- » Tell them what you told them

Showmanship

- » Appearance
- » Eye Contact
- » Body Language
- » Voice
- » Gestures
- » Confidence

Colors & Visuals

- » Visibility
- » Simple
- » Interesting
- » Useful
- » Structure
- » Information



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**



**PUBLIC PRESENTATIONS
Demonstration Scoresheet**

Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Title _____

CRITERIA	Points Possible	Comments
Introduction – 10 Points - Captures audience attention & tells audience what you are going to tell them - Introduce yourself: include name, age, club, years in 4-H	1 2 3 4 5 1 2 3 4 5	
Body – 35 Points - Organization of materials & talk - Content quality/facts/sound research & methods, terms - Accurate and complete information - Usefulness of information - Coordination of speaking and showing - Use of words, voice, gestures & movement - Originality	1 2 3 4 5 1 2 3 4 5	
Visuals - including Power Point – 15 Points - Visible and/or readable - Interest - Emphasize main points - Appropriately constructed - Suitable	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Accomplishment - 10 points - Desire results discussed or demonstrated - Finished product shown or task completed	1 2 3 4 5 1 2 3 4 5	
Summary – 10 Points - Main points emphasized, definite closing, sources cited - Ability to answer questions	1 2 3 4 5 1 2 3 4 5	
Stage Presence - 10 Points - Contestant's enthusiasm and poise - Suitable attire, appearance, and posture	1 2 3 4 5 1 2 3 4 5	
Relates to 4-H Program and/or Project – 10 Points - Stated the word 4-H and stated the specific project or program - Teaches listener or audience about project or program	1 2 3 4 5 1 2 3 4 5	
Length of Presentation: Start _____ End _____ Minimum time – Beg. 3 min.; Jr. 5 min.; Sr. 7 min. Maximum time limit: 25 minutes (If under, deduct 3 points. If over, deduct 3 points for first minute over and 1 point per each additional minute.)		
Senior Assistance Deduction: If senior age 4-H member receives assistance setting up presentation by adult, deduct 3 points.		
TOTAL	100	
Comments:		

Circle Appropriate Ribbon Placing			
Purple (100-90)	Blue (89-80)	Red (79-70)	White (69 & below)

 Judge's Signature

 Judge's Signature



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**



**PUBLIC PRESENTATIONS
Illustrated Talk Scoresheet**

Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Title _____

CRITERIA	Points Possible	Comments
Introduction – 10 Points - Captures audience attention & tells audience what you are going to tell them - Introduce yourself: include name, age, club, years in 4-H	1 2 3 4 5 1 2 3 4 5	
Body – 35 Points - Organization of materials & talk - Content quality/facts/sound research & methods, terms - Accurate and complete information - Usefulness of information - Coordination of speaking and showing - Use of words, voice, gestures & movement - Originality	1 2 3 4 5 1 2 3 4 5	
Visuals - including Power Point – 25 Points - Visible and/or readable - Interest - Emphasize main points - Appropriately constructed - Suitable	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Summary – 10 Points - Main points emphasized, definite closing, sources cited - Ability to answer questions	1 2 3 4 5 1 2 3 4 5	
Stage Presence - 10 Points - Contestant's enthusiasm and poise - Suitable attire, appearance, and posture	1 2 3 4 5 1 2 3 4 5	
Relates to 4-H Program and/or Project – 10 Points - Stated the word 4-H and stated the specific project or program - Teaches listener or audience about project or program	1 2 3 4 5 1 2 3 4 5	
Length of Presentation: Start _____ End _____ Minimum time – Beg. 3 min.; Jr. 5 min.; Sr. 7 min. Maximum time limit: 25 minutes (If under, deduct 3 points. If over, deduct 3 points for first minute over and 1 point per each additional minute.)		
Senior Assistance Deduction: If senior age 4-H member receives assistance setting up presentation by adult, deduct 3 points.		
TOTAL	100	
Comments:		

 Judge's Signature

 Judge's Signature

Circle Appropriate Ribbon Placing			
Purple (100-90)	Blue (89-80)	Red (79-70)	White (69 & below)



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**



**PUBLIC PRESENTATIONS
Public Speaking Scoresheet**

Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Name _____ ID _____ Age Division _____ Individual _____ Team _____
 Title _____

CRITERIA	Points Possible	Comments
Introduction - 10 points - Captures audience attention & tells audience what you are going to tell them - Introduce yourself: include name, age, club, years in 4-H	1 2 3 4 5 1 2 3 4 5	
Body – 20 Points - Originality - Organization - Content quality and facts: sound research and methods, true, complete and useful - Use of words	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Summary – 10 Points - Main points emphasized - Definite closing, sources cited (Sources cited can be throughout presentation)	1 2 3 4 5 1 2 3 4 5	
Showmanship - Mechanics of Presenting - 40 points - Use of Voice - Eye contact - Facial expressions - Use of gestures - Body movement - Timing - Style - Posture	1 2 3 4 5 1 2 3 4 5	
Stage Presence - 10 Points - Contestant’s enthusiasm and poise - Suitable attire, appearance, and posture	1 2 3 4 5 1 2 3 4 5	
Relates to 4-H Program and/or Project – 10 Points - Stated the word 4-H and stated the specific project or program - Teaches listener or audience about project or program	1 2 3 4 5 1 2 3 4 5	
Length of Presentation: Start _____ End _____ Minimum 3 Minutes - Maximum 6 Minutes (If under, deduct 3 points. If over, deduct 3 points for first minute over and 1 point per each additional minute.)		
Senior Assistance Deduction: If senior age 4-H member receives assistance setting up presentation by adult, deduct 3 points.		
TOTAL	100	
Comments:		

 Judge’s Signature

 Judge’s Signature

Circle Appropriate Ribbon Placing			
Purple (100-90)	Blue (89-80)	Red (79-70)	White (69 & below)



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**



**PUBLIC PRESENTATIONS
4-H Spark Tank Scoresheet**

Name _____ ID _____ Age Division _____ Individual _____ Team _____

Name _____ ID _____ Age Division _____ Individual _____ Team _____

Title _____

CRITERIA	Points Possible	Comments
Personal Introduction - 10 points - Captures audience attention & tells audience what you are going to tell them - Introduce yourself: include name, age, club, years in 4-H	1 2 3 4 5 1 2 3 4 5	
Product Introduction – 20 Points - Business Title/Slogan - Product - Physical product or clear description - Ask of the Sparks	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Investment Pitch – 15 Points - Amount requested - Return for fictional investors - Money used for	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Market Research - 15 points - Why is it needed? - Who will use it? - Compare other product	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Expense Plan - 20 points - Fixed expenses - Variable expenses - Advertising - Profit	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Sales Plan - 15 points - Initial investment - Projected sales - Projected profit	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Presentation - 30 points - Organization of materials - Quality of content - Originality - Enthusiasm and poise - Suitable attire, appearance and posture - Professionalism	1 2 3 4 5 1 2 3 4 5	
Reflection - 15 points - 4-H project area connection - Knowledge gained from this experience - Future goals of project	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	
Spark Tank Business Plan (Turned in) - 5 points	1 2 3 4 5	
Showmanship - 10 points - Use of voice, eye contact, facial expressions - Use of gestures, body movement, timing, style, posture	1 2 3 4 5 1 2 3 4 5	

