



4-H PEI COMMUNICATIONS

A Guide to Judging Club Communications

Thank You for agreeing to judge at the _____ 4-H Club Communication Event. This booklet will share the details for the event as well as some highlights for your role as a communications judge!

Location: _____
Date: _____
Start Time: _____ *(judges are asked to arrive 15-20 early)*

This will be the first speaking event for 4-H members this year and for some, the first time ever in front of an audience. The main goal for members at the club event is to complete their communications project, gain confidence, learn to express themselves in public and participate at a club event.

In order to achieve the goals set forward by the project and to create consistency for all members, the following guidelines have been established for communication judges. The Communications Coordinator will give a brief overview on the day of the event. You are asked to familiarize yourself with the procedure, rules of the project, and the score sheets used for each category.

You will find that the 4-H members will amaze and entertain you with wit, interesting facts and family stories. We hope that you enjoy your time with our club and should you have any questions, please do not hesitate to ask:

Club Communications Coordinator

Phone #

E-Mail

Getting Ready

The Communications Coordinator will:

- Provide pens, pencils and calculators for all judges
- Prepare score sheets
- Supply programs for judges and guests
- Prepare a master score sheet to record all judges' marks
- Time each presentation
- Assist judges in tallying marks during deliberation
- Offer support to judges while they make the final decision of which members will move on to the next level of competition.

Marking the Scoresheets

1. Scoring (*sample score sheets for each category have been included at the end of this document*)

- Each judge will have **one** score sheet for **each** participant, based on their age & speaking category.
- The members' name, club, category and speech title should already be on the top.
- The bottom (comment section) should have the member's name.

(This is typically prepared prior to the event by the Communications Coordinator)

TIP: You should fill in the score sheet as the presentation is taking place. Having everything marked as the event moves along allows for easier tabulating and selection at the end of the event. Evaluate and score each part of the presentation as indicated!

Evaluation can be subjective as different judges will put greater emphasis on different speaking components. Consider the following:

- Evaluating presentations one category at a time in terms of percentages tends to eliminate over or underscoring on a judges part. (*i.e. An exceptional intro might rate 100% converting to 10 marks, a very good intro might rate at 90% or 9 marks, and an average intro at 80% would convert to 8 marks*).
- Scores do not have to match that of the other judges but, you should try to be consistent with your own:
 - ⇒ 90-100 would be awarded for an exceptional presentation
 - ⇒ 80-89 would be awarded for an average presentation
 - ⇒ 70 or below is very rare and should only be used if the member has clearly not put forth any effort into their presentation.
 - ⇒ The average scores will range between 80-95.

2. Notes Section

The notes section on the main part of the score sheet is for the judge's use **ONLY**. You **are not** expected to justify marks with appropriate comments, nor will members see this section. This area can be used to record notes as reminders for yourself during deliberation.

3. Judge's Comments for the 4-H Member

The bottom section of the score sheet (the tear away portion) is to be used for recording comments you feel will help strengthen the member's communication skills.

You are encouraged to provide at least one positive comment and one constructive comment for each member in reflection of the individual's presentation.

Examples: "I enjoyed your use humour"

"Try to speak more slowly the next time"

"Your subject was well researched"

TIP: It is important that you start marking your scores and comments during the presentation. This will ensure that comments are fresh and will save you from having to record your thoughts during deliberation (at the end of the event) when time is often limited. The Chairperson for the event has been asked to carry on with the event program following acknowledgement from two of the three judges that they are ready to move on!

Timing

- The Communications Coordinator will time each presentation.
- Presentation time will be recorded and can be shared with members to let them know if they are grossly over or under the time allowance for their category.
- Time can also be used as a determining factor in breaking a tie between members in the running to move on to the next level of competition.

Deliberation

During deliberation, the judges will be asked to work as a team. 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**.

Each of the judge's scores will be added to the Master Score Sheet and tabulated (with the assistance of the Communications Coordinator.)

You Can Help!

- ⇒ remove (tear off) the comment slips from the score sheets and organize with paperclips by member name in order of presentations.
- ⇒ attach slips to communication certificates – if available (certificates are given to first year members and cloverbuds with the expectation that members keep their certificate .

Choosing Members to Advance in Competition

The top scores in each category can be used to help to determine the members 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 the presentation can definitely be used to choose the representative.

- **ONE** Representative for every 10 members presenting in a category.
- **ONE** Alternate Representative should also be chosen to represent in case the original representative is not able to attend the next event.

Presentation of Comments & Certificates

The Communications Coordinator or Chairperson will:

- Welcome the audience back to their seats after the break
- Explain the judges' role, the evaluation process and the marking system.
- Invite the judges to give brief, general remarks for the members
- Announce members in order of appearance and have them come forward to receive their completion seals, comment slips and certificates (where applicable).

Presentation of Representatives & Alternates

Following the presentation of comment slips & certificates, the Communications Coordinator or Chairperson will explain the competitive aspect of the project and announce, by category, the members who will represent the Club at the next level of competition. Alternates may also be announced and their role explained. Communication seals will be presented to the representatives and alternates.



4-H PEI

COMMUNICATIONS

Rules & Regulations

Communication in part is defined as the act or the instance of communicating; the imparting or exchange of information, ideas or feelings.

4-H Communications can be defined as the sharing of information in the form of speech or demonstration. The purpose of the 4-H Communications Project is to provide 4-H members with the opportunity to become effective communicators by learning to express themselves in public, thereby gaining in experience and self-confidence.

General Rules & Regulations

The Communications Project serves as one of four required components in the 4-H year. **All** members are required to prepare and present at the Club Communications event **OR** at another event as approved by the member's leader and 4-H Specialist. All Club Communication Events are to be completed by March 31.

The Communications Project is divided into three (3) categories:

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. PowerPoint Presentation) also fits into this category and is defined as "mostly speaking with the use of some visual aids".

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.

Other - provides an opportunity for members to use their learned communication skills to chair an event or complete an alternate project – **must be approved by the leader and 4-H Specialist.**

*(i.e. 4-H members have the option of giving a presentation at a 4-H meeting or an organized group as an Alternate Communications Project – this option is often reserved for senior 4-H members but exceptions can be made for other members. **Please check with your leader and/or your 4-H Specialist.***

- Members will participate in the appropriate category as determined by their 4-H age in the current 4-H year (age as of January 1).

Public Speaking Categories

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

Speaking Time Limits

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

Demonstration Categories

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

Demonstration Time Limits (not including set-up/tear-down)

Junior 5-7 minutes
 Senior 7-10 minutes

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

- First year members (or first time presenters) will receive a communications certificate upon completion. Members are encouraged to keep this certificate throughout their 4-H career, adding lettered seals for each year of completion. Seals will be presented to members completing the Communications Project within the given 4-H year reflective of their score range:
 - Group A = 90 - 100**
 - Group B = 80 - 89**
 - Group C = 79 or lower**
- 4-H members are encouraged to present in either of the two official languages of Canada **BUT** must notify their leader **four (4)** weeks prior to the Communications event should bilingual judges be needed.
- Following the club event, selected members will be eligible for competition at the following levels:
 - i. Area (in some districts)
 - ii. District
 - iii. Provincial (held as part of 4-H Selections Day in the spring)
- The number of members selected for the next level of competition should be as follows:
 - 1-10 members** per category - 1 representative
 - 11-20 members** per category - 2 representatives
 - 1 alternate** may be chosen from each category to move on in competition if the original representative is not able to do so.

*Resolution passed At the 2016 PEI 4-H Annual General Meeting states that the Charlottetown District be permitted to send **two** representatives from each speaking/demonstration category at the District event to compete at the 4-H PEI Provincial Public Speaking Competition.*

PLEASE NOTE: Members must compete at each level with the same presentation in order to advance (including club, district and provincial). Improvements are permitted, if necessary. Also, members chosen to participate in the team demonstration category will do so at each level with the original team members. Member substitutions are not permitted (in any of the categories), nor can one member of a team represent the whole team in competition if the other member is unable to attend the event.



4-H PEI COMMUNICATIONS

Judge # _____

Junior Public Speaking - Score Sheet

(Age: 9-11 as of January 1 Required Speech Length: 2-3 min)

Name: _____
 Club: _____
 Title: _____

SAMPLE

Sample Scoring Breakdown					
10/10	=100%	30/30	=100%	50/50	=100%
9/10	= 90%	27/30	= 90%	45/50	= 90%
8/10	= 80%	24/30	= 80%	40/50	= 80%

Reminders for Communication Judges:

- Total scores & add comments at the bottom of this sheet before moving on to the next speaker.
- An average presentation should score between 80-89. An above average presentation should score between 90-100. Presentations scoring in the 70's are rare and should only be used if the member has clearly not put forth any effort into their presentation.
- A member's final score will come from the average of the three judges' scores.
- Judges will be asked to select **ONE** participant for every **10** to move on to the next level of competition.

Judging Guide/Presentation Criteria	Possible Score	Given Score	Notes (for Judging Reference Only)
Introduction <ul style="list-style-type: none"> • Original, short, complete • Topic suitable for speaker • Appearance (neatly dressed, etc.) • Opening sets overall mood of presentation • Member greets chair, judges & audience 	10		
Subject Matter <ul style="list-style-type: none"> • Member shares adequate background, & knowledge • Topic established early • Topic complete with important points emphasized • Presentation follows logical sequence • Member incorporates own ideas as well as facts 	30		
Presentation <ul style="list-style-type: none"> • Voice carries well, words distinct with good volume • Maintains well-paced, even speed • Speaks with enthusiasm • Uses Expression & emotion appropriately • Uses proper pronunciation, enunciation & grammar • Maintains good eye contact • Uses body, hands & head effectively • Displays confidence & poise • Maintains a comfortable stance (no swaying) • Member has an original presentation 	50		
Conclusion <ul style="list-style-type: none"> • Important points concluded • Completes the topic member set out to present • Member leaves an overall, positive impression • Visual aids used effectively (if applicable) • Member waits before leaving the stage (doesn't rush off) 	10		
TOTAL	100		



Judge's Comments for 4-H Member

Member's Name _____

Revised July 2017

Example of the 4-H Communications score sheet for Public Speaking.

Junior and Intermediate members will be evaluated on the above criteria and possible scores.
 Senior members will be evaluated on a 10/40/40/10 scoring breakdown.



4-H PEI COMMUNICATIONS

Junior Demonstration - Score Sheet

Judge # _____

(Age: 9-14 as of January 1 Required Speech Length: 5-7 min)

Name: _____

Club: _____

Title: _____

SAMPLE

Sample Scoring Breakdown					
10/10 = 100%	20/20 = 100%	25/25 = 100%			
9/10 = 90%	18/20 = 90%	23/25 = 92%			
8/10 = 80%	16/20 = 80%	20/25 = 80%			

Junior Single Junior Team

Reminders for Communication Judges:

- Total scores & add comments at the bottom of this sheet before moving on to the next speaker.
- An average presentation should score between 80-89. An above average presentation should score between 90-100. Presentations scoring in the 70's are rare and should only be marked as such if the member has clearly not put forth any effort into their presentation.
- A member's final score will come from the average of the three judges' scores.
- **ONE** point will be deducted from the member's final score for every 10 seconds they are over or under the required times
- Judges will be asked to select **ONE** participant or **ONE TEAM** for every 10 to move on to the next level of competition.

Judging Guide/Presentation Criteria	Possible Score	Given Score	Notes (for Judging Reference Only)
Introduction <ul style="list-style-type: none"> • Interesting opening • Topic suitable for demonstration • Catchy title, originality of topic 	10		
Subject Matter <ul style="list-style-type: none"> • Suitable to demonstration • Developed in logical sequence • Correct facts and information • Adequately covered 	20		
Presentation <ul style="list-style-type: none"> • Voice carries well, words distinct • Enthusiasm • Originality in presentation • Good Pronunciation, Enunciation & Grammar • Communicates directly with audience • Uses body, hands & head effectively • Good Expression 	25		
Workmanship <ul style="list-style-type: none"> • Member (s) organized • Good balance of work and speech • Work is visible & visual aids are used well • Equipment suitable (for member's level) 	25		
Visual Aids <ul style="list-style-type: none"> • Attractive, legible, neat • Lists necessary materials and procedure • Supports demonstration topic 	10		
Conclusion <ul style="list-style-type: none"> • Important points concluded • Completed the topic member set out to explain • Positive overall impression 	10		
TOTAL	100		



Judge's Comments for 4-H Member

Member's Name _____

Revised July 2017

Example of the 4-H Communications score sheet for Demonstrations.

Junior single & team demos will be evaluated based on the above criteria & possible scores.
 Senior single & team demos will be evaluated based on a 10/30/20/20/10/10 scoring breakdown.



4-H PEI COMMUNICATIONS

Chairperson - Score Sheet

Judge # _____

Name: _____
Club: _____
Title: _____

SAMPLE

Reminders for Communication Judges:

- The role of the Chairperson for any communication event is to help ensure that the event schedule runs smoothly.
- Members participating in the role of Chairperson are often completing their communications project and should be marked accordingly.
- Average should score between 80-89 and an above average presentation should score between 90-100. Scores in the 70's are rare and should only be marked as such if the member has clearly not put forth any effort into preparation for the role.
- A member's final score will come from the average of the three judges' scores.
- Members chairing events will not be asked to move on to another level of competition.

Judging Guide/Presentation Criteria	Possible Score	Given Score	Notes (for Judging Reference Only)
• Greet judges and establishes procedure for the event	20		
• Is poised, confident and in control	20		
• Speaks clearly, with good volume and eye contact	20		
• Is attentive to participants, judges & audience. Is able to attend to issues on the spot.	20		
• Uses correct pronunciation and grammar	20		
TOTAL	100		



Judge's Comments for 4-H Member

Member's Name

Revised July 2017

Example of the 4-H Communications score sheet for the Chairperson.

You may be asked to evaluate the chairperson and his/her ability to carry out the tasks as identified on this scoresheet. Please note that this member will be using this role to complete their communications project and will receive a lettered seal (A, B or C) recognizing their participation and completion.