CANADA
4-H Manitoba

4-H Communications:
VISUAL PRESENTATIONS

The purpose of a visual presentation is to communicate to an audience through the use of speech and visual aids. These provincial guidelines provide information on preparing, presenting and judging presentations. They should be made available at communication events so that information can be shared and clarified.

Through participating in public speaking and visual presentations, members actively learn how to communicate ideas and information with confidence. Skill and comfort levels will vary among different individuals, but with guidance and practice members should progress in abilities and comfort throughout their time with 4-H.

Categories & Time Limits

ALL AGES ARE AS OF JANUARY FIRST OF THE CURRENT 4- H YEAR

One-Person Visual Presentations

Cloverbuds:
Up to and including 8 years of age = 2-5 minutes
Juniors:
Ages 9 to 11 years = 3-6 minutes
Intermediates:
Ages 12 to 14 years = 5-8 minutes
Seniors:
Ages 15 to 17years = 7-10 minutes
Adult:
Ages 18 to 25 years = 10-12 minutes

Two-Person Visual Presentations

Cloverbuds:
Combined ages equal 16 or less = 3-5 minutes
Juniors:
Combined ages equal 17-22 = 5-7 minutes
Intermediates:
Combined ages equal 23-28 = 7-9 minutes
Seniors:
Combined ages equal 29-34 = 9-11 minutes
Adult:
Combined ages equal 35 or more = 10-12 minutes

No points will be deducted up to 59 seconds over or under the time limit. Five points per minute will be deducted from your score if you are more than 59 seconds over or more than 59 seconds under the specified time limit. Also, the question period will not be taken into consideration when calculating the time limits.

Set up/Take down: In order to keep the competition on schedule, there is a five minute maximum for set up and a five minute maximum for take down.

- Exceeding this maximum results in a five-point penalty.
- Parents/room chairs/timekeepers can assist in carrying/moving equipment to the presentation area. Members are required to set up their own visual aids. Preparation should be done ahead of time to make sure members are able to complete their set-up in a timely and efficient manner.
- First participant of the day must wait until they are announced by the Room Chair to set up their presentation.

Developing a Presentation

The range of topics and successful presentation styles is extensive. Also, presentations can vary according to member abilities and resources.

When choosing a topic, consider:

- The objective. (i.e. to teach, to entertain, to inform)
- Can it be done within the time frame?
- Is it interesting? Is it reflective of your interests? (A personal interest topic creates natural enthusiasm.)
- Will it be difficult to demonstrate?
- Is it audience appropriate?
- Is it age appropriate? i.e. senior level presentations are often more complex and sophisticated.
- Is the topic specific? e.g. Select the topic of BMX Racing rather than Extreme Sports.

There are three main presentation parts to consider while developing a presentation:

Introduction:

- Is 1/5 of the presentation.
- Must capture audience's attention.
- Should greet the room chair, judges and audience.
- Must clearly state topic and objective.
- Have a clear and logical order.
- Ways to begin:
    - Entice audience with a startling remark, a question or set a scene.
    - Deliver a line of interest then address the room chair, judges and audience.

Body:

- Is 3/5 of the presentation.
- Is the main part of a presentation.
- Is used to deliver a message by clearly illustrating the main points.
- Develop a presentation using two or three examples.
- Use a logical order.
- Decide how visual aids should tie in.
- Consider how visual aids and speaking may be coordinated.
- Plan what type of visual aids will be used and equipment that will be needed.

Summary:

- Is 1/5 of a presentation.
- Sums up the main points.
- Is tied to the introduction.
- Concludes and brings a presentation to a close.
- Give time for questions (see page 5 for question period information).
- Have a final concluding statement after questions.
- "Thank you" should not be included in the last remarks.

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Referencing Information

Referencing information sources is important. When someone copies another person's idea or written work and claims it as their own, this process is called plagiarism. This means they are stealing. Members must write their own presentation and credit references. Members should work references into their presentation and make sure it flows.

Reference Example: "As stated by… in his/her 2010 book/publication/article called…"

Please note: AI use must be listed as a cited source.

Sources should not be referenced at the end of a presentation, but references should be incorporated throughout a presentation.

Introductions and Thanks

(Senior & Adult Visual Presentations)

**ONLY SENIOR & ADULT VISUAL PRESENTATIONS INTRODUCE AND THANK, AT THE PROVINCIAL LEVEL

Introducing and thanking is mandatory at the Provincial level in the senior and adult visual presentations category. **This component will be scored.**

The intent of introductions and thanks is to improve impromptu speaking skills and for members to have the chance to get to know their competitors.

How it Works: The room chair begins opening remarks and explains this component to the audience. The room chair gathers the competitors outside the room to give them the opportunity to familiarize themselves with the competitor that they are introducing. Some information that may be included is the speakers name, club, project, number of years in 4-H or an interesting fact about them.

The room chair calls on the competitor who is "introducing" first and the process continues as follows:

1. The final speaker will introduce the first speaker
2. The first speaker will present their speech
3. The next speaker will thank the previous speaker
4. Judge wait time
5. The previous speaker will introduce the next speaker
6. The next speaker will present their speech
7. The final speaker will thank the pervious speaker
8. Judge wait time
9. The previous speaker will introduce the final speaker
10. The final speaker will present their speech
11. The first speaker will thank the final speaker
12. The room chair will provide closing remarks at the end of the competition.

(repeat steps 4-6 as needed for the number of competitors)

Tip to competitors: Look to the room chair for your turn to go up and introduce the next speaker or thank the previous speaker.



Visual Aids

It is the quality and smooth use of visual aids that will impress judges, not the quantity or types of visual aids selected.

The following factors should be considered when selecting visual aids:

- Should a competition be held virtually, consider yourself to still be "in person" and all rules are still in effect.
- Visual aids should assist in the delivery and/ or impact of the message.
- The safety of the member and the audience.
- Live animals are not allowed.
- The weight & ease of set up and take down.
- Members' ability to develop and use visual aids.
- Access to visual aids and equipment.
- The time available for the presentation.
- The visual aids should be visible to every member of the audience, even in large rooms. Room size and shape will vary.
- The ability to keep the presentation area clean and neat.
- The use of visual aids and speaking must be well coordinated.
- Visual aids should enhance your presentation, not overwhelm or dramatize it.
- Do not use visual aids that will distract the audience from your message.
- Human models are allowed only if their words and actions are spontaneous and unrehearsed.
- Musical instruments used should support the message of the presentation and not be played as the majority of the presentation.
- Video and audio clips and all other visual aids or demonstrations must be appropriate for a general or family audience.
- **No equipment will be provided other than a table.**

Some Examples of Visual Aids:

Actual objects	Models
Chalkboard	Pictures
Magnetic boards	Posters
Computer Slide Presentation	Graphs
DVD's/Videos	Handouts
Overhead projectors	Flip Charts

Technology in Visual Presentations

Technology can be a great device for doing visual presentations. Presenters should be aware that technology must only be used as a presentation tool/aid, not as the presentation. All visual aids used in presentations are there to help support your message. Many visual aids, if used properly, can be as effective as any other (technology-related or not).

Judges will look at how well the presentation was prepared and presented. Judges will not be overly impacted by technology alone, as judges will separate the use of specific technology and overall impact of a presentation. It is how the technology is used that is important.

Members must consider the availability of technological resources/equipment should they wish to use them. Members must also consider that there are often set-up and take-down concerns, as some units may be complicated to work with.

One technological tool is using a computer slide presentation (eg. PowerPoint)

Considerations for making a projected presentation include:

- Can the audience see it? Do the words blend or pop? What colors and fonts are effective?
- Can the audience read it? Even at the back of the room?
- Presentations should only have one concept per slide.
- Fewer words = more impact. Slides should not contain all words used by the presenter.
- A general guideline is having a maximum of 6 lines per slide and a maximum of 6 words per line.
- Graphics should have purpose, be clear, easy to see, add aesthetic appeal and not be overused.
- Animations can be useful to emphasize steps, make important points or to add humor. Too many animations can be distracting.

Delivering a Visual Presentation

Delivery of a visual presentation: Voice, body language, appearance, language, and use of visual aids are important components of a presentation to deliver a message clearly.

Voice:

- Natural and sincere.
- Pleasant, clear and audible. Pronounce words so syllables are distinct.
- Vary pitch and speed of delivery.
- Vary tone of voice to add expression.
- Voice should project across the room.
- Voice levels should not fall off at the end of the sentence.
- Shouting, lowering the voice and pausing are techniques that may be used for interest.
- Microphones are not available for use in the 4-H communications program.
- Make the best of distracting circumstances. e.g. pause if there is a loud noise or speak louder above the noise of a fan.

Body Language:

- Begins as soon as the member is acknowledged by the chairperson.
- Be poised and confident when approaching and exiting the presentation area (don't rush).
- Get comfortable before beginning to present.
- Maintain good posture while speaking.
- Members should not sway, shift feet or lean on nearby objects.
- EYE CONTACT is important. Look at the audience and the judges.
- Natural and comfortable body gestures may be used. E.g. hand movements, a small step forward or facial expressions (SMILE!)
- Pause after finishing to acknowledge audience.
- Speech notes are allowed. If using, should be small note cards.
- Tablet (iPad, etc) may be used in place of note cards. Be cautious that it is not a distraction to the presentation.
- Podium use, if available, is optional.

Appearance:

- Is important and is evaluated. Dress neatly, be clean and well groomed.
- Costumes are considered a visual aid and can be used for visual presentations. E.g. a kimono when speaking on your trip to Japan.
- Appearance should enhance your presentation, not overwhelm or dramatize it.

Language:

- Use vivid, descriptive words.
- Avoid brand names e.g. "tissue" should be used instead of the word "Kleenex".
- Use words appropriate for the age category i.e. can be comfortably spoken and is understood by the member. AI tools may be used to conduct research, however the presentation must be in the words of the presenter.
  (Consider the initial version a rough draft that can be adjusted and improved. You can refine the language to match your own writing style. Always review content for accuracy and completeness before including it in your work. Use your judgment to ensure it matches your ideas.)
- Be sure to not "overwork" or overuse a word, such as "usually" or "and then."
- Correct grammar and verb tense are important.
- **SWEARING IS NOT ALLOWED.**
- Slang expressions may be used if they support/impact the speech, but must be acknowledged as a slang expression. E.g. "to use a slang expression."

Use of Visual Aids:

- Appropriate visual aids.
- Balance of visual aids and speech.
- Work and narration should be coordinated (If a visual aid makes noise, make sure the noise does not interfere with speaking).
- Smooth manipulation of visual aids
- Ensure visual aids are in plain view of audience.
- Balanced and even distribution of work and narration between presenters in a two-person visual presentation.

Evaluation Guidelines and Standards

The judges will evaluate presentations using these components:

10% Topic

- Appropriate for presentation
- Concise
- Clearly defined objective
- Sources referenced

30% Speech structure and development

- Title - appropriate and catchy
- Introduction captures attention
- Organization - logical sequence
- Balance of visual aids and speech
- Summary - important points stressed

20% Workmanship

- Work & narration coordinated
- Appropriate visual aids
- Smooth manipulation of materials, in plain view of audience
- Even distribution of work/narration (Two-person only)

Tips to Relax Before a Presentation:

- Practice in front of a mirror, family or friends.
- Video/audio record the speech/presentation.
- Time the speech/ presentation.
- Think positively and visualize doing well.
- Try to avoid caffeine and sugar, eat well and get plenty of rest.
- Plan to arrive early.
- Just before the presentation, take a few deep breaths, stretch to relax neck and shoulder muscles and smile!

20% Presentation

- Natural voice, sincere enthusiasm
- Good eye contact
- Language appropriate
- Appearance - well groomed, appropriate dress for topic

20% Results

- Achieved speaker's objective
- Overall impression of presentation
- Questions answered satisfactorily
- Within time limits

Question Period

An important component of visual presentations is the competitors' ability to answer questions from the audience and the judges. This is not taken into consideration when calculating time limits. Near the end of the presentation, members must invite the audience and judges to ask questions. Members must repeat the question or include it in the answer so that the whole audience can hear it. The question period, followed by a final concluding statement is a great opportunity for members to leave an impression and show their knowledge of their topic.

Sample Question: "How did you learn this skill?"

Sample Responses:

- "The woman in the front row would like to know where I learned this skill…"
- "The question has been asked…"

****Note for Judges:** Please ensure each presenter answers at least one question. This may come from the audience, but a question should also come from the judges. You may want to clarify a point or see how well the presenter knows the subject matter.

Provincial Scoring System

At the provincial level, there are three judges per category. Each judge evaluates each speaker in the category. Categories may run concurrently to allow time for judges to score each individual. If this is not possible, a short period of time is given. The judges' individual scorecards are for their personal use and are not to be shared with participants. After all speakers have spoken in a given category, the judges have some time to individually rank the speakers and will record 1st, 2nd and 3rd on the placing sheets. The placing sheets are collected by the timekeeper, who totals the points of the three judges. The room chair may assist with tabulation. The final result sheets for the competition are given to the event coordinator/chairperson for announcement and awards presentation to the 1st and 2nd placed speakers only. **Results are final and cannot be disputed.**

Point System: Points are awarded in the following manner: 1st = 11 pts, 2nd = 6 pts, 3rd = 4 pts
**In the case of a tie, the judges will break the tie through a process of discussion and consensus.

Judging Process

4-H communication judges play a key role in encouraging and motivating members to develop their communication skills. What are judges to look for? Judges should use this fact sheet to evaluate how the presentation was developed and delivered. ***Judges will experience a wide variety of visual aids and presentation styles. Judges must separate the use of specific visual aids (e.g.***
technology) and the overall impact of a presentation.
The 4-H motto "Learn To Do By Doing" is the basis of the 4-H communications program. Through participating in public speaking and visual presentations, members actively learn how to communicate ideas and information with confidence. 4-H members may compete at various levels with the winners advancing to the next level of competition. The 4-H communications program is founded on the basis of participating through a progression of competitions.
The role of a judge is to evaluate each individual on performing to the best of his/her ability. This requires judges to set aside personal biases (about members or topics) and past experiences. Consider each speaker with equal attention and understanding. Remember that disabilities, accents or speech impediments are beyond the actual control of any given individual.

Providing Feedback

Ensure comments are always be positive, constructive. Use two positive comments with a suggestion for improvement in between.

e.g. "Your voice was clear and of high quality. By increasing your volume, it would help you to be heard better. I felt your speech had a good flow and I found it very motivating."

If called upon to give one on one feedback (oral) remember: it is not what is said, but how it is said, that is important.

Some feedback tips:

- Feedback should consist of honest reactions.
- Respond to the speaker in terms of his/her effect upon you.
- Tell the speaker about personal perceptions rather than what he/she did. Avoid phrases such as: "You did…," or "You were…."
- Use personal statements whenever possible when describing reactions to the speaker.
- Be direct, to the point and use age appropriate language when giving comments.

Provincial Competition Eligibility

1. Members must have paid their annual Manitoba 4-H Council Club Fee.
2. Members/Teams must compete at the Area Council competition in that same category.
3. 4-H members who place first in their category at the Provincial 4-H Communications Competition **cannot** compete the next year in their category at the provincial level, but can return following a year of not competing in the category.
4. All first-place competitors may return in a different communication category the following year. The exception to this is for those winning Two-Person Visual Presentations, as members can compete the next year if they have a new partner.
5. One member/team in each category may be invited to participate in the Provincial 4-H Communications Competition from each Area competition.

Visual Presentations Summary/Checklist

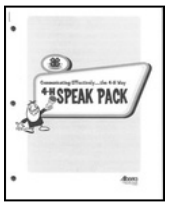
This checklist will remind members, leaders and judges about 4-H presentations:

- ☐ A well-defined, age-appropriate topic? Is the topic concise?
- ☐ A clearly defined objective? Was the objective (to entertain, inform or teach) achieved?
- ☐ A proper introduction? The introduction should get attention, introduce the presenter(s), and topic and acknowledge the chairperson, judges and audience.
- ☐ A well-developed presentation body? The body delivers the message in an organized and logical manner. It should consist of two or three main points and be supported with facts, examples or stories.
- ☐ A proper summary? The summary should be concise and remind the audience of the main points of the presentation.
- ☐ Original (i.e. creative, non-traditional, member-created) presentation?
- ☐ Proper credit and references used?
- ☐ Prepared for the question period at the end of the presentation?
- ☐ Poised and confident walk to and from the presentation area?
- ☐ Well groomed and neat dress?
- ☐ Natural gestures used?
- ☐ Good eye contact?
- ☐ Voice expressive, warm and easy to hear? Is the voice at an appropriate volume level? Is each word spoken with clarity, accuracy and distinctness?
- ☐ Language interesting and expressive?
- ☐ Language appropriate for the age of the speaker?
- ☐ Material and language appropriate for use with a general audience?
- ☐ Correct grammar used?
- ☐ Manipulation of visual aids and narration well coordinated?
- ☐ A variety of visual aids used? Are the visuals clearly visible to all members of the audience? Visual aids add to, not detract from, the delivery of the message?
- ☐ Appropriate use of note cards? The use of note cards is optional. The speaker should not rely too heavily on note cards or sound too memorized.



Communication Resources

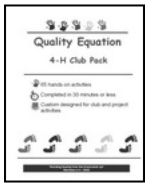
The following resources are available from a Manitoba 4-H Council or online!



COMMUNICATING EFFECTIVELY THE 4-H WAY - 4-H SPEAK PACK –The chapters include information on the following: the value of the 4-H communication program, introductory communication activities, how to communicate effectively, practice activities, the value and importance of coaching for leaders.



SPEAKING YOUR WAY TO SUCCESS – This DVD/video has information on the following: Why Communicate?; 4-H Communications; Steps in Developing a Speech or Presentation; Visuals and Equipment; Preparing for a Speech or Presentation; Delivering a Speech or Presentation; Evaluation and Other Opportunities.



QUALITY EQUATION 4-H CLUB PACK (2003) - Includes 65 hands-on activities that can be completed in 30 minutes or less. It is custom designed for club and project activities.



4-H CLUBDISCOVERY ZONE (2001) - Ready-to-use ideas to take home to your club! TheDiscovery Zone is a box (or in CD format) full of 1 or 2 page activities.



4-H FUN PACK - 110 fun and enlightening games and activities for 4-H members. The games and activities are categorized according to the skills they teach, such as team building, meeting management/parliamentary procedures, **communication** etc.



"CANNED" PRESENTATION SERIES (2004) - presentations designed to be 30-minute workshops (including activities) for 4-H clubs or areas. Communication presentations include: 023 How to Write a Speech, 024 How to Deliver a Speech, 025 Perfecting Presentations

COMMUNICATIONS HANDOUTS

- Manitoba 4-H Communications SPEECHES: Guidelines for Members, Leaders and Judges
- Manitoba 4-H Communications VISUAL PRESENTATIONS: Guidelines for Members, Leaders and Judges

4-H Manitoba Contact Information

658 Unit-A 10th Street Brandon, MB R7A 4G5
Ph: (204) 726 - 1914
learns@4h.mb.ca
www.4h.mb.ca