

General Guidelines for Illustrated Talks/Demonstrations/Marketing

1. A member who has given a talk or participated in the marketing division in one year is expected to give a new and different talk or present new and different marketing concepts the next year.
2. All work is to be original work created by the 4-H member(s) for 4-H.
3. A team presentation consists of two people sharing the speaking and teaching role. When members of a team fall into different age categories, they will participate in the older class.
4. No large animals (i.e. Horse, Beef, Sheep, Goat, Dairy or Hogs over 20 pounds) may be used in a 4-H presentation. Members should use models, photographs, or illustrations to make their point when giving a talk about large animals
5. Any small animal (under 20 pounds) may be used in a 4-H presentation provided the animals do not place the public at risk and provided they meet all of the health requirements established by the Ohio Department of Agriculture Livestock Health Requirements. Current health and shot records must be carried with the animal. Animals must remain caged or leashed before and after the presentation.
6. All presentations will be timed. Timing begins when *the member begins to speak* and ends following the conclusion. Questions and answers are not included in the official time.
7. **Firearms, bows, arrows, weapons, air pistols or air rifles, paintball guns, gun cases, or any reasonable facsimile are not permitted and may not be used in a demonstration or illustrated talk.** Plastic replicas are permissible, but caution is urged in the use of items that look truly authentic as they may create concerns with the Fair Security and may not be permitted on the grounds.
8. Members who use PowerPoint, Prezi, or other similar technology within an Illustrated Talk or Demonstration should use the technology to supplement their delivery. The presentation may not consist solely of a pre-recorded narration. The member is required to provide a live delivery of the topic.
9. Members using computer programs such as PowerPoint or Prezi may bring their own equipment. A laptop that operates on a Microsoft Windows based program will be provided. It will include a recent edition of PowerPoint. If you have other software programs, you should bring your own laptop. Members may bring a CD or USB flash drive to use on the provided equipment and should have knowledge of how to install the flash drive.
10. Members using technology that experience computer glitches may with permission of the judge call upon outside assistance for technical help. Members are expected to be able to perform routine set-up and use of the equipment.
11. When members using technology experience an equipment failure or glitch that cannot be resolved in a reasonable time (a few minutes), the judge may elect to move to the next presentation. The member will be given time to work out the technical problem off stage and then re-schedule the presentation with the judge's helper. If the member experiences a second failure, the presentation will be ended and evaluated accordingly

(OVER)



Illustrated Talk or Demonstration – without use of computer technology

Guidelines

1. Two categories for this class:
 - Junior Individual (age 8-10 and in the 3rd grade)
 - Junior Team (age 8-10 and in the 3rd grade)
2. The presenter uses appropriate props and other visual aides to teach others about a subject or how to do something.
3. May use charts, posters, pictures to deliver their illustrated talk or to stress points with their demonstration.
4. Presenters are evaluated on their ability to convey information and teach on a particular topic. They will be judged on their introduction, closing, presentation organization, voice, visual clarity, topic, subject knowledge, manner & appearance and questions.
5. The illustrated talk or demonstration, whether given by an individual or a team, should be between 6 and 9 minutes.
6. A table with a mirror and/or a table without a mirror will be available for use by the participants.

Illustrated Talk or Demonstration – with/without the use of computer technology

Guidelines

1. Two categories for this class:
 - Intermediate Individual (age 11-13)
 - Intermediate Team (age 11-13)
 - Senior Individual (age 14 and up)
2. The presenter uses appropriate props and/or computer generated visual aides to teach others about a subject or how to do something. Use of computer generated visuals is NOT required. Examples: A demonstration may be delivered in this category. PowerPoint type slides or Prezi may be added in addition to other props to help present their message. An illustrated talk may be delivered in this category, with the member(s) using PowerPoint or Prezi type technology to present all or part of the visual message; must be accompanied by live narration.
3. Requires live speech delivered along with the PowerPoint, Prezi message (no pre-recorded narration).
4. Presenters are evaluated on the members' communication skills and, if applicable, their ability to effectively use technology within their illustrated talk or demonstration. They will be judged on their introduction, closing, presentation organization, voice, visual clarity, topic, subject knowledge, manner & appearance and questions.
5. The illustrated talk or demonstration should be between 9 and 12 minutes.
6. A table with a mirror and/or a table without a mirror will be available for use by the participants.

Marketing Division – Thank You Card

Guidelines

1. One category for this class:
 - Junior Individual (age 8-10 and in the 3rd grade)
 - Without use of Computer Graphics or Scrapbooking Tools
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2. This should be an original "thank you" card with artwork on the cover.
3. Only one entry per member.
4. Card should be on 8 ½ x 11 white cardstock, folded once.
5. Art and message must be the original work of the member.
6. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
7. Computer graphics are permitted, provided they are the original work of the member. No commercially designed clipart may be used.
8. Use of copyrighted or protected character or logos is not permitted, with the exception of the 4-H emblem. The 4-H emblem must be used correctly. See http://www.national4-headquarters.gov/emblem/4h_name.htm for guidelines.

Marketing Division – 4-H Holiday Card

Guidelines

1. One category for this class:
Intermediate Individual (age 11-13)
 - Without use of Computer Graphics or Scrapbooking Tools
 - With use of Computer Graphics or Scrapbooking Tools
2. This should be an original “holiday” card with artwork on the cover.
3. Only one entry per member.
4. Card should be on 8 ½ x 11 white cardstock, folded once.
5. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
6. Computer graphics are permitted, provided they are the original work of the member. No commercially designed clipart may be used.
7. Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H emblem. The 4-H emblem must be used correctly. See http://www.national4-headquarters.gov/emblem/4h_name.htm for guidelines.

Marketing Division – 4-H Infomercial

Guidelines

1. One category for this class:
Senior Individual (age 14 and up)
2. This is a video “short” that promotes a county or the state 4-H project or program or some aspect of that project or program, such as junior fair, camp, etc.
3. Only one entry per member.
4. This must be a fully automated, stand-alone video presentation with sound and narration as appropriate. Think “YouTube.” The video should include recorded visual, sound, and narration to convey a message.
5. The video should be the original work of the member making the entry.
6. Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H emblem. The 4-H emblem must be used correctly. See http://www.national4-headquarters.gov/emblem/4h_name.htm for guidelines.
7. The video should be 2-4 minutes long. Penalties will be assessed for videos less than 2 minutes or longer than 4 minutes.
8. Videos must be submitted on a DVD and must play using QuickTime Player or Windows Media Player.
9. The member’s name, age, and county must be neatly written on the DVD, along with the presentation title.

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