

COMMUNICATIONS DAY
Rhodes Center Auditorium
Friday, August 2, 2024
Kathy Bruynis, Assistant Superintendent

GENERAL RULES

1. **A member who was a clock trophy winner in any one class in 2023 is not eligible to participate in the same class in 2024.**
2. 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.
3. All work is to be original work created by the 4-H member for 4-H.
4. Entries must be made by the Extension Office in each county by July 22, 2024, using 4hOnline.

PRESENTATION DIVISION RULES

1. All presentations will be in the Rhodes Center
2. Previous clock trophy winners in the Presentation Division must wait until they are age-eligible to enter a new class (i.e. a junior individual must wait until s/he is of age for the intermediate class to participate.)
3. Counties may have up to a total of twenty-five (25) entries in the Presentation Division, Classes J-1 through J-6. No more than five entries in any one of these classes are permitted, and no individual may participate in more than one of these classes. Counties are encouraged to conduct a qualifying event and to provide participants with feedback that will help them prepare for the state-level competition.
4. Every effort will be made to have participants finished with their presentations and feedback session within an hour of their arrival, but presenters may have to wait if entries exceed expectations and judging is backed up.
5. 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.
6. Easels, a table, laptop, screen, LCD projector, and extension cord will be available for use by participants. Presentation must be Windows compatible. No Wi-Fi connection is available.
7. Members must set up their presentation on their own with no outside assistance. A reasonable amount of time will be allotted for set-up.
8. Due to the limitations of the building's facilities and health considerations, no animals may be used in a 4-H presentation. Members should use models, photographs, or illustrations to make their point when giving a talk about animals.
9. 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.
10. 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.

CLASSES J-4, J-5, J-6

1. Members who use PowerPoint, Prezi, or other similar technology in an Illustrated Talk or Demonstration should use the technology to supplement their delivery. The presentation may not consist solely of a prerecorded narration. The member is required to provide a live delivery of the topic.
2. The laptop provided for use will run a recent edition of PowerPoint. If you use other software programs, you may bring your own laptop but must be able to set it up and troubleshoot any issues. Members should bring USB flash drive to use on the provided equipment and should have the knowledge of how to install it. No Wi-Fi connection is available.
3. Members using technology that experience computer glitches may, with permission of the judge, call upon outside assistance for technical help.
4. 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 reschedule the presentation with the judge's helper. If the member experiences a second failure, the presentation will be ended and evaluated accordingly.

PRESENTATION DIVISION CLASSES

Illustrated Talk or Demonstration – without use of computer technology

J-1 Junior Individual (age 8-10)

J-2 Junior Team (age 8-10)

- The presenter uses appropriate props and other visual aides to teach others about a subject or how to do something.
- The presenter may use charts, posters, or pictures to accompany their illustrated talk or demonstration.
- PowerPoint or computer-generated messages are not used in these classes.
- Presenters are evaluated on their ability to convey information and teach on a particular topic. See score sheet for more information on the areas of evaluation.
- Presentations should be 5-8 minutes in length. Scores will be lowered for presentations under or over the time limits.

Illustrated Talks or Demonstrations---with or without the use of computer technology

J-3 Intermediate Individual (age 11-13)

J-4 Intermediate Team (age 11-13)

J-5 Senior Individual (age 14 and up)

J-6 Senior Team (age 14 and up)

- Presentations are evaluated on the member's communication skill and their ability to effectively use technology, posters, or other props to enhance their Illustrated Talk or Demonstration.
- Presenters may use appropriate props, posters, and/or computer-generated visual aides (e.g., PowerPoint, Prezi, short video, etc.) to teach others about a particular topic, practice, procedure, scientific principle, or phenomenon. Use of computer-generated visuals is NOT required.
- Requires live speech delivered along with PowerPoint, poster or other message. No pre-recorded narration is permitted.
- Presentations should be 5-8 minutes in length. Scores will be lowered for presentations under or over the time limits.

MARKETING DIVISION RULES

1. Any 4-H member meeting age eligibility requirements may enter the Marketing Division, Classes J-7 through J-11. There are no limits on the number of entries a county may have in any one class.
2. Members participating in Presentation Division Classes J-1 through J-6 may also enter the Marketing Division.
3. A member may enter only one class in the Marketing Division.
4. Use of copyrighted or protected characters or logos is not permitted, except for the 4-H clover.
5. All entries must be included in the county's 4HOnline registration.
6. All entries must be dropped off or mailed to the State 4-H Office and received no later than Monday, July 22.
7. All awards will be presented on Thursday, August 2, during the Communication Days Awards Ceremony in the Rhodes Center at or about 5:00 pm.
8. People's Choice awards will be presented in each of the five Marketing Division classes. Entries will be available for review, and voting will be open to the public on Wednesday, July 31 from 9:00 am – 3:00 pm and on Thursday, August 1 from 9:00 am – 2:00 pm in the Lausche Youth Exploration Space
9. Members do NOT accompany these entries to judging, and judging is NOT open to the public.

MARKETING DIVISION CLASSES

J-7 Junior Individual (age 8-10) – Thank You Card *without* use of computer graphics or scrapbooking tools.

J-8 Junior Individual (age 8-10) – Thank You Card *with* the use of computer graphics or scrapbooking tools.

- Entries in J-7 and J-8 should be an original **Thank You** card with artwork on the cover. An inside message is not required but may be included at the discretion of the designer. Inside messages will not be judged.
- The 4-H Clover must be included in the design.
- Card should be on 8 ½ x 11 **white** cardstock, folded in half.
- Art and message must be the original work of the member.
- Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
- No use of computers or scrapbooking tools in creating entries. Designs must be hand-lettered and drawn or cut by hand.
- In **class J-7** designs must be hand-lettered and drawn and cut by hand. No use of computers or scrapbooking tools in creating entries. The 4-H clover must be drawn by hand.

- In **class J-8** artwork or lettering created with the aid of scrapbooking tools or computers is permitted provided the design is the original work of the member.
- Print the member's name, age, and *county* in the lower right-hand corner of the back of the card.
- Evaluation will be based on the quality, creativity, and originality of the design.
- By submitting an entry, you give the Ohio 4-H Foundation the right to use selected cards. The cards will display the 4-H member's first name, age and county.

J-9 Intermediate Individual (age 11 - 13) – 4-H Winter Holiday Card – *without* the use of computer graphics or scrapbooking tools.

J-10 Intermediate Individual (age 11 - 13) – 4-H Winter Holiday Card – *with* the use of computer graphics or scrapbooking tools.

- Entries should be an original **Winter Holiday** card with artwork on the cover. An inside message is not required. Inside messages will not be judged. Use of the 4-H clover is strongly encouraged, but not required.
- Card should be on 8 ½ x 11 **white** cardstock, folded in half.
- Art and message must be the original work of the member.
- Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
- In **class J-9**, designs must be hand-lettered and drawn or cut by hand. No use of computers or scrapbooking tools in creating entries. The 4-H clover must be drawn by hand.
- In **class J-10**, artwork or lettering created with the aid of scrapbooking tools or computers is permitted provided the design is the original work of the member.
- Print the member's name, age, and county in the lower right-hand corner of the back of the card.
- Evaluation will be based on the quality, creativity, and originality of the design.
- By submitting an entry, you give the Ohio 4-H Foundation the right to use selected cards. The cards will display the 4-H member's first name, age and county.

J-11 Senior Individual (age 14 and up) – 4-H Infomercial Promoting 4-H

- This is a video short that promotes the 4-H program
- 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.
- The video should be the original work of the member making the entry.
- Images in the video should be appropriate for promoting 4-H. Use pictures of youth who are of 4-H age; when possible, show the diversity of membership, projects, and activities; show youth exercising appropriate safety practices (i.e. wearing helmets on horseback).
- The video should be 2-4 minutes long. Deductions will be assessed for videos less than 2 minutes or longer than 4 minutes.
- The video must play using QuickTime Player or Windows Media Player.
- Videos must be shared with the State 4-H office by sending the link via email to Kathy Bruynis (bruynis.5@osu.edu).
- Videos must be submitted electronically to Kathy Bruynis @ bruynis.5@osu.edu. Be sure to include in the email the member's name, age, county and video title in the email.
- Evaluations will be based on the quality and originality of the message as well as the creative and professional use of technology. Videos should persuade the viewer to action.
- Remember to get signed photo releases from people in the video.
- By submitting an entry, you agree to allow counties and/or the State 4-H office to use the promotional video to promote 4-H.

AWARDS AND SPONSORS – Awards Program will be held at or about 5:00 pm in the Rhodes Center Auditorium.

1. All participants will receive a participation ribbon for participating in Communication Days at the Ohio State Fair. These are sponsored by the Ohio State Fair.
2. Approximately 20% of individuals or teams participating in each class will receive a 4-H Outstanding of the Day award, sponsored by the Ohio State Fair.
3. A 4-H Clock Trophy will be awarded in classes J-1 through J-6. In 2023, clock trophies were sponsored by **The Ohio Township Association, Dave and Janelle Vickers, and Kent and Joy Bauman Family.**
4. All awards in the Marketing Division classes (J-7 through J-11), including the clock trophies and People's Choice awards, will be presented during the Thursday, August 1 awards program.

JUDGING SCHEDULE – PRESENTATION DIVISION – FRIDAY, AUGUST 2

Times listed below are for registration for the 4-H Communications Day Presentation Division, Classes J-1 through J-6. The exact schedule of participation will depend on the number reporting at any one time. Persons in charge will attempt to give a more definite schedule at the time of registration. Upon arrival at the event, participants must check in and receive their score sheets at the registration desk in the Rhodes Center.

9 a.m.	Clark, Delaware, Fairfield, Fayette, Pickaway
9:30 a.m.	Ashland, Franklin, Licking, Logan, Madison, Marion
10 a.m.	Allen, Champaign, Morrow, Muskingum, Union
10:30 a.m.	Coshocton, Crawford, Greene, Hardin, Hocking, Holmes
11 a.m.	Adventure Central, Knox, Miami, Montgomery, Perry, Richland, Ross
11:30 a.m.	Athens, Clinton, Guernsey, Hancock, Shelby, Vinton, Wyandot
1 p.m.	Highland, Huron, Jackson, Medina, Morgan, Pike, Seneca, Stark, Summit
1:30 p.m.	Auglaize, Belmont, Tuscarawas, Warren, Wayne, Wood
2 p.m.	Butler, Carroll, Clermont, Darke, Erie, Hamilton, Harrison, Lorain
2:30 p.m.	Monroe, Noble, Paulding, Portage, Preble, Putnam, Sandusky, Van Wert, Washington
3 p.m.	Adams, Ashtabula, Brown, Columbiana, Cuyahoga, Defiance, Fulton, Gallia, Geauga, Henry, Jefferson, Lake, Lawrence
3:30 p.m.	Lucas, Mahoning, Meigs, Mercer, Ottawa, Scioto, Trumbull, Williams

JUDGING SCHEDULE – MARKETING DIVISION

All entries in the Marketing Division (J-6 through J-11) must be submitted for judging by 5:00 pm on Monday, July 22. Thank you cards and Holiday cards may be dropped off at or mailed to the State 4-H Office and received no later than 5:00 pm on Monday, July 22, 2024. **They must be entered on-line by the Extension Office by July 22, 2024.**

2023 CLOCK TROPHY WINNERS

2023 Clock Trophy winners are not eligible to participate in the same class in 2024.

J-1 Junior Individual (age 8-10)	Phillip Ervin, Union
J-2 Junior Team (age 8-10)	Molly DeFrancesco, Franklin
J-2 Junior Team (age 8-10)	Amara Conley, Franklin
J-3 Intermediate Individual (age 11-13)	Conlee Hayines, Ross
J-4 Intermediate Team (age 11-13)	Cora Rimenschneider, Portage
J-4 Intermediate Team (age 11-13)	Ava Fox, Portage
J-5 Senior Individual (age 14+)	Caleb Kline, Coshocton
J-6 Senior Team (14+)	Trinity Rafferty, Hocking
J-6 Senior Team (14+)	Saylor Ricketts, Hocking
J-7 Junior Individual No Graphics (age 8-10)	Deanna Moran, Pickaway
J-8 Junior Individual (age 8-10)	Dominic Stewart, Jefferson
J-9 Intermediate Individual No Graphics (11-13)	Isabele Capsel, Pickaway
J-10 Intermediate Individual w/ Graphics (age 11-13)	Alexander Threadgill, Morrow
J-11 Senior Individual Infomercial (age 14+)	Hayley Brown, Jefferson

4-H Communications Day

Presentations Division

(Demonstration or Illustrated Talk)

COUNTY: _____

CLASS: _____

NAME: _____ AGE: _____

(As of Jan. 1, current year)

NAME OF PARTNER (IF TEAM): _____ AGE: _____

PRESENTATION TITLE: _____

	Fair	Good	Very good	Excellent	Comments
Introduction	Introduction does not include enough information for audience to understand reading selection.	Introduction gives sufficient introduction for audience to understand selection.	Introduction effectively describes purpose, characters, and context of selection.	Introduction creatively introduces selection to enhance listeners' experience.	
Closing	Closing is missing or unclear.	Closing is clear and organized.	Closing well organized and effective.	Closing is creative and contributes to a unified and cohesive presentation.	
Presentation Organization	More practice and creativity are needed to keep audience interest.	Presentation is clear and adequate.	Presentation is skillful and creative.	Presentation is highly creative, artistic, and accomplished.	
Voice	Volume, pronunciation or vocal variation need improvement	Voice and language are adequate for the delivery of the presentation.	Voice and language are skillful and effective.	Volume, tone, inflection, timing, and language are used to enhance presentation.	
Visual Clarity	Visual aids not clear or work area unorganized.	Visual aids and work area are clear and organized	Visual aids and work area are well organized and effective.	Visual aids and work area organization creates a unified and visually cohesive presentation.	
Topic	Topic is too challenging or easy for speaker's skill level.	Topic could be more challenging for speaker.	Topic is appropriate for speaker's age and skill level	Topic is challenging for speaker's age and skill level.	
Subject Knowledge	Not enough information is present to judge speaker's knowledge.	Adequate knowledge of subject is demonstrated.	In-depth knowledge of subject is demonstrated	Full subject knowledge (more than required) is demonstrated	
Manner and Appearance	Appearance, body language or gestures need improvement.	Appearance and mannerisms are appropriate.	Appearance and mannerisms are presented with businesslike conduct and style	Appearance and mannerisms are presented with professional demeanor and personal style.	
Questions	More practice needed to answer questions	Questions answered or handled when unable to provide answers.	Skillful answers to questions and relates them to the presentation purpose.	Questions are used to extend the teaching of the presentation.	

Time: _____

4-H Communications Days Marketing Division

COUNTY: _____

ENTRY #: _____

NAME: _____

AGE: _____
(As of Jan. 1 current year)

CLASS: J-7

J-8

J-9

J-10

J-11

	Fair	Good	Very good	Excellent	Comments
Quality of artwork or production					
Creativity					
Originality of design or production					
Originality of the message					
Other					

Infomercial running time: _____