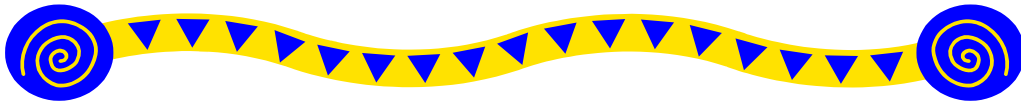


# 4-H Presentation Guide for Senior 4-H Members



Adapted from the California 4-H Presentation Manual



# 4-H Presentations

## A Guide for Senior 4-H Members

### *Introduction*



#### **What is a 4-H presentation?**

A presentation is a method used to communicate an idea by showing and/or telling. It can be a demonstration or a talk that uses posters and other visual aids. A 4-H Presentation helps you learn to:

- Research a subject
- Organize ideas in a logical order
- Be a teacher and practice public speaking skills

#### **Why are public speaking skills important?**

Public speaking skills are ranked number one among the skill sets of professionals.

Other guiding factors for developing public speaking skills include:

- Discovering an important component of leadership development
- Increasing self-esteem, self confidence, and ability to accept feedback
- Expanding skills for planning, preparation and performance

As you participate in projects, you collect information and ideas that can be shared with others. This sharing of information is part of the process of learning. Teaching project skills in a presentation takes advanced skills and a deeper understanding of what you have learned.

Giving presentations helps develop many life skills including the ability to speak in

front of a group, organizing ideas, and creating and using graphics to support the spoken word.

Speakers prepare for presentations by giving talks to project groups and community club meetings, practicing skills learned in a project, and observing other people giving presentations.

You can get ideas for presentations from many different sources. The first place to start is with your project leaders. They know what you have learned in your project and what you might enjoy presenting. Your club leader also can be a source of ideas. Your local librarian can help you develop your subject through research. Sources for presentation ideas are project manuals, books, magazines, and brochures from various organizations.

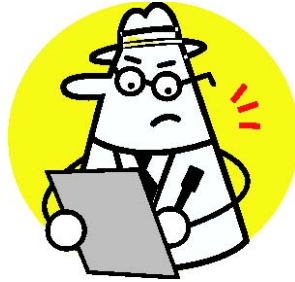
Presentations are not just demonstrations. You have many options ranging from traditional demonstrations to problem solving for senior members. All of the various presentation styles require similar skills, but are designed to meet the interests and age-appropriate levels of the member. No style of presentation is better than any other. Choose the style that best fits you for your first presentation and then try other styles as you advance in 4-H.

Every member is encouraged to give a presentation each year. Show what you've learned - give a presentation.

*Know the rules for each presentation style including number of boards, speaking requirements, whether there will be questions from the judges, and whether notes are allowed.*

# PLANNING A 4-H PRESENTATION

## A Few Easy Steps



### Step One:

WHAT is the subject matter you wish to present? Select a subject in which YOU are interested and would like to teach to other people.

### Step Two:

NARROW DOWN the subject to a specific topic or process, i.e. types of seams or steps for a natural wood finish.

### Step Three:

WHO is your intended audience: adults, teens, members, experts, or novices, etc.?

### Step Four:

RESEARCH your topic. Find out the most accurate and recent information on your topic. Consult your project leader, member guides, magazines, books, web sites, encyclopedias.

### Step Five:

WHY are you giving the presentation - to inform, teach facts, motivate to action, to stimulate thought, to show a process? Write out in one sentence what you would like your audience to be able to do as a result of watching your presentation.

Suggestion: Set up a self-evaluation at the conclusion of your presentation; ask one member of the audience to participate with you in performing the skill. "Let's see if you can identify poisonous plants with the techniques I have just demonstrated."



### **Step Six:**

**DECIDE YOUR CONCLUSION FIRST.** Every piece tells the story. If a part does not fit the story objective, take it out.

### **Step Seven:**

**HOW WILL YOU DO your presentation?** Develop an outline of your presentation.

- State your purpose
- Write out your title
- Divide your outline into the introduction, body, and conclusion

**INTRODUCTION:** Use an opening device to create interest in your topic. Then present the presentation, thesis or topic sentence. Then preview the main points you intend to cover in the body of your presentation.

#### **Example:**

**Problem:** "One of the most common problems people have on hikes in the wilderness is that they are unable to distinguish between poisonous plants and nonpoisonous plants. For example, how often have you heard stories about people who sat down on a patch of Poison Oak?"

**Solution:** "Today I am going to show you how to identify three common poisonous plants. As a result of being able to identify these plants, you will be able to avoid them and thus enjoy your visits to the wilderness."

#### **BODY:**

Tell them and show them. Tell them the three main points of your talk.

#### **Example:**

"Three common poisonous plants are:

1. poison oak
2. stinging nettle
3. oleander"

Show the plants as you talk.

1. "Three types of poison oak are:"
2. "Three characteristics of nettles are:"

CONCLUSION: Include a summary of the body's main points and use a closing device to make your presentation memorable.

Example:

"Three common poisonous plants are... "

### **Step Eight:**

DEVELOP A TITLE which

1. is an attention getter
2. summarizes your purpose
3. is short and to the point (4 to 5 words)

Examples: "Leaf These Plants Alone" "Look But Don't Touch"

### **Step Nine:**

PREPARE YOUR MATERIALS for the presentation

- Use poster board or other materials to illustrate the main points of your presentation;
- Use your outline to serve as the text of your poster board illustrations; and
- Select models and hand-held objects to be used in the presentation.

### **Step Ten:**

PRACTICE your presentation. How will you set up your workspace? How will you handle the materials as you show them? Where will you place them when you put them down?

### **Step Eleven:**

Try to anticipate questions that may come up and find answers to those questions.

### **Step Twelve:**

PRACTICE your presentation again, and again, and again! While practicing, try not to memorize your presentation word for word. Keep your delivery fresh and exciting.

# PRESENTATION OUTLINE

A speech outline should look similar to this:

## I. Introduction

### A. Response to Welcome

### B. Opening

1. Personal Anecdote
2. Statement or Fact
3. Appropriate quotation
4. Appropriate Poem
5. Appropriate Story

### C. Tell them (overview) what you are going to tell them

## II. Body

### A. Main point #1 (past, present, future)

1. Support material (story, incidents, demonstrations, exhibits)
2. Support material

### B. Main point #2

1. Support material (use at least two support statements for each point).
2. Support material

### C. Main point #3

1. Support material
2. Support material

## III. Conclusion

### A. Summary of points one by one

### B. Summarize the importance of what you had to say, reinforce the main points

### C. Call for action, suggest something for the audience to do, end with a quotation or verse that sums up the topic

# CRITICAL PARTS OF A PRESENTATION

## BODY

Write the body of your speech. This is the longest part of your presentation, and gives the important facts you are covering. Select from two to five main points, depending on the length of the talk, and support each with at least two illustrations.

Take each point in turn. Select a lead sentence and expand on it. The basic thought should be concentrated in the first sentence. Each following sentence should relate directly to the basic thought of the total paragraphs. In building your ideas, begin with something familiar to your audience. Move from the known to the unknown.

Remember to stick to the subject. The speech should be easy to follow and every bit of information should pertain to the purpose of the speech. Give concrete examples for the audience to remember.

Make your language simple and colorful. Help your audience visualize your presentation. Instead of saying, "The tornado was 100 yards wide," you could say "Its path was as wide as a football field."

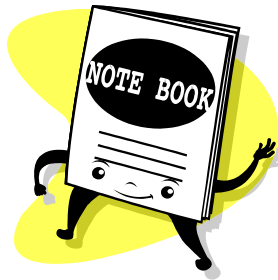
## CONCLUSION

Next, write the conclusion. Since the conclusion is such a vital part of the presentation, spend adequate time on this area. Careful planning is needed; conclusions do not just happen. Your audience must be able to tell by your conclusion that you are "wrapping it up." Remember in your conclusion:

- Do not introduce new material.
- End with the idea you most want remembered.
- Summarize without repeating the speech.
- Stop talking before you begin walking away.

*In planning your conclusion, consider the following suggestions:*

- Summarize important points one by one.
- Use a quotation, a story or a poem that summarizes the importance of what you have said.
- Ask questions. For example, "What can you and I do about this problem or situation?" Then, answer the question by stating clearly what can be gained by taking action, and what can be lost if action is not taken.
- Call for action on the part of the audience. Challenge them to do something.



## PLANNING A 4-H PRESENTATION

INTRODUCTION: (Interest Getter)

THE BODY: Action part, longest part

What I'll Do

Equipment I'll Need

What I'll Say

SUMMARY:

Main Points:

Closing Statement:

Thank Audience and Ask For Questions:

## PRESENTATION IDEAS

Scrapbooking	Adopt-A-Stream
Talk About Your Pet (cat, dog, goat, etc.)	Container
Pond Life	Hunter Safety
Design Something on the Computer	Play "Name That Tree"
Identifying Common Garden Pests/Bugs	Items You Collect
How to Feed a Pet	Organizers (drawer, closet, etc)
Identifying Mushrooms	Talk About Your Favorite Movie
Weed Identification	A Table Decoration
How to Make a Glitter Globe	Boating Safety
What Birds Like What Type of Seeds	Endangered Species in Virginia
How to Make Friendship Bracelets	How to Layout a Clothing Pattern
How to Pack a Safe Picnic	How to Build a Campfire
Recycle	How to Layout a Garden
Have a Taste Test (cola, popcorn, etc.)	How to Dribble a Basketball
Safety (lawn mower, bicycle, etc)	Do a Stamping Project

# Prepared Speech

## (Public Speaking)

This format requires that the speaker write and deliver his/her own speech. The speaker will persuade, inform, or educate the audience on a single issue or topic. The topic is only limited by age appropriateness of the topic for the member and good taste. Advocacy of political or religious views is not appropriate. The purpose of this category is to encourage participants to give a speech in which they seek out accurate information, organize it into a useful form and competently present the information.

A speech has a clear and understandable theme or thesis. Citing sources can increase the credibility of the speech if it does not interfere with the delivery of the prepared speech. The speaker is expected to discuss the chosen topic intelligently, with a degree of originality, in an interesting manner, and with some benefit to the audience.

Prepared speeches may only be given as an individual activity.

No props or costumes are allowed. No visual aids will be used by the speaker to assist with the delivery of the prepared speech. Notes may be used by the speaker to assist with the delivery of the speech, but they should be inconspicuous and not detract from the speech.

A prepared speech should have a clearly defined introduction, body and summation. The body contains the development of the main ideas of the prepared speech. The summation should not introduce new material, but should be used to reinforce the ideas developed in the body and cement the theme and main ideas in the minds of the audience.

Judges may ask questions in this format.

## Audio-Visual Presentations



This format includes any informational or instructional programs presented with slides, video, or digital representations. A presentation must take advantage of the medium. It should not be a substitute for another kind of presentation, such as a demonstration or illustrated talk.

The length of presentation should be appropriate for its topic and message.

A slide presentation, video or computer presentation generally lasts between five and 10 minutes, and should be supplemented with a verbal commentary, synchronized tape recording, or audio track.

An introduction, body, and conclusion must be present within the audio-visual presentation.

Speakers are expected to introduce the audio-visual entry with a prepared introduction including the title, the speaker's membership information, how the presentation is relevant to a 4-H experience, and a brief overview of the presentation. Speakers may not use notes during the presentation. The audio-visual materials should provide any necessary prompting.

All equipment is the responsibility of the participant.

The participant is responsible for the complete production process including the layout, scripting, picture taking/taping, and editing. While the participant may also act in the audio-visual materials, the participant's focus and efforts should emphasize the production quality and content of the materials.

Judges may ask questions in this format.

# Mechanics of Presenting

The effectiveness of your presentation depends on:

HOW YOU LOOK,  
HOW YOU SAY IT, and  
WHAT YOU SAY.

As a speaker you should explore different ways to effectively communicate by using different presentation formats and styles. While each person is most effective when he/she becomes comfortable with his/her own unique style, the following materials on presentation mechanics are intended to provide a base of accepted presentation practices with which to start.

## BODY POSITIONING AND BODY LANGUAGE

2. When positioning yourself in the front of the room, stand slightly to your right side of the presentation area. Any posters or other visuals should be on your right side.
3. You can then move closer to the audience for emphasis and closer to your visuals to emphasize the visuals.
4. Spend most of your time during the presentation halfway between the audience and the visuals.
5. By staying left of the audience's center you are taking advantage of most people's visual preference since they read from left to right.
6. Use your visual aids as an outline to keep your presentation on track. The visuals are not the entire presentation. Try to minimize the need for the audience to shift its view repeatedly from you to other parts of the presentation.
7. You should look at the audience 80-90 percent of the time and make eye contact with them. The avoidance of visual contact with the audience leads to the perception of not being prepared, awkwardness, and dishonesty. Focus your eyes on the back third of the audience because this will keep your head up and help you project your voice.
8. Avoid upstaging, which includes turning your back to the audience, hiding your facial expression, or crossing your body with your hands. Stay open and exposed.

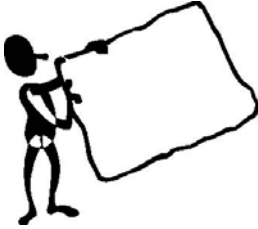
Keep your hands to your side and in sight. This position may feel unnatural, but it looks best. Other hand positions limit gesturing. Never put your hands in your pockets

9. Gesturing should focus toward the audience. The best gestures are hands out and palms up. If the elbow is bent, the gesture will appear casual. If the elbow is straight, the gesture will appear forceful. Gestures should not attract attention or detract from your message. They should appear spontaneous and natural, and enhance your speech.

### THE POWER OF VOICE

1. Add power to your presentation with well-planned pauses. Start with a hard consonant so people listen more attentively. Avoid vocalized pauses including "um," "er," that detract from your presentation.
2. Volume should match your audience and room size. Remember, your voice is louder to you than to the rest of the audience. If you speak too quietly your audience will not understand you, but do not yell at them or they will avoid what you are saying.
3. Pitch and vocal variation can be used to heighten the quality of your speech. You can use it to reflect on your message. One point to remember is to avoid using the same tone throughout your presentation.
4. Change the volume, speed, and tone of your voice. Project your voice to the audience in the back of the room. Present to individuals in the audience and check for understanding by the audience's facial and physical reactions. These reactions reflect their understanding of your presentation.

## Lettering for Posters and Charts



1. Words on posters and charts should be easy to read. People find it easier to read words running from left to right across the page rather than from top to bottom on a page. Be consistent in style.
2. The use of UPPER CASE (capitals) should be limited to titles, headings, or where you want to make a point. Also, use uppercase letters for the start of each new item in a list. Any more than seven consecutive words with their letters all capitalized cause the audience to slow their reading and re-read. Titles may be all capitals.
3. Lettering should be bold enough to be easily read from a distance. Boldness is part line thickness, letter size, and letter style.
4. Demonstration posters and other visual aids including overhead transparencies and Power Point slides should have lettering at least 1 1/2 inches in height. In electronic presentations, the projected height of letters should be comparable in size to poster lettering. Printed poster lettering should use 125 point text or larger.
5. Use fancy letters for headings where you want to make a point. The eye moves slowly through fancy letters.
6. The use of plain lowercase (small letters) makes charts easier to read. They should also be used for sub-items in a list and additional information. The eye moves quicker through them with a minimum delay in reading.
7. Use letters that are easy to read from the back of the room. Avoid using stencils unless you fill in blank parts. Leave at least an inch between lines of text and an inch between each word.
8. Use geometric shapes like bullet points to guide eye movement toward key points. The way to use geometric shapes is at the start of each line in a list of items or ideas instead of numbering items in a list.

9. Use the text of your poster board illustrations as an outline. Elaborate from the FEW words you put on your poster. Say more than you show.

### **RULES OF THREES:**

- ◆ Use three main ideas per chart when possible.
- ◆ Keep your presentation understandable by limiting your presentation to three main ideas.
- ◆ Speak in threes, and people remember more.

## **Check your visual before you use it.**

1. **Visibility:** Is it easy to see and read from where participants sit?
2. **Simple:** Is the message easy to understand?
3. **Interest:** Does it attract and hold attention or is it cluttered with too many words or pictures?
4. **Useful:** Are the lettering, words, pictures, etc. suitable for the subject and audience?
5. **Structure:** Are the ideas grouped in sequential order?
6. **Information:** Is it factual and is the data current?

## Color Combinations for Posters and Charts



2. Colors can create the desired mood or atmosphere for your message. Visual aids may do a good job when made in black and white, but color, when used well, will help them do a better job.
3. Use bright, intense colors for the smaller areas and possibly for the center of interest.
4. Limit colors to two or three in visual aids so color does not become too obvious to the viewer. Use one dominant color and follow the rule: "the smaller the area, the brighter the color." Cool colors (green, blue, and gray) are best suited for backgrounds, while warm colors (red, yellow, orange) are best for emphasizing the message.
5. Complementary colors, red on green or yellow on violet, are hard to read. Consider legibility when selecting colors. Although various combinations may harmonize, they may not make your message easy to read. It is best to use dark colors on light backgrounds and light colors on dark backgrounds.

### REMEMBER:

- You want to succeed.
- The audience wants you to succeed.
- The judges want you to succeed. They are not there to trick you, only to support your effort.

## Color combinations listed in order of legibility:

Black on Yellow	White on Blue	White on Green
Green on White	Black on White	White on Black
Red on White	Yellow on Black	Red on Yellow
Blue on White	White on Red	Green on Red

## What color means in the background!

**gray** = neutral, reporting - use for presentation with no emotional sway

**blue** = calm, conservative, loyal, reduces pulse and blood pressure use to present unfavorable information

**green** = analytical, precise, resistance to change use to encourage interaction, or want to be opinionated, assertive

**red** = vitality, urge to achieve results, impulse, raises our spirits use when want to motivate

**yellow** = bright, cheerful, may be too much light

**violet** = mystic union, unimportant and unrealistic, irresponsible and immature, humor, charm, delight

**brown** = decreased sense of vitality, projects dullness

**black** = negation of emotions; surrender, power, to discourage argument

### HELPER'S HINTS

1. Plan visual aids for the room in which you speak. If the room will be classroom size, think about what can easily be seen from the back of the room.
2. Distance makes visuals harder to read and neatness becomes even more important.
3. Select materials for posters that are easy to use. If poster board is thin, wind can make the board difficult to control. Try foam board or matte board for better results.
4. Keep work areas neat with as few items as possible. Remove items from the table when complete. Do not place any items in front of your work area.