

Kentucky 4-H Communication Program

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Cooperative
Extension Service



Communication and Expressive Arts Core Program Area

- Written Communication and Digital Media
- Speech and Demonstration



Photo: Harrison County 4-H

SHOWCASE YOUR



4-H WRITTEN COMMUNICATION CONTEST

TALENTS



Written Communication and Digital Media Contest Information

- Nine categories (next slide)
- Each category offers both junior and senior-level classes, except for Podcasting, which is only available to senior-level 4-Hers.
- Each county may submit two junior- and two senior-level entries per category (where applicable).
- Each entry must be original and include a statement of authenticity and cover page.
- Entries are submitted on 4-H Online by the CES office.
- State deadline is April 1.
- Champions for each category will be showcased at the Kentucky State Fair in Cloverville.



SHOWCASE YOUR



4-H WRITTEN

COMMUNICATION CONTEST

TALENTS



Written Communication and Digital Media Contest Information

Written Communication Contest Classes

- Original Monologue
- Poetry
- Press Release
- Public Service Announcement
- Songwriting
- *What 4-H Means to Me* Essay

Digital Media Contest Classes

- Flyer
- Infographic
- Podcast

**See rules for specific requirements for each class.*



Written Communication Category - Original Monologue Class

A long speech by one character, sharing thoughts, feelings, or telling a story directly to the audience.

1. Choose a Theme: Pick a topic that resonates with you and has a clear message.
2. Character Development: Create a compelling character with a distinct voice and personality.
3. Structure: Ensure your monologue has a clear beginning, middle, and end. Start with an engaging hook, develop the story, and conclude with a strong ending.

**See rules for specific requirements for each class.*

Written Communication Category - Poetry Class

A poem is a type of writing that expresses ideas, feelings, or tells a story in a creative way.

1. Select a Form: Decide on the type of poem (such as haiku, free verse, sonnet).
2. Imagery and Emotion: Use vivid imagery and emotional language to convey your message.
3. Edit and Refine: Revise your poem to ensure each word contributes to the overall impact. Pay attention to rhythm and flow.

Poem entries should be at least 3 lines long, but no more than 25 lines.

**See rules for specific requirements for each class.*

Written Communication Category - Poetry Class

Project Learning Tree's Poet-Tree Activity

Haiku Poetry is a Japanese form that consists of three lines: the first line has five syllables, the second line has seven, and the third line has five again. The third line often contains a surprising or tension element.

Title: Snails
By Leslie Heisler, Grade 3

*Makes a slimy path
Sticking on the long thick grass
Hides from predators*

FAMILY
ACTIVITY

Nature is a great teacher! Try this outdoor activity – it's safe, fun, and educational. Project Learning Tree® activities build children's creative and critical thinking skills while they learn what the environment needs to remain healthy and sustainable.

PROJECT
LEARNING
TREE®

POET-TREE

Poetry offers children an opportunity to express their thoughts and ideas about the environment in creative and artistic ways. Take children outdoors to observe a variety of trees and then encourage them to write a poem.

- Invite children to choose a tree near their home, school, or local park for observation.
- Ask children to spend time observing their tree from various perspectives; sitting against it, lying underneath it, walking around it, etc.
- Using nature journals or notebooks, have children record words, ideas, and impressions that enter their minds.
- Remind children to use their senses (touch, smell, sight, and sound... but not taste) to generate more words to describe their tree.
- Finally, challenge children to convert their thoughts into one of the poetic forms provided. Later, you might ask them to explain which form they chose and why.

Diamante Poems are diamond shaped, consisting of seven lines that use specific parts of speech in the pattern shown. Grammar Tip: A participle is a verb that is used as an adjective or noun, often ending in "ing" or "ed."

noun			
adjective	adjective		
participate	participate	participate	
noun	noun	noun	noun
participate	participate	participate	

tree
tail, sturdy
standing, lowering, observing
branches, trunk, anchor, shelter
nurturing, swaying, caring
proud, happy
tree

can't get so tall
Shape poetry
fun
Shape poetry
can't get so tall

branches
shade rubber
fruit clothes paper
wind barrier fuel furniture
resource nuts tree houses
maple syrup parks multiple
uses seeds oxygen lumber
habitat energy building
materials baseball bats
leaves photosynthesis
roots gum
cork
books
paint
cocoa
sponges

Fluxus Poetry aims to elevate everyday objects and events to the level of fine art. To try it, write down nouns, adjectives, verbs, and adverbs that are related to the topic on small strips of paper. For this activity, consider trees, nature, or the outdoors. Next fold them, mix them, and randomly pull strips from a pile – while writing down the words in the order they are chosen and adding punctuation at will.

Green, refreshing, quiet, leaves.
Calmness... chirping... excitement!

CONNECT KIDS TO NATURE!

Encourage your child's school to incorporate outdoor learning by connecting with your local PLT program.

Visit plt.org/yourstate

© Sustainable Forestry Initiative. PLT is an initiative of SFI. Adapted from Poet-Tree from PLT's *Explore Your Environment: K-8 Activity Guide*.

Visit plt.org for more!

Written Communication Category - Poetry Class

https://poetry4kids.com/lessons/poetry-writing-lessons/

[Home](#)[Poems](#)[Lessons](#)[Author](#)[Blog](#)[Books](#)[Media](#)[Search](#)

Poetry Writing Lessons for Kids



There are many different ways to write poems as well as lots of techniques you can learn to help you improve your writing skill. Here are many of the poetry writing lessons for children that I have created to help you become a better poet, including how to write funny poetry, poetic rhythm, poetic forms and other styles of verse, as well as lesson plans for teachers and video lessons.

How to Write Funny Poetry

- [Chapter 1: Writing Poetry](#)
- [Chapter 2: How to Rhyme](#)
- [Chapter 3: Choosing a Topic](#)
- [Chapter 4: Making it Funny](#)
- [Chapter 5: Types of Funny Poems](#)

Member Login

[LOGIN](#)

[BECOME A MEMBER](#)

Rhyming Dictionary for Kids

Type any word here to find all the words that rhyme with it

[FIND RHYMES](#)

Support Poetry4kids

 [Buy me a coffee](#)



Written Communication Category - Press Release Class

A press release is a short, written announcement that shares important news with the public. For the Press Release class, all entries must focus on one of the following topics:

- **Why someone should join 4-H, or**
 - **Why someone should attend a specific 4-H event (such as 4-H Camp, 4-H Project Day, etc.—you choose the 4-H event).**
1. **Headline:** Write a clear and attention-grabbing headline.
 2. **Lead Paragraph:** Summarize the most important information in the first paragraph (who, what, when, where, why, and how).
 3. **Body:** Provide additional details, quotes, and background information. Keep paragraphs short and focused.
 4. **Conclusion:** End with a call to action or contact information for further inquiries.

Press release entries must not exceed 1,000 words.

**See rules for specific requirements for each class.*

College News

HOME ARTICLES ARCHIVE STAFF CONTACTS

AG EQUINE PROGRAMS



Kentucky horse owners urged to plan ahead as weather challenges hay supply

BEAM INSTITUTE



2025 Spent Grains Summit brings distilling leaders to University of Kentucky campus

BIOSYSTEMS AG ENGINEERING



UK student helping build a better base for 3D-printed foods

EXTENSION



Horse owners invited to hands-on Farm and Facilities Expo in Bourbon County Sept. 16



Written Communication Category - Public Service Announcement (PSA) Class

A short message that shares important info to inform and inspire positive action. PSAs appear in places like TV, radio, newsletters, and online to help people make informed choices and support their communities.

For the PSA class, all entries must be written as if they are going to appear in a newsletter or newspaper. Each PSA should focus on promoting a specific 4-H event—such as 4-H Camp, 4-H Project Day, or another 4-H event of your choice.

1. Pick Your Topic: Choose a 4-H event you want to tell people about.
2. Know Your Audience: Think about who will read your PSA. Is it for 4-H members, parents, or the whole community?
3. Write a Catchy Opening: Start with a sentence that grabs attention! You can ask a question or share a fun fact. Example: “Did you know 4-H Camp is one of the best ways to make new friends and learn cool skills?”
4. Share the Important Info: Tell people what the event is, when and where it happens, and why they should come. Example: “4-H Project Day is on August 15 at the County Fairgrounds. You’ll get to try hands-on projects and meet other kids who love 4-H!”
5. Encourage Action: End your PSA by telling people what to do next—like sign up, ask for more info, or tell a friend. Example: “Don’t miss out—ask your 4-H agent how to sign up today!”
6. Check Your Work: Read your PSA out loud. Make sure it’s clear, exciting, and easy to understand. Fix any spelling or grammar mistakes.

**See rules for specific requirements for each class.*



Written Communication Category - Songwriting Class

Songwriting involves creating your own songs by writing lyrics and composing music.

1. Theme and Message: Decide on the theme and message of your song.
2. Lyrics: Write lyrics that tell a story or express emotions. You can use a rhyme and meter to create a musical flow.
3. Melody: Compose a melody that complements your lyrics. Experiment with different chords and progressions.
4. Structure: Follow a common song structure (e.g., verse-chorus-verse-chorus-bridge-chorus).

**See rules for specific requirements for each class.*

Written Communication Category - *What 4-H Means to Me* Essay Class

An essay is a piece of writing where you express your thoughts, ideas, or information about a particular subject. For this class, all entries must focus on the topic "What 4-H Means to Me."

1. Introduction: Begin with a hook to capture the reader's interest. Introduce the main idea of your essay.
2. Body Paragraphs: Describe specific experiences and lessons learned through 4-H. Use personal stories to illustrate your points.
3. Conclusion: Summarize your main points and reflect on the overall impact of 4-H on your life. Finish with a strong closing statement.

What 4-H Means to Me Essay entries should have a minimum of 500 words.

**See rules for specific requirements for each class.*



Digital Media Category – Flyer Class

A flyer is a one-page visual used to advertise an event, program, or club. For this class, all flyer entries should focus on promoting a specific 4-H event, program, or club.

How to Make a Flyer

1. **Pick Your Purpose:** Decide what 4-H event, program, or club your flyer is promoting.
2. **Know Your Audience:** Think about who you're trying to reach and what will catch their attention.
3. **Gather Key Info:** Include the name of the event or club, date, time, location, contact info, and any other important details.
4. **Plan Your Layout:** Organize your flyer so it's easy to read. Use headings, bullet points, and sections to break up information.
5. **Add Visuals:** Use images, icons, or logos to make your flyer eye-catching.
6. **Choose Colors & Fonts:** Pick colors and fonts that are easy to read and match the tone of your flyer.
7. **Keep It Simple:** Don't overcrowd the flyer. Stick to the most important information.
8. **Review & Edit:** Check for spelling, grammar, and clarity. Make sure everything looks clean and professional.

Digital Media Category – Flyer Class

Flyer Contest Rules

1. See the Kentucky 4-H Written Communication General Contest Rules (all rules apply).
2. The use of templates from websites is permitted.
3. Flyers should be clear, easy to read, and visually appealing.
4. Flyers must be saved and submitted as a PDF or JPG file.
5. Entries must include a cover page and statement of authenticity, submitted as one PDF document. The flyer itself can be submitted as a separate PDF or JPG file.
6. All entries must be submitted via 4-H Online by the county Extension office.

*Infographic by Russell,
Crittenden County 4-Her*



UNMASKING BATMAN

Highlights of the Batman Franchise

- 1939 Batman first appeared in Detective Comics #27
- 1943 Batman is introduced to the silver screen as a 15-chapter serial
- 1988 Batman: The Movie is released after a successful first season of the TV show
- 1989 Batman and Batman Returns (1992) feature a stronger action, less goofy version of the Batman hero
- 1999 Batman: The Animated Series stays true to the comic book in this 85 episode TV program
- 2008 The trilogy of Batman Begins, The Dark Knight (2008) and The Dark Knight Rises (2012) redefine Batman as a realistic and complex guardian of justice
- 2014 The Gotham TV series follows the story of a new detective in the now corrupt Gotham City
- 2016 Batman v Superman shows the two heroes clashing over their different ways of fighting crime, testing their friendship and trust.
- 2022 The Batman is a detective-driven story, showing Batman's struggle for justice.

Batman is an entertainment icon seen in comic books, films, and TV. Different portrayals of the superhero and his adversaries show Batman's lasting legacy. This infographic reveals the history and popularity of the 86 year old franchise.

TOP GROSSING BATMAN MOVIES¹



Who is the best actor to ever play the Dark Knight? Here's a ranking of the top 3 who have portrayed the Caped Crusader over time.²



America's Favorite Batman Villain³



Digital Media Category – Infographic Class

An infographic is a picture that shows information or data in a way that's easy to understand quickly. It uses images, charts, graphs, and just a little bit of text to make the message clear.

*Infographic by Russell,
Crittenden County 4-Her*



Digital Media Category – Infographic Class

How to Make an Infographic

1. Pick a Topic: Choose a topic you like.
2. Find Information: Gather important facts and data. Make sure your sources are reliable. Add a reference section at the end of your infographic to list all the sources you used for information.
3. Plan Your Layout: Decide how to organize your infographic. Include an introduction, main points, and a conclusion.
4. Use Visuals: Add charts, graphs, icons, and pictures to show your data. Keep it simple and tidy.
5. Choose Colors: Pick a few colors that look good together and are easy to read.
6. Add Text: Use short, clear sentences to explain your visuals.
7. Check Your Work: Make sure everything is correct and easy to understand.

Infographic Contest Rules (in addition, see the KY 4-H Written Communication General Contest Rules - all rules apply)

1. The use of templates from websites is permitted.
2. Infographics should be clear and not blurry. A good size for an infographic is typically around 600 to 1000 pixels wide and 1200 to 3000 pixels long.
3. Infographics should be saved and submitted as a PDF or JPG file.
4. Infographic entries should include a cover page and statement of authenticity which can be submitted as one PDF document and an Infographic entry that can be submitted as a PDF or JPG file. Entries must be submitted on 4-H Online by the county Extension office.

**See rules for specific requirements for each class.*



Digital Media Category – Podcast Class

Please note that this is for Senior level members only and is a team entry (no individual entries).

A podcast is an audio program that you can listen to on your computer or mobile device. Podcasts can cover a wide range of topics, including news, storytelling, interviews, education, and entertainment. They are like radio shows but can be listened to anytime and anywhere.

This class is a team project! Each team must consist of three to six members, and all participants must be Senior Level 4-H members. Your podcast should focus on something related to 4-H. This could include a 4-H event, 4-H project, or any other topic that highlights what 4-H is all about. Be creative, but make sure your content connects back to the 4-H experience!

**See rules for specific requirements for each class.*



Digital Media Category – Podcast Class

Contest Packet:

- Podcast Contest Rules
- Podcast Format (What Should Be Included)
- Guidelines on How to Make and Share Your Podcast
- Additional Resources
- Safety Guidelines for Young Podcasters

**See rules for specific requirements for each class.*





Texas 4-H Youth Development Program

Deep in the Heart of Texas 4-H

An Education podcast



Good podcast? Give it some love!

About Insights **PRO** Episodes **28** Reviews Credits Lists Similar




Episodes of Deep In the Heart of Texas 4-H

★ By Rating



Table



<input type="checkbox"/>	Episode	Description	Date Aired
<input type="checkbox"/>	 Deep in the Heart of Texas 4-H Episode 24: Alby Peters, Texas 4-H Council 1954-1955	Alby Peters began 4-H as a young girl, participating in food and nutrition and se... More	August 25, 20
<input type="checkbox"/>	 Deep in the Heart of Texas 4-H Episode 23: Your 2025-26 Texas 4-H Council	Texas 4-H Council is comprised of 30 youth who represent 4-H'ers across the state. The 202... More	August 11, 202
<input type="checkbox"/>	 Deep in the Heart of Texas 4-H Episode 22: Texas 4-H Foundation Board	Did you know the Texas 4-H Program has an entity specifically focused on fundraising and sc... More	July 28, 2025

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Written Communication and Digital Media Resources

Curriculum

- Communications Curriculum – Modules 1, 2, and 3
- The Writer in You Project Guide
- Theatre Arts Curriculum – Levels 1, 2, and 3

Specific Activities for Various Contest Categories

- Monologue – *The Magic of Monologue Activity*, National 4-H Council's Theatre Arts Level 1 Curriculum
- Poetry – *The Poet in You Activity*, The Writer in You Project Guide
- Press Release and Public Service Announcement – *Extra! Extra! Activity* in National 4-H Council's Communication Curriculum Module 2
- Songwriting – *Compose Your Song Activity* in National 4-H Council's Communications Module 1

*Curriculum available for purchase on Shop 4-H.

What 4-H Means to Me Essay Entry**By Dakota, Breckinridge County 4-H Member**

In 2021, my family moved. Not only to another town. Not only to another county. Not only to another state even. My family moved to an entirely different region of the country. The one thing that was the same and held it all together was being able to join 4-H. As a result, to me, 4-H has a lot of meaning. It means "friendship"; it means "learning"; it means "family". In 4-H, people are able to come together to participate in all sorts of activities. This creates friendships through learning together, which creates a family.

While having a lot of fun, 4-H teaches youth and helps them make friends. Kids get involved in new activities and show their similarities even though others in-the program may be very different. For me, coming from a different state, 4-H was a place where it didn't matter that my accent was different, or that I shot BB and archery in Shooting Sports while this club shoots trap, rifle, and pistol, or that I don't go to the same school, or haven't done the same things with the same friends that others have. In 4-H, instead, there's a place to find new friends who can be different. 4-H friendships also mean a way to show kindness to others. By making blankets for the animal shelter and the homeless, our program is helping by being friendly and caring. We also show kindness and friendship throughout clubs by hosting communities parties, dances, picnics, and wellness events for those who want to join in. Our county 4-H has group programs that invite all ages, even adults. Kids can be friends with adults through being in a club together or at activities like crochet workshops, blanket making circles, sewing tutorials, and jewelry workshops. Kids and adults make relationships and fun projects together as they learn.

**Cooperative
Extension Service**Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development**MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT**

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University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating
Lexington, KY 40506



Additional Resources for Written Communication Contest

Teams

- Entry Examples from PY2024
- Contest Scoresheets





SHOWCASE YOUR TALENTS

Blank County Speech and Demonstration Contest

Brief Description Here

Title

- Item 1
- Item 2

Registration Info

Register by XX/XX/XXXX

Contact blank for more info

Cooperative Extension Service

MARTIN GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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State Communication Contest

- Event includes speeches and demonstrations.
- Each Area Grouping can send one participant per category.
- Participants must earn a blue ribbon at the Area Grouping level to qualify for the State Communication Contest.
- Participants can enter one speech and one demonstration category per year.
- State champions may only compete in categories they have not previously won.
- Suggested: Speech or demonstration should be a new topic from previous years.

State Communication Contest - Speeches

Speech Categories

- 9-Year-Old
- 10-Year-Old
- 11-Year-Old
- 12-Year-Old
- 13-Year-Old
- 14-Year-Old
- 15-Year-Old
- 16-Year-Old
- 17–18-Year-Old

Speech Length

- Senior level: 5 to 7 minutes
- Junior level: 3 to 5 minutes

**A time penalty of three points will be subtracted from the participant's total overall score ...Participants will be eligible for champion placement.*



Photo: Harrison County 4-H



State Communication Contest - Speeches

- Dress Code: Business attire (dress shirt, blouse, slacks, dress pants, skirt, dress)
- Visual Aids: Not allowed (includes custom costumes and electronic equipment with the exception of electronic notes)
- Notes: Optional (note cards/electronic notes using tablets and smart phones allowed, laptops not permitted); Points not affected unless notes are used distractingly
- Prohibited Content: Dramatic readings, monologues, and poem recitations (as entire speech)
- Gestures: Excessive or distracting gestures will be counted against participant in the scoring section

State Communication Contest – Speeches

Kentucky 4-H Resources

- Video (Online)
- Publication (Online)
- Speech Planning Guide (Teams)
- Speech Examples (Teams)

National 4-H Resources

- Communications Curriculum – Modules 1, 2, and 3
- Finding Your Voice – Public Speaking Made Easy Project Guide



Kentucky 4-H
Youth Development

Kentucky 4-H Speech Planning Guide

Before you start getting your speech ready, it's important to check out the 4-H Speech Contest rules. These rules will give you all the important information and guidelines you need to follow to make sure your speech fits the contest requirements. You can get the contest rules from your county 4-H agent.

Preparation Checklist

- ☐ Choose a topic
- ☐ Select a title
- ☐ Collect information
- ☐ Organize ideas into three parts: introduction, body, and conclusion
- ☐ Practice giving your speech

Speech Outline

Use this outline to organize your ideas into three parts: the introduction, body, and conclusion of your speech. Use additional space as needed.

Introduction

The purpose of your introduction is to capture the attention of your audience. Get them excited to listen to the speech through a joke, a quote, a poem, or a captivating story. Share why this speech can be important to them.

COOPERATIVE EXTENSION SERVICE
UNIVERSITY OF KENTUCKY COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT, LEXINGTON, KY, 40546



4KA-04PO
Kentucky 4-H Communications Program



4-H Speeches



What is a speech?

A **speech** or talk is 3 to 5 minutes long for junior 4-H members (9-13 years old) and 5 to 7 minutes for senior 4-H members (14-18 years old). No visual aids may be used.

Preparation

The following steps will help you prepare to give a speech or demonstration.

- **Choose a topic.** Find a subject that you know something about or that is of interest to you. Make sure your topic is not too broad.
- **Select a Title.** Think of a title that relates to the subject and is catchy, original and short. It should suggest the subject without telling the whole story.

CLOVERVILLE



PRESENTS

PRESENTS

COMMUNICATION
LEADERSHIP
CIVIC ENGAGEMENT

AMPLIFY
KENTUCKY 4-H

SPONSORED BY
H&R AGRI-POWER

4-H
BEYOND
READY

On behalf of the Kentucky 4-H Foundation

Welcome to Cloverville



Martin-Gallagher
College of Agriculture and Environment



Martin-Gallagher
College of Agriculture and Environment

State Communication Contest - Demonstrations

Junior and Senior Division

Demonstration Categories

Agriculture

Animal Science

Visual Arts

Performing Arts

Clothing and Textiles

Family and Consumer Sciences

Foods

Health

Team Demonstrations

Natural Resources

Shooting Sports

Science, Engineering and Technology

Digital Media Presentation



Photo: Allen County 4-H

State Communication Contest - Demonstrations

- Demonstrations should be between 5-15 minutes.
- 4-Hers can use the internet for gathering information, but they must produce their own original content.
- Help is allowed for setting up demonstrations, but not during the demonstration.
 - Only team demonstrations may have more than one person participating.
 - Audience assistance is not permitted.
- Team demonstrations are permitted at the state level.
 - Follow the same rules as single participant demonstrations.
 - Two 4-H members per team, each with significant speaking and presentation portions.
 - Team members must be in the same age category.
 - Team demonstrations will be placed in in the Junior Level Team Demonstration Category or Senior Level Team Demonstration Category regardless of topic.

State Communication Contest - Demonstrations

- Weapons of any sort are prohibited at the contest.
 - Includes firearms, bullets, bows, and arrows.
 - Use mockups, models, and charts instead.
 - Models cannot resemble actual weapons.
- Computers and presentation equipment are only allowed in the Digital Media Presentation Demonstration Category.
 - Electronic devices like smartphones and tablets can replace notecards in any category.
 - Laptops are only permitted in the Digital Media Presentation Demonstration Category.
- Posterboards or tri-fold posters are required as aids, except in the Digital Media Presentation Demonstration Category.
- Videos are not allowed during presentations, except in the Digital Media Presentation Demonstration Category.
- Special attire or costumes are permitted as visual aids; otherwise, business attire is encouraged.
 - Business attire includes dress shirts, blouses, slacks, dress pants, skirts, and dresses.
- No live animals are permitted.
- Youth may participate in individual or team demonstration categories, but not both.

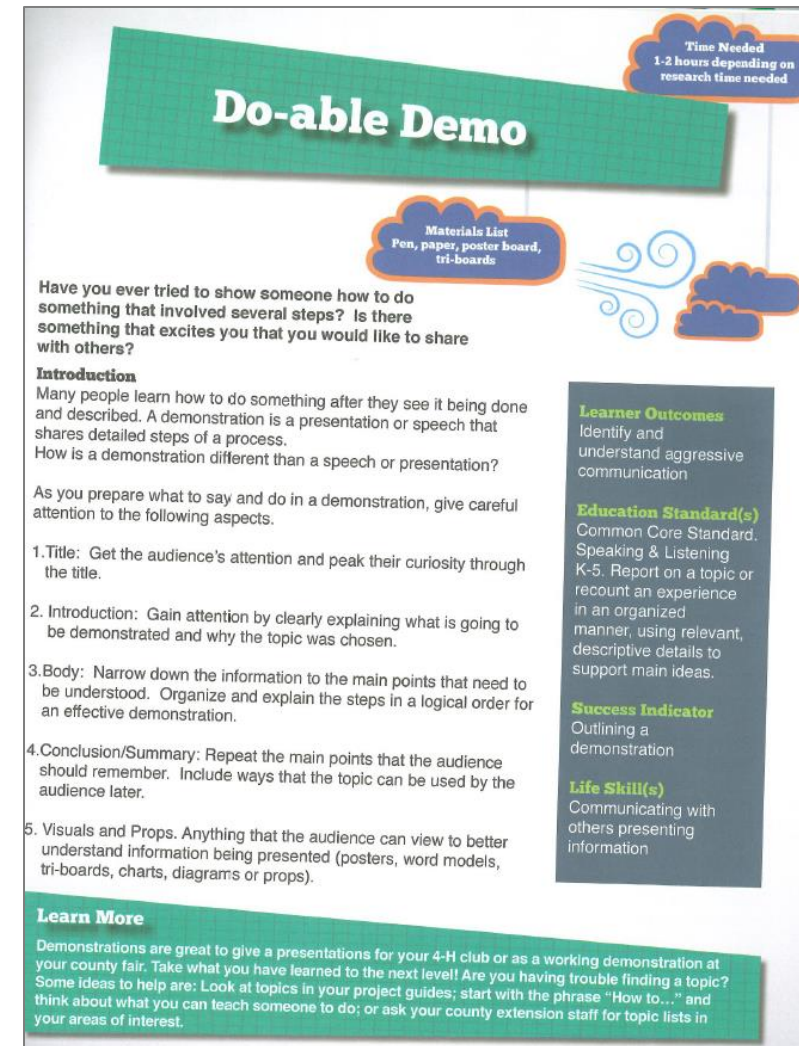
State Communication Contest – Demos

Kentucky 4-H Resources

- Video (Online)
- Publication (Online)
- Demonstration Planning Guide (Teams)
- Demonstration Examples (Teams)

National 4-H Resources

- Communications Curriculum – Modules 1, 2, and 3
- Finding Your Voice – Public Speaking Made Easy Project Guide



Do-able Demo

Time Needed
1-2 hours depending on
research time needed

Materials List
Pen, paper, poster board,
tri-boards

Have you ever tried to show someone how to do something that involved several steps? Is there something that excites you that you would like to share with others?

Introduction
Many people learn how to do something after they see it being done and described. A demonstration is a presentation or speech that shares detailed steps of a process.
How is a demonstration different than a speech or presentation?

As you prepare what to say and do in a demonstration, give careful attention to the following aspects.

1. Title: Get the audience's attention and peak their curiosity through the title.
2. Introduction: Gain attention by clearly explaining what is going to be demonstrated and why the topic was chosen.
3. Body: Narrow down the information to the main points that need to be understood. Organize and explain the steps in a logical order for an effective demonstration.
4. Conclusion/Summary: Repeat the main points that the audience should remember. Include ways that the topic can be used by the audience later.
5. Visuals and Props. Anything that the audience can view to better understand information being presented (posters, word models, tri-boards, charts, diagrams or props).

Learner Outcomes
Identify and understand aggressive communication

Education Standard(s)
Common Core Standard.
Speaking & Listening
K-5. Report on a topic or recount an experience in an organized manner, using relevant, descriptive details to support main ideas.

Success Indicator
Outlining a demonstration

Life Skill(s)
Communicating with others presenting information

Learn More
Demonstrations are great to give a presentations for your 4-H club or as a working demonstration at your county fair. Take what you have learned to the next level! Are you having trouble finding a topic? Some ideas to help are: Look at topics in your project guides; start with the phrase "How to..." and think about what you can teach someone to do; or ask your county extension staff for topic lists in your areas of interest.

Communications Curriculum – Module 1



PRESENTS PRESENTS

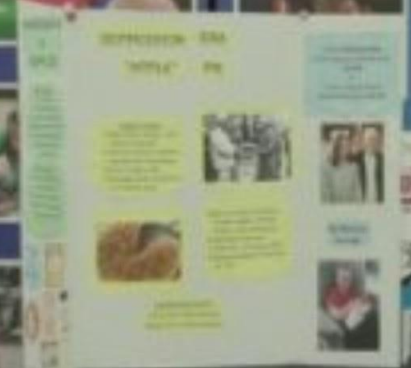
COMMUNICATION
LEADERSHIP
CIVIC ENGAGEMENT

AMPLIFY
KENTUCKY 4-H

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4-H
BEYOND
READY

On behalf of the Kentucky 4-H Foundation
Welcome to Cloverville



Martin-Gatton
College of Agriculture,
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Martin-Gatton
College of Agriculture,
Food and Environment

Additional Resources for Speeches and Demonstrations

Teams

- Room Signs
- Scoresheets
- Position Descriptions
 - Judge
 - Room Host

PY2026 State Speech and Demonstration Contest

- Includes speeches, demonstrations, and mock job interview
- All participants must be registered by the Extension office on 4-H Online (Event: State Communication Contest). Registration will open by April 15 and close May 15.
- Date: July 11, 2026
- Location: TBD

Agent Showcase

Sherri Farley, Campbell County 4-H Communication Program

Team Commercials Activity

- Have a box full of products (e.g., crayons, cereal, toy, etc.).
- Have each team choose one item from the product box.
- Each team must create a short 2-3 minute commercial about their product and present to the group.
- Their commercial must include an introduction, body, and conclusion.
- Each team members must have a speaking part during the commercial.

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Impromptu Speaking Activity

- Discuss the parts of a speech (do this as a 1-minute impromptu speech).
- Have each 4-Her come to the front of the room, give them a topic, and have them give a short impromptu speech on their topic.
- Discuss good stance, volume, eye contact, and gestures, and if time allows, give each 4-H member specific feedback on their impromptu speech.
- Topics examples:
 - How I would like to spend a rainy day...
 - If I had to make supper...
 - What is the best day of the week, and why?
 - Which are better, cats or dogs?

Agent Showcase

Aubrey Lawson, Clark County 4-H Communication Program

School

- All 4th graders receive a lesson on public speaking and contest information.
- Teachers receive \$100 stipends for 100% class participation in classroom contests (awarded by 4-H Council).
- Each class selects 2-4 winners for the county contest.

Clubs

- Encourage club members to participate in speeches or demonstrations.
- Incorporate demonstrations into cooking club meetings.
- Cooking club members earn end-of-year field trips by participating in the communications contest.
- Teen council members participate through mock interviews, speeches, demonstrations, or as room hosts.

Agent Showcase

Aubrey Lawson, Clark County 4-H Communication Program

Contest Tips

- Provide a detailed participation packet (parent letter, speech tips, planning worksheets, sample rubric, contest registration info).
- Advertising and pre-registration is a must!
- Secure volunteers: 12 judges, 6 room hosts, 2-4 tabulation room workers for approximately 50 county contest participants.
- Arrange categories and age divisions efficiently with pre-registration.
- Ensure enough space for family to watch or communicate guest limits beforehand.
- Room hosts place score sheets outside the contest room for timely scoring.
- Announce winners promptly, take pictures, and recognize winners on social media and in the newspaper within 24 hours.



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Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
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fax:
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