

Maryland 4-H Public Speaking Guide

UNIVERSITY OF
MARYLAND
EXTENSION
Solutions in your community

**Do you have questions?
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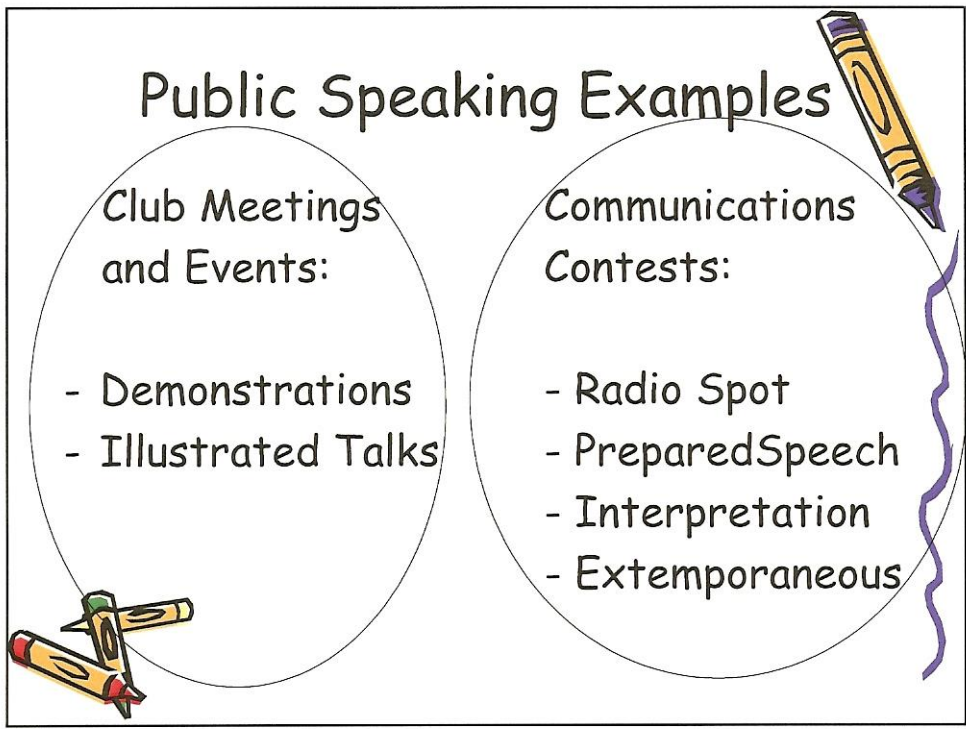
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Public Speaking Basics:

An introduction to demonstrations, illustrated talks, and communication contest events

University of Maryland
Extension, Talbot County



Public Speaking Examples

Club Meetings and Events:

- Demonstrations
- Illustrated Talks

Communications Contests:

- Radio Spot
- Prepared Speech
- Interpretation
- Extemporaneous



Public Speaking: Things to Do



1. Identify your audience and design your talk ahead of time to match the audience.
2. Practice ahead of time to get pacing right; time yourself to get the length right.
3. Relax and focus on your message.
4. Speak clearly, at a conversational pace.
5. Make eye contact with the audience and act natural. Use note cards as reminders.
6. Move around a little and use hand gestures if appropriate.
7. Stay on topic; be short and to the point.
8. Have fun convincing the audience that what you are saying is important!



Public Speaking: Things NOT to do!



1. Don't use words that are hard for the audience to understand and don't write your talk at the last minute.
2. Don't give a talk without practicing first.
3. Don't worry about how you look or act; worrying makes you get confused.
4. Don't rush through it or slur your words.
5. Don't stare at your speech or read it word for word (look around!)
6. Don't stand like a statue, holding your arms perfectly still.
7. Don't ramble and don't go over your time limit!
8. Don't appear miserable; if you look upset the audience will feel upset.

Public Presentations: The 4 P Method

- Pick a Topic that you like, know something about, and want to share.
- Prepare an Outline of your introduction, body, and conclusion.
- Practice, Practice, Practice!
- Present in a professional manner (if you have done the first 3 steps then your talk should go smoothly!



Speaking at Club Meetings and Events

DEMONSTRATION:

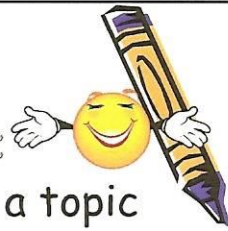
A step-by-step explanation of how to do something, often using real materials to show the steps. It should include:

- Introduction (tell what you will do)
- Body (describe the steps to make a product or complete a task)
- Conclusion (summarize the steps and why the process is important)





ILLUSTRATED TALK:



A description or explanation of a topic using visual aids such as posters or charts. It should also include:

- Introduction (describe your topic)
- Body (explain your organized details)
- Conclusion (summarize main points)

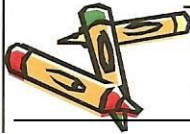
***Note: Illustrated talks can be about lots of topics and don't have to show a step-by-step process!



Tips for Demonstrations and Illustrated Talks



- Choose a topic you know well OR do research to help you find the information.
- Make an outline and a set of note cards to guide you.
- **Demos:** Explain every step, no matter how small, to be sure the audience understands. Use real materials to show the audience how steps are done.
- **Talks:** Make your visual aids large, neat, not too complicated, and easy to read from a distance. Include pictures and diagrams.





Communications Contests:

RADIO SPOT



An advertisement promoting 4-H that could be read on the radio

The Basics

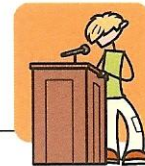


- Relates to 4-H, original-you create it
- Exactly 30 seconds
- Can have music or sound effects
- You must make copies of your written script



Communication Contests:

PREPARED SPEECH



A talk about a certain topic or process that has an introduction, body, and conclusion

The Basics



- 3-5 minutes (J), 4-6 minutes (I & S)
- NO visual aids, gestures ok, you must stand
- Use note cards with key points to guide you (Juniors can use script)
- Judges may ask you questions



Communications Contests: **INTERPRETATION**



- A memorized selection presented orally (any language) or acted out in a way you choose

The Basics



- Dramatic (oral or mime), Poetry, or Humorous Interpretation
- Present = 1 ½ to 3 min (J), 2 to 4 min (I), 3 to 5 min (S)
- No visual aids, but gestures are OK
- You need copies of your script
- Judges can ask you questions



Communications Contests: **EXTEMPORANEOUS**

“On the spot” – choose one of three topics at the contest, give a speech

The Basics



- You must think and plan quickly!
- Time to:
Prepare = 30 min (J&I), 15 min (S)
Present = 2-3 min (J&I), 3-5 min (S)
- You may use 4 note cards, 1 side
- No visual aids, you must stand

4-H Club

Public Speaking Opportunities: Demonstrations and Illustrated Talks

1. Demonstrations

Demonstration Outline Form

2. Illustrated Talks

Illustrated Talk Outline Form

Tips for Creating Great Visual Aids

Demonstration Outline



Name _____

Title or Topic _____

Materials Needed _____

I. INTRODUCTION

A. Background Information (name, age, club, project areas, number of years)

B. Demonstration Information

1. description of demonstration _____

2. why I chose this demonstration _____

II. PROCEDURE

Description of step

Materials to show audience

Description of step	Materials to show audience
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

III. CONCLUSION

A. Summary of Demonstration (why it's important/summary of steps) _____

B. Helpful Hints _____



Illustrated Talk Outline



Name _____

Age _____ Project _____

Title or Topic _____

Why topic was chosen _____

Visual Aids Used: (posters, PowerPoint presentation, photographs, etc.) _____

I. INTRODUCTION

A. Opening Statement _____

B. Overview of talk and Sub-topics

II. BODY

Sub-topic

Visual aids to show

A. _____ Supporting Facts: 1. _____ 2. _____ 3. _____	
B. _____ Supporting Facts: 1. _____ 2. _____ 3. _____	
C. _____ Supporting Facts: 1. _____ 2. _____ 3. _____	

III. CONCLUSION

A. Summary of important points _____

TIPS FOR CREATING GREAT VISUAL AIDS

Choose the correct type of visual aids for your presentation:

POSTERS	CHARTS AND GRAPHS	SERIES OF PHOTOGRAPHS	POWERPOINT/ SLIDES	ACTUAL ITEM (3-D)
Pros: Easy, good for information and pictures combined	Pros: Good for showing number data and statistics	Pros: Easy way for showing artwork or how something has changed over time	Pros: Modern technology, large and easy to see images, good for photos and info.	Pros: Best way to show what things really look like
Cons: Must be hung or held up	Cons: Can confuse people, must be hung or held up	Cons: May need to be enlarged or mounted on a poster	Cons: Need a reliable computer, projector, and electricity	Cons: 3-D materials are hard to label and carry

For a successful poster, chart, or slide show...

- ❖ Make visual aids **BIG ENOUGH** for the audience to see!
 - ❖ Do everything **NEATLY**.
 - ❖ Choose **IMPORTANT INFORMATION** to include (don't include all of your info!)
 - ❖ Use **EASY-TO-READ** computer fonts.
 - ❖ Include a **TITLE**. Make letters at least 1" high for a poster.
 - ❖ Put information **IN YOUR OWN WORDS**. (Don't print/glue from internet!)
 - ❖ **LESS IS MORE**. **DON'T** put **TOO MUCH** on one poster or slide! Too much info that is squished together makes it hard to read a poster.
 - ❖ Divide posters into **SECTIONS** for different topics and use **SECTION HEADINGS**
 - ❖ Use **SIMPLE CHARTS AND GRAPHS** so you don't confuse the audience.
 - ❖ Include a **CAPTION** for each photograph that tells what is in the photo.
- Consider **COMBINATIONS** of posters, photos, and charts (if appropriate).

4-H

Communications Contest Events

Maryland 4-H Communications Contest Rules

1. Radio Spot

Radio Spot Rules and Score Card

Tips for Writing an Effective Radio Spot

Radio Spot Planning Form

2. Prepared Speech

Prepared Speech Rules and Score Card

Steps and Tips for Writing an Effective Prepared Speech

Prepared Speech Graphic Organizer

Prepared Speech Outline Form

Prepared Speech Sample Note Cards

3. Interpretations: Dramatic, Poetry, and Humorous

Tips for Interpretations

Interpretations Score Card

4. Extemporaneous

Extemporaneous Score Card

MARYLAND 4-H COMMUNICATION CONTEST RULES

General Rules:

1. The contest consists of four categories:

- **Prepared Speech**
- **Extemporaneous**
- **Radio Spot**
- **Interpretations**

In all categories, speeches are given by individuals, not teams.

2. Each of the above categories includes three age groups:

- **Junior: 8-10**
- **Intermediate: 11-13**
- **Senior: 14-18**

Ages are as of January 1st of the current year.

3. Time Limits: Judges will deduct points for presentations not meeting or exceeding time limits.

- **Prepared:** Juniors: 3 to 5 minutes, Intermediates and Seniors: 4 to 6 minutes;
- **Extemporaneous:** Juniors and Intermediates: 2 to 3 minutes, Seniors: 3 to 5 minutes;
- **Radio Spot:** 30 seconds for all age groups.
- **Interpretations:** Juniors: 1 ½ to 3 minutes. Intermediates: 2 to 4 minutes, Seniors: 3 to 5 minutes.

4. **Visual aids**, including posters, **are not permitted**. Appropriate gestures are encouraged. For Dramatic Interpretation, contestant may choose to wear a costume and opt to sit for the presentation. Podium use is optional.

Category-Specific Rules:

- **Contestants should not introduce themselves as part of their presentation. This will be done by an MC or room Host/Hostess.** If there is no Host/Hostess then the speaker will be directed to introduce themselves and this introduction will NOT be judged or timed. It will NOT be considered a part of the speech!
- Judges may ask questions of contestants in the **Prepared, Extemporaneous and Interpretations**. Due to time constraints, questioning should be limited to two or three minutes per speaker. Questions will not be asked in the **Radio Spot Category**.

Prepared Speech: Time Limits: Junior: 3 to 5, Intermediates & Seniors: 4 to 6 minutes.

Contestants may speak on any topic. It may be wise to discuss topics that could be considered controversial with your 4-H leader or educator before the contest. The speech may be written for a specific audience, such as a 4-H club, PTA, or a Rotary Club. **Memorization is not encouraged.** Only juniors may use a complete script. Note cards containing a key word outline are permitted. These notecards are to be given to the judges at the end of the speech.

Extemporaneous: Time Limits: Juniors and Intermediates: 2 to 3 minutes, Seniors: 3 to 5 minutes. Extemporaneous speakers will draw three topics and choose one topic for their speech. Juniors and Intermediates may have up to 30 minutes and Seniors up to 15 minutes to prepare their talks. Contestants may use one side of up to four, or both sides of up to two, 5 x 8 inch note cards for their **key word outline**. Extemporaneous speakers will be shown time cards at correctly timed intervals indicating "1 MINUTE" "30 SECONDS", AND "STOP".

Radio Spots: Time Limits: 30 seconds for all age groups.

Radio Spots should be exactly 30 seconds in length and may include a musical or sound effect introduction and/or background, but may not include a spoken introduction or "tag" by anyone other than the contestant. If music or a sound effect is used, the contestant must provide and operate the sound-making device.

The **contestant will provide a complete written script** (including notations about music/sound effects) to the timekeeper to aid in timing accuracy. Musical/sound effect introductions and endings are considered a part of the radio spot and must not cause the 30 second time limit to be exceeded. The spot should **relate to 4-H**, be **original** and be **created by the contestant**. Questions will not be asked by judges in the Radio Spot category.

If there is no Host/Hostess then the speaker will be directed to introduce themselves and this introduction will NOT be judged or timed. It will NOT be considered a part of the speech!

Interpretations: Time Limits: Juniors: 1 ½ to 3 minutes. Intermediates: 2 to 4 minutes, Seniors: 3 to 5 minutes.

Speaker can speak or interpret in language of their choice. If using language other than spoken English, the participant must inform Extension Office a minimum of 10 working days before the event to ensure appropriately qualified judges are available.

An **Interpretation** is a memorized oral presentation of selected narrative from published works. Permitted works include dramatic or humorous plays or books or poetry, but not the script of a television show or any unpublished source.

Contestants are to bring two (2) copies of the script for the judges, including a complete reference citation. Language other than English must be translated in these documents.

State Contest Rules:

A contestant may only compete in one category. If a contestant wins more than one category at the County Contest, they must choose which category to compete in at the State Contest.

The names of county champions for each age group in each category will be sent to the State 4-H Office by April 1st.

State Champions may not enter the same category and age group a second time.

Public Speaking Contest

-Radio Spot-



Contest Rules for Radio Spot

Topic: The spot should relate to 4-H, be original, and be created by the contestant.

Time Limit: Exactly 30 seconds for all age groups.

Musical/Sound Effects: These may be used as an introduction or backgrounds but may not include a spoken introduction or “tag” by anyone other than the contestant. If music or a sound effect is used, the contestant must provide and operate the sound-making device. Musical/sound effects are included in the 30-second time limit. No visual aids may be used.

Script: You must provide a complete written script (including use of music/sound effects) to the timekeeper to aid in timing accuracy.

.....

(SAMPLE) Radio Spot Score Card

Name: _____
 Title/type: _____

Unit: _____
 Rating: _____
 (excellent, very good, good)

POINTS TO CONSIDER	COMMENTS
1. DELIVERY.....30 - Naturalness - Articulation and pronunciation - Projection (clear voice, volume)	
2. CONTENT.....40 - Statements are factually correct and up-to-date - Address is interesting to listener - Material is appropriate	
3. TIMING.....30 - Meets established time limits - Adjusts speed as necessary	
Time Used: _____ TOTAL: ____/100	

Steps and Tips for Writing an Effective Radio Spot

Steps:

1. Gather your information and decide how you want to use it.
2. Plan your radio spot (use the radio spot planning form).
 - a. Who is your target audience?
 - b. What do you want to tell them?
 - c. What should your audience do after they hear your information?
3. Write your radio spot
 - a. Tell people what they should do.
 - b. State your main message at least twice in your spot.
 - c. Make your radio spot fun to listen to.
4. Review your radio spot.
 - a. Is your target audience clear?
 - b. Does your spot ask your audience to do something?
 - c. Did you tell your audience why they should do this?
 - d. Does your spot have **ONLY** one main message?
 - e. Did you state your message at least twice?
 - f. Did you use phrases and words that your audience understands?



Tips:

- ❖ Remember that our opening sentence is your attention getter. It must be clear and short and attract people's attention. Try starting with a question.
- ❖ Make sure that you support your main point by giving reasons and examples
- ❖ Write your speech so that your audience wants to listen.
- ❖ You have only 30 seconds so every word counts. Make sure your sentences aren't short/choppy.
- ❖ Make sure that you practice your spot so you know how fast you are talking and exactly how long it will take you to get through your commercial.





4-H Radio Spot Planning Form

Name _____

Age ____ Club _____

Topic of Radio Spot: _____

Main Message: _____

Sound Effects (if any): _____

I. OPENING STATEMENT OR IDEA (Get their attention!)

II. SUPPORTING FACTS AND DETAILS (Inform them!)

1. _____

2. _____

3. _____

III. FINAL STATEMENT OR IDEA (Make them remember!)

Now use your outline to write your script. A radio spot should last EXACTLY 30 seconds!



Public Speaking Contest

-Prepared Speech-

Contest Rules for Prepared Speech

Topic: Any topic you choose, but ask your leader if you think the topic might be too controversial or inappropriate. You may write your speech for a certain audience such as your 4-H club, the PTA, or the County Commissioners.

Time Limit: Juniors = 3-5 minutes; Intermediates and Seniors = 4-6 minutes

Rules:

- (1) DO NOT introduce yourself as part of your speech. You will be introduced before you begin.
- (2) NO visual aids may be used.
- (3) You must stand while speaking; you may use a podium if you wish; appropriate gestures are encouraged.
- (4) **Note cards** containing a key word outline are permitted. Only juniors may use a complete script.
Memorizing the speech is not encouraged.
- (5) Judges may ask you questions for 2 to 3 minutes after the speech.

.....

(SAMPLE) Prepared Speech Score Card

Name _____ Unit _____
 Title _____ Rating _____
 (Excellent, very good, good)

POINTS TO CONSIDER	COMMENTS
1. NATURALNESS (AT EASE).....20 -waits for quiet before starting -offers no apologies -has sincere manner; enjoys sharing ideas -appears relaxed, not stilted -pauses naturally between ideas -shows spontaneous, informal style	
2. ORGANIZATION.....25 -is well organized -develops points logically -uses examples from own experience -expresses own ideas and feelings -makes statements that are easily understood -presents original material -has good opening and closing marks -prepares thoroughly	
3. DELIVERY.....20 -poise and posture -pronunciation and articulation -projection (clear voice, volume, eye contact) -appropriate gestures	
4. CONTENT.....35 -statements are factually correct and up-to-date -audience learns about subject	
Time Used: _____ TOTAL: _____/100	

Steps and Tips for Writing an Effective Prepared Speech



Steps:

1. Choose a topic.

- Pick something you know something about or that you have some thoughts or feelings about.
- Don't make it too big, like "How to raise and care for meat and dairy goats" because you don't have enough time to explain a big topic.
- Try to avoid very controversial topics. Judges may have strong opinions that could influence their scoring of your speech.



2. Determine your audience.

- Will your speech be for everyone or for a special group?
- What is the age range of the listeners?
- Will they know about your topic before the speech?
- Could they disagree with what you say or have biases that you have to overcome?
- What is your **purpose**? To teach the audience about something? To change their attitude about a topic? To make them feel more strongly about an issue?

3. Write the speech (use the prepared speech graphic organizer or outline form).

I. Introduction – an overview

- **Get their attention.** The introduction must attract people's interest. You might want to use an interesting statement about your topic, a brief description of a problem you will discuss, or a question to get the audience thinking.
- **State the point or theme of your speech.**
- **Give a brief overview of what you will discuss.** (See your outline for details.)

II. Body – the main part of the speech

*** Note: Intermediates and seniors can use note cards based on your outline, so be sure to prepare your note cards in advance!

- **Have 2 or 3 small "sub-topics"; that support your main topic.**
- Use words such as "first" or "second" to let the audience know you are changing sub-topics.
- For each sub-topic, start by saying what it is.
- Use details to help the audience understand each sub-topic.

III. Conclusion – a summary

- Be sure to summarize the main points of the speech and restate the main point.
- You can ask the audience to take action about your topic.
- You can finish with an important thought or quote.
- Have a strong last sentence.



4. Give the speech.

*** **Look over a detailed list of public speaking tips to help you prepare.**

- Use note cards (see sample note card format) and stick to the time limits – don't go over.
- Use a conversational tone of voice and focus on your topic.
- Use appropriate gestures. You might want to practice in front of a mirror.
- Dress neatly and try to look as professional as possible.
- Stand with your weight on both feet and lean toward the audience a little so it looks like you really want to tell them something.

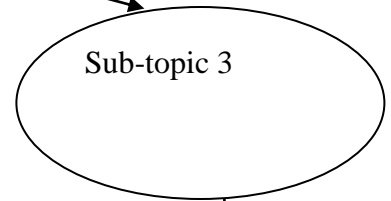
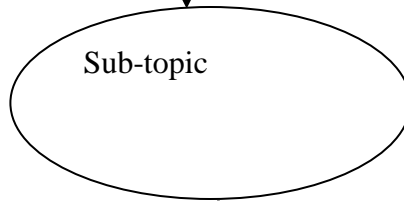
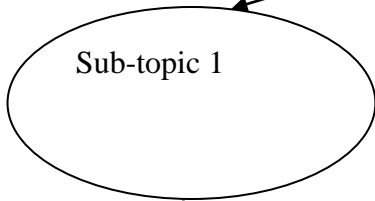


Prepared Speech Graphic Organizer

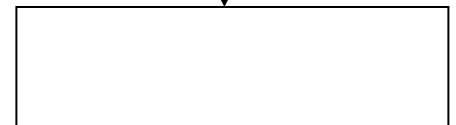
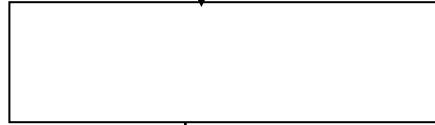
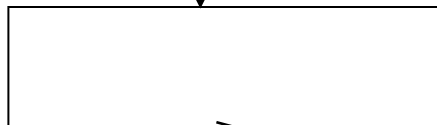
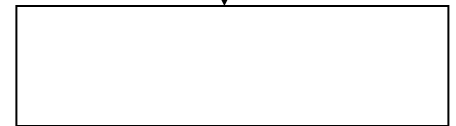
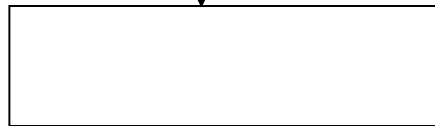
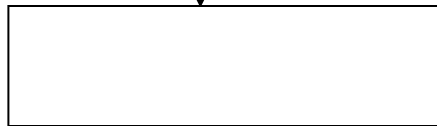
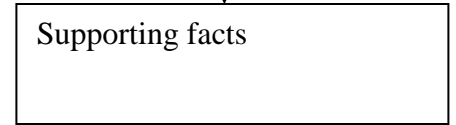
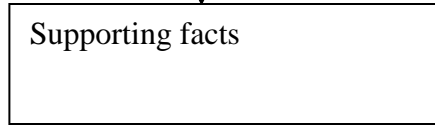
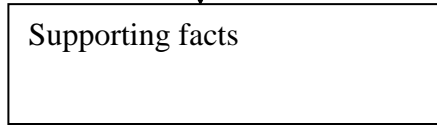
Name _____

Title or Topic _____

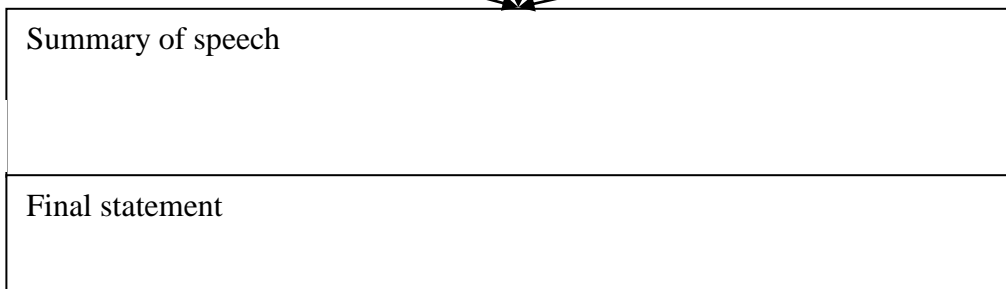
INTRODUCTION



B
O
D
Y



CONCLUSION





Prepared Speech Outline

Name _____

Title or Topic _____

I. INTRODUCTION

A. Opening Statement _____

B. Overview of Speech and Sub-topics

II. BODY

A. (Sub-topic 1) _____

Supporting facts:

1. _____

2. _____

3. _____

B. (Sub-topic 2) _____

Supporting facts:

1. _____

2. _____

3. _____

C. (Sub-topic 3) _____

Supporting facts:

1. _____

2. _____

3. _____

III. CONCLUSION

A. Summary of Speech _____

B. Final Statement _____



SAMPLE NOTE CARDS FOR PREPARED SPEECHES

Title or topic: _____ #1

I. Introduction

A. Opening Statement: _____

B. Overview of Speech: _____

II. Body #2

A. (Sub-topic 1) _____

Supporting Facts:

1. _____

2. _____

3. _____

B. (Sub-topic 2) _____ #3

Supporting Facts:

1. _____

2. _____

3. _____

#4

C. (Sub-topic 3) _____

Supporting Facts:

1. _____

2. _____

3. _____

III. Conclusion

#5

A. Summary of Speech _____

B. Final Statement _____

Tips for Successful Interpretations

Tips

Source—Virginia McGovern, Prof. Languages and Literature, College of Southern Maryland

- **Choosing a selection:** You may have a favorite, your family or friends may have ideas, or you could ask a teacher, especially an English or drama teacher.
 - a. The selection should tell a story or express the speaker's feelings. Some poems, such as some of Robert Frost's, tell stories, too.
 - b. Although the selection doesn't have to have a speaker or character your own age, you should be able to understand the character's feelings well.
 - c. The selection should be tasteful and suitable for a wide variety of listeners.
- **Cutting the selection:** It's unlikely that the selection will be the right length, so you'll probably need to choose one portion of the larger work.
 - a. **Choose a scene that is dramatic and that makes sense by itself.** You can leave out unnecessary parts within the scene you choose.
 - b. Choose a scene that has a very **limited number of speakers.**
 - c. Before you begin memorizing the selection, **time it** by reading it out loud, speaking as you would in a performance. Volume affects how long it takes to say something.
- **Preparing: Understanding the selection** is the most important part of preparing. Without understanding, you won't know what to emphasize or how a character would say something. If you do understand and are thinking about what the words mean as you say them, the performance will be much better.
- **Voice:** Focus on communicating the meaning to the audience. This will give you a better idea of where to pause, slow down, or speak louder or more softly, for instance. Think about what characters would be feeling when they say certain things. You don't have to actually imitate the voice of every character to be effective. For instance, a girl doesn't have to speak as low as a man would, but she can speak as low as she can in her range. Don't speak too fast.
- **Memorize:** Memorize *after* you have figured out how you will say the words and *after* you have practiced it many times with voice inflections. You'll probably find that you already have it almost memorized. Also, if you memorize it first, you'll probably find it hard to make your voice sound natural.
- **Gestures and facial expressions:** Practice your interpretation in front of a mirror to see how it will look to an audience. Facial expressions don't have to be exaggerated to be effective. Don't stand in front of the podium, because it will hide your body. If your selection contains dialogue with lots of exchanges, you can turn your head slightly to one side when doing one character and slightly to the other side when doing the other character.
- **Introduction:** Someone will introduce you, but you may need to tell the title and author of the selection and in one or two sentences give any necessary background if you are doing a cutting from a longer work.

(SAMPLE) Interpretations Score Card

(Circle Category)

Dramatic Interpretation

Humorous Interpretation

Poetry Presentation

Award: _____

Name: _____ Unit/Club: _____

Presentation Title: _____

*** TIMING: Juniors and Intermediates - 2 to 3 minutes, Seniors - 3 to 5 minutes ***

FACTORS EVALUATED	COMMENTS	POINTS
<p>Selection – 25 points possible</p> <ul style="list-style-type: none"> - Appropriate (meets category requirements/tasteful) - Meets Time Limits - Proper identification of author 		
<p>Delivery – 30 points possible</p> <ul style="list-style-type: none"> - Memorization (knowledge of material) - Pronunciation, articulation - Projection (clear voice, volume, eye contact) - Use of body (gestures, facial expression, posture, stage presence) 		
<p>Interpretation – 25 points possible</p> <ul style="list-style-type: none"> - Comprehension & proper emphasis - Creation of mood (style, phrasing, expression) - Spiritual or emotional effect 		
<p>Overall Effectiveness – 20 points possible</p> <ul style="list-style-type: none"> - Proficiency of Delivery - Personal Appearance - Able to relate to audience - Able to hold attention - Poise 		

Total (100 points possible): _____

Equal opportunity employer and equal access programs.

(SAMPLE) Extemporaneous Speech Score Card

Name _____
 Title _____

Unit _____
 Rating _____
 (Excellent, very good, good)

POINTS TO CONSIDER	COMMENTS
1. ORGANIZATION 35 • Is well organized • Develops points logically • Uses illustrations from own experience • Expresses own ideas and feelings • Makes statements that are easily understood	
2. DELIVERY 35 • Poise and posture • Pronunciation and articulation • Projection (clear voice, volume, eye contact) • Sincere manner • Natural pauses between ideas	
3. CONTENT 30 • Statements are factually correct and up-to-date • Audience learns about subject Time Used _____ TOTAL _____/100 Juniors and Intermediates: 2 to 3 minutes Seniors: 3 to 5 minutes	

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