



Individuals or a team performs commercials. The commercial allows 4-H members to develop a short promotional message to be performed live. The commercial can be for a concept, idea, thought, or a real or imagined product. The commercial should be fast-paced and appeal to the audience to take action or purchase a product.

Participants must run any needed audio-visual equipment. Check with the local Event Coordinator to make sure equipment needed will be available.

The commercial should catch the audience's attention, be effective and interesting, have an introduction, body and conclusion, use clear ideas and logic, be organized, use accurate and current information, be brief and convincing, use volume/pitch/intonation, show proper use of language, poise and delivery.

Posters and Slides

None required. No title card is necessary.

Visual Aids

Costumes, props, decorations, and other visual aids are encouraged.

Length

Presentations are not to exceed 3 minutes in length (not including setup and removal of props, etc.). Exceeding 3 minutes in length does not result in disqualification but will be considered when evaluating the presentation.

Number of Presenters

Individual or teams.

Questions

Anyone may ask questions. Evaluators/judges ask questions first. Time for questions may be limited.

Notes

Notes may not be used.

Attire

Appropriate attire for the occasion. Costumes can be used.