

4-H COMMERCIALS & SHORT TAKE
Judges' Score Card

NAME _____ YEARS IN 4-H _____ AGE _____

TOPIC _____ TIME (Minutes) _____

COMMERCIALS No Time limit

SHORT TAKE 3 minutes are allowed to prepare

Senior: 2 min. minimum; Junior: 1 min. minimum; Cloverbud: 30 minimum

Everyone: 5 min. maximum. No points will be deducted if over/under time limit

COMPOSITION

SCORE

A. Introduction (10)

1. Catches audience attention
2. Effective and interesting
3. Establishes central idea of topic

(10)

B. Body (30)

1. Material supports central topic idea
2. Ideas clearly and logically presented
3. Accurate, up-to-date information
4. Speech developed with originality

(30)

C. Summary (10)

1. Main points of central idea summarized
2. Brief, convincing and conclusive

(10)

DELIVERY

A. Product (10)

1. Product brand name concealed, new name displayed if applicable
2. Easily viewed by audience, well organized

(10)

B. Voice (10)

1. Spoke clearly and projected to audience
2. Effective rate of delivery

(10)

C. Language (10)

1. Effective sentence structure, appropriate choice of words for product
2. Words pronounced correctly
3. Words enunciated clearly

(10)

D. Poise (10)

1. Friendly and natural, enthusiastic
2. Good posture, confidence exhibited

(10)

E. Stage Presence (10)

1. Effective eye contact
2. Good use of gestures
3. Pleasing facial expressions

(10)

Score: Blue (100-88), Red (87-64), White (63 & below)

TOTAL _____

(100)

JUDGE'S SIGNATURE: _____

DATE: _____