

DEMONSTRATE...

What you like to do.

DEMONSTRATE...

What you know.

DEMONSTRATE...

What you'd like to share with others.

Have you ever given a book report or talk in front of your school class and been just a little scared to do it?

Have you had your hands shake or your knees tremble a little when you wanted to show others something?

Have you talked to anyone in your town about how they felt after getting up before town meeting to express their concerns? Some people won't try to express their good ideas because they are afraid of what others might think.

Many people share in the uneasiness that comes with being "up front" before others. Most realize that the more talking you do in front of others, the easier it becomes. Through demonstrations and talks, 4-H can help you develop poise and self-confidence. You will learn some basic "how to's" of public speaking. By practicing demonstrations, you will develop skills that will help you in many situations throughout your lifetime.

WHAT ARE DEMONSTRATIONS AND ILLUSTRATED TALKS?

Demonstrations are simply showing and telling how to do something. You explain what you are doing while you work on something you like to do. You've seen lots of demonstrations without realizing it. When your mom or dad shows you how to pound a nail, make your bed, or set a table, that's a demonstration. When your 4-H leader shows you how to transplant a house plant, that's a demonstration too. Many television shows also feature demonstrations.

Illustrated Talks are like demonstrations but, instead of working on something while you talk, you just talk and use a variety of visual aids to help you. When your 4-H leader explains the horse breeds and colors by using horse models, that's an illustrated talk. When your friend explains a family vacation trip and shows you pictures, maps, and souvenirs, that's an illustrated talk, too.

WHY GIVE A DEMONSTRATION OR ILLUSTRATED TALK?

Demonstrations and illustrated talks are ways for you to show others what you've learned. You will increase your knowledge because the more you know about the topic of your demonstration or illustrated talk, the easier it is to express your ideas before others. You will develop poise, confidence, communications techniques, and ability to think while on your feet. Participating in a 4-H Demonstration is also a great way to meet other 4-H members in your county or state.

LET'S BEGIN

STEP 1

Pick Your Subject Area - When deciding on what to do for a demonstration or illustrated talk, remember to:

K.I.S.S.

That stands for KeeP It Simple Sillies. Start with easy topics for you, such as something you:

really know and enjoy
have learned in 4-H
find easy to do
think others will like too
can do quickly and without too much equipment

After you have done several simple demonstrations or illustrated talks, challenge yourself to try new ideas, or more complicated things as you grow in 4-H.

LIST SOME IDEAS YOU HAVE FOR YOUR DEMONSTRATION OR TALK:

NOW DECIDE THE ONE YOU LIKE BEST:

STEP 2

NOW, PLAN THAT DEMONSTRATION.

Like many areas, the first demonstration or illustrated talk you plan may be the hardest but planning helps you know what you will be doing and gets your ideas organized. You can have your family or 4-H members who have already given a demonstration or illustrated talk or your 4-H leader help you think through your presentation. Here's a basic outline you can write on and use to help you plan your idea.

1. List all important steps and processes of your demonstration.
2. Arrange the steps in logical order as you will be doing it.
Ex. In a Shine Up Demonstration on Polishing Shoes, you apply wax polish before buffing with a cloth or shoe brush.
3. List materials and equipment needed for your demonstration, as it is your responsibility to bring everything you need to the place where you will be giving your demonstration.

Example: If giving a banana cream pie demonstration, by having a list you can avoid leaving the bananas on the kitchen counter and possibly forgetting them for your demonstration.

List materials or ingredients here

List equipment here

Making this list on index cards helps you to get things together that you need for your demonstration. Remember to check both lists before giving your demonstration to be doubly sure that you have everything you need to do your demonstration.

4. Decide on your Demonstration or Illustrated Talk title.
A catchy title will add to your demonstration, so put on your thinking cap! Others can help you brainstorm titles but you're the one to decide what you like best. Some samples to get you started are listed here:

IDEA
Mixing Paints
Photography Tips
Making Candles

TITLE
"Rainbow at Your Fingertips"
"Focus In"
"A Glowing Accent"

Now it's your turn to think! What ideas do you have for your demonstration?

5. Plan posters or visuals - remember K.I.S.S.

Posters can help you remember parts of your demonstration - listing steps or recipes will help you remember what to do. A cover or title poster could be used to introduce you and your demonstration to others. Above all, posters should add to the effectiveness of your demonstrations. Posters also help other people learn as they remember more of what is seen than what is heard.

Whatever visuals are chosen, remember a visual must be visible to be effective, so be careful not to jam too much into one poster or visual. It is better to have several neat ones. Neatness is also important. Do erase any guide lines you penciled in to keep lines straight.

NOW, what posters do you need to plan for your demonstrations? What do you want the posters to say? After making your visuals, be sure to use them in your demonstration or illustrated talk.

Have fun with your posters by experimenting with color. The best color combinations for visibility are: (number 1 is highest visibility)

- | | | |
|-------------------------------|---------------------------|-----------------------------|
| 1. Black on yellow | 11. White on bottle green | 21. Purple on orange |
| 2. Black on orange | 12. White on scarlet-red | 22. White on emerald green |
| 3. Yellow-orange on navy blue | 13. White on purple | 23. Bottle green on yellow |
| 4. Bottle green on white | 14. Purple on white | 24. Scarlet-red on orange |
| 5. Scarlet-red on white | 15. Navy blue on yellow | 25. Emerald green on white |
| 6. Black on white | 16. Navy blue on orange | 26. Yellow on purple |
| 7. Navy blue on white | 17. Yellow on black | 27. Orange on purple |
| 8. White on navy blue | 18. Scarlet-red on orange | 28. Bottle green on orange |
| 9. Yellow-orange on black | 19. Yellow on navy blue | 29. Emerald green on yellow |
| 10. White on black | 20. Purple on yellow | 30. Orange on yellow |

Try not to have too many colors on one poster (2 - 3 works well). It's difficult to read words with each letter made from a different color so avoid that technique in your poster.

Letter size is important, too, so remember -

Distance	Letter Size	Line Thickness
10 feet	1/2 inch	3/32 inch
20 feet	3/4 inch	1/8 inch
50 feet	2 inches	5/16 inch
100 feet	3 1/2 inches	11/16 inch
300 feet	11 inches	2 inches

You may want to try other lettering methods in addition to free-hand letters. Some are:

DRAFTSMAN'S LETTERING GUIDES - Generally give too fine a line for good visibility with visuals. Takes practice to use.

SIGN WRITER'S GUIDES - Better visibility but there are problems with the writing part of the system. Useful with care.

CUTOUT LETTERS- Useful for many purposes. Sticking them down can be time consuming. Generally only capital letters available.

STENCIL GUIDES- Inexpensive. Relatively time consuming. Letters should be traced and then filled in solid so they do not look like stencil letters which tend to be hard to read. Remember to connect parts of each letter. Useful for large work.

As you become an experienced demonstrator, you may want to try some other types of visuals, such as:

VISUAL AIDS	ADVANTAGES	DISADVANTAGES
Flannel, magnet or loop board	Can build up a very graphic final picture with its elements, i.e. milk components can be added to for a carton shape.	Materials often slip off. Requires board, lights and quality art work. Large parts often get dog-eared from handling.
Chalk Board	Easy to use. Little advance preparation.	Writing often hard to read. Lines too thin for good visibility. Hard to make good drawings in front of others.
Easel Pad with flip chart	High quality visuals can be produced in advance. Can reveal one point at a time by hiding with paper, then removing when discussing point.	Often difficult to manipulate. Thin paper in easel pad requires an intersheet. Cannot change sequence in pad.
Photographs	Can picture the real thing.	Expensive to get high quality prints especially in color. Must be passed around for viewing.
Slides	Most versatile. Can show many things well. Easy to obtain.	Needs slide projector and screen. Remember extension cord too as you need to plan room layout for a slide show.
Real Things or Live Models	3 dimensional objects and size relationship can be shown. Much more believable.	Often too small to be seen. Can be unpredictable in what happens during a demo, ie. infant for babysitting demo or an animal.

NOW IT'S ON TO YOUR DEMONSTRATION OR ILLUSTRATED TALK

Like school reports or talks given by professional public speakers, organization of your ideas is very important in achieving your purpose in sharing your ideas with others. Most people also learn more when the material presented is easy to find and organized logically.

In 4-H Demonstrations or Talks there are 3 basic parts:

INTRODUCTION

BODY

SUMMARY

Now for a closer look at these "basics".

INTRODUCTION

The purpose of the introduction is to get the audience interested in what you will be telling and showing them. Also state the purpose of your talk or demonstration. You can tell why the topic you chose is important to you. Thus, you will need to develop an "INTEREST GETTER". Some you may want to try are:

1. **RHETORICAL QUESTIONS** - The demonstrator raises questions of which no answer from audience is expected. Example: for a Gift Wrapping Demonstration - "The giving of gifts has long expressed feelings that say 'Happy Birthday' or 'Congratulations'. Do you enjoy giving gifts that express your creativity? Another example: "Are you hungry when you come home from school? Learning to prepare healthy snacks is fun and fills you up, too."
2. **THE STORY, ANECDOTE, JOKE, OR PERSONAL REFERENCE** - Be careful that you keep them on the subject of your talk or demonstration. Example for an Illustrated Talk on collecting and mounting sea shells: "Our family travels a lot since my Dad is in the Navy. One of the ways I remember places is by collecting and mounting sea shells."
3. **REFERENCES TO PLACES, PEOPLE OR THINGS.** Example for a demonstration on drying leaves and flowers: "The autumn leaves of New Hampshire's White Mountains attract many throughout New England for fall foliage tours. To preserve autumn leaves, there are some basic drying techniques to be mastered."
4. **SHORT, APPROPRIATE QUOTATIONS OR STATISTICS.** Example on a talk on the U.S. Flag for Citizenship: "On June 14, 1777 the Second Continental Congress at Philadelphia resolved that the flag of the United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field, representing a new constellation."

Which interest getter will you try for your demonstration or talk?

Now, after your interest getter, you introduce yourself, state your name, age, club (county, if at state level), and the number of years in the particular 4-H project. Your audience wants to get to know you! If someone is a room hostess where you give your demonstration or talk and introduces you before you start talking, you may decide to just tell the things about yourself that the room hostess forgot to tell the audience.

Your introduction can also include 'Why the topic was chosen'. Example: "Every citizen needs to know correct ways to respectfully display the flag, the symbol of our country." "By preserving autumn leaves and flowers, we can all have a touch of color in our arrangements all winter long. I like making things last and here's how you can too." "By collecting and mounting sea shells, I can see a wide variety of life and the interesting world of the sea that waits for us to explore. And what a great way to make ordinary beach combing into a fun exploring day."

REMEMBER DEMONSTRATION OR TALK INTRODUCTIONS NEED TO BE:

ORIGINAL SHORT ..and INTERESTING

What will you do for your introduction?

THE BODY

This is the main part of the demonstration where you develop the subject of your demonstration. Use correct methods to show all necessary steps. For all action, try to relate WHAT and HOW to do it and also WHY it is done. Example: for the action - folding egg whites into sponge cake batter:

- | | |
|-----------|--|
| Tell WHAT | The egg whites are folded into the sponge cake batter. |
| Tell HOW | By bringing a rubber spatula down the side of the bowl, across the bottom, up the other side, and over the top, thus folding in the mixture. |
| Tell WHY | This folding process is necessary to prevent the breaking of the air cells. The air beaten into the egg whites helps the product rise and be a light finished product. If you beat in the egg whites, your cake will be flat and compact. When you fold them in your cake is high in volume. |

While working, try to keep the center of your table surface neat, attractive and open, so the audience can always see what you are doing. Often, it is also necessary to have materials in varying stages of completion if the steps take too long to do in front of a group, for example, demonstrating a yeast bread.

When you have explained all the steps, you have completed the body of the demonstration. By going through all the steps, explaining it well, the audience should be able to go home and succeed in doing what you have shown.

SUMMARY

The summary of a 4-H demonstration or talk serves to emphasize the main points you want the audience to remember. It is not necessary to restate everything you have just said in the body of your demonstration, so be original and keep it short and simple. Sometimes a poster can also be used for a summary. Be sure to really show off the finished product. If one isn't finished during the demonstration, do one ahead of time to display at the end of the demonstration.

Example: In making a grilled tuna 'n cheese sandwich, remember to cook over low heat so protein of the cheese doesn't become stringy. With three of the major food groups in the sandwich, just add a salad or fresh vegetables, such as carrot or celery sticks and fruit for dessert. This way you'll have all major groups from the food guide pyramid. So try this recipe the next time you have to prepare a hurry-up lunch and you'll get all this nutrition at a low cost. (Show off finished product.)

What will you include in your summary?

Don't stop just yet!

At the very end of the demonstration or talk, remember to say: "This completes my demonstration. Are there any questions or comments?" If there are questions, repeat them so all in the room can hear both the question and your answer. Answer to the best of your knowledge, BUT, if you do not know the answer, admit it and say you will try to find out for them or ask if someone in the room knows the answer. Remember, we all learn by doing demonstrations or giving talks and no one is expected to know everything. If the room is small, you can paraphrase the question in the beginning of the response. For example, "Yes, you can prepare the orange smoothie using different appliances. I've found that the blender or large mixer does better than an egg beater though."

POLISH UP YOUR DEMONSTRATION WITH THESE POINTERS:

I. Be Natural in Your Demonstration Delivery

SMILE - Appear happy.

Show your interest and enthusiasm in the subject matter as this convinces the audience of your interest and helps them to become more interested.

Do not memorize. Rather, talk through your demonstration in conversational tones. Talk directly to the people in your audience. Keep eye contact with your audience and not with the back wall. Scout out your audience for friendly faces. You'll find them.

Be yourself - your best self.

II. Hints to Improve Your Demonstrations

Practice, practice, practice before a mirror, your parents, friends, club members. The more you do it, the better you become.

Take time to do a thorough job and do it well. The length of a demonstration talk depends on the subject; more complicated talks take longer. Generally aim at 5 - 10 minutes.

The table is important. Keep it neat and clear with the center always open so the audience can follow you and see what you are doing. Let the audience see plainly every step of your demonstration. You may need to tilt or hold up higher what you are working on in your demonstration. A mirror can be tilted to reflect what you are doing if you cannot lift it up. If there is an overhead mirror, be sure it's adjusted so all can see.

Work from left to right or vice versa, depending on what is most comfortable. If items are on trays, it is easier to set up and clean up after. That way you can divide your work area into thirds: one with a tray for utensils and ingredients to be used, the middle to work in, and the third area with a tray to put things on after using them.

If you have disposable items that you use in your demonstration, tape a paper bag on the side of the table to be used as a trash and garbage bag.

Have something available and handy to wipe up spills. Paper towels, a dish cloth or sponge are fine for some demonstrations. Keep work space neat and clean. Clean up spills as they happen.

Cover labels on containers to avoid showing brand labels as you are not advertising a particular product. For example, after covering, rewrite "white glue" on the jar. You may also put ingredients in another container, labeled only for contents.

Pause is Grace. Short pauses in a talk serve to provide breathers for you and your audience. Do not make your pauses too long so that everyone gets uncomfortable.

Avoid phrases you use over and over again in your demonstration talk. Example "Take and Put", "You Know".

An attractive package is a silent salesman. Your appearance is important. Be neat. Naturally, you wear different clothes for a "Care of Livestock" demonstration, than for a "Sewing Machine Magic" demonstration. Remember, you are representing all 4-H'ers. Can they be proud of your appearance?

Remember your posture. Keep it straight. Stand tall. Avoid swaying.

If you go to the effort of making good visuals, be sure to refer to them during the demonstration or talk. Use pointers when referring to posters so you can refer to it, but the center of work is kept open.

Try to enlarge small techniques for all to see. Example: For a demonstration on "How to Sew on a Button", cut a large button form out of cardboard. Put in holes and sew on with yarn instead of thread so more than a few can see what you are doing.

Food demonstrators need an apron and a hair net or headband/hat/cap to keep their hair out of food if hair is longer than to one's collar. This is a health regulation for food preparers. Food demonstrators should use clear glass or plastic mixing bowls so all can see the product as it is being mixed.

If there is a loud noise, such as a passing train or plane, stop talking until the noise has passed.

If you are demonstrating with a running motor, speak loudly and project your voice over the motor sound.

Keep your cool when demonstrating if things go wrong; equipment failures that may happen do not count against you in evaluation.

III. What To Talk About To Fill In Long Work Periods

Avoid silence during work periods, try any of these ideas to talk about:

Your other 4-H experiences connected to the demonstration.

How the Demonstration applies to other fields: if in foods, bring in nutrition tips; if in dog care, discuss vet science related fields.

Other opinions or techniques related to your demonstration: what family thinks of your recipe.

Why subject is important and does it have any historical background?

Alternative methods and why did you choose one way over another. If cooking with ground hamburger, why did you choose that over ground chuck or ground round. Explain differences between them.

Other 4-H experiences.

TEAM DEMONSTRATIONS

Two people may give a demonstration together, but you need to be sure that both have equal amounts to say and do. Divisions between partners come best when there is a natural shift from one process, step or idea to another. When you demonstrate, you also talk about it. While your teammate is demonstrating, be a silent helper. Team members should be about equal in ability and experience. Be careful that your demonstration is integrated together, not two individual demonstrations. Team demonstrations require more practice.

EVALUATION

Take a look at the DEMONSTRATION AND ILLUSTRATED TALK - evaluation form - so you will know what the evaluators look for in commenting on your demonstration or talk. Practice by having a friend use the evaluation form while you give your demonstration or talk. Remember, an evaluation is another person's ideas on how well you do as well as what to do to make it better. Listen and learn from all comments given.

PREPARE FOR BEING IN A COUNTY DEMONSTRATION EVENT

Practice your chosen demonstration in front of others and have them help you by giving comments on your good points and how you can improve after you have completed your demonstration or talk.

Review division areas and decide on which one fits your demonstration or talk.

Find out how to sign up for your county event by calling your leader or your 4-H office.

Find out details of where and when county or state events will be held. Plan on getting there early to get familiar with the area and have time to set up.

Encourage others, your family and friends, to attend.

When it is your turn, give it your best. The evaluators will talk with you after your demonstration or talk and share their comments on improving your demonstration.

Remember to leave the work area neat for the next 4-H member.

Be sure to meet others in 4-H and make new friends at the event.

When you receive your ribbon, write the information on the card on the back of it so it will be a life long reminder of what you presented for a 4-H Demonstration.

Best wishes as you learn by doing through 4-H.

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