

4-H BROADCAST Judges' Score Card

NAME _____ YEARS IN 4-H _____ AGE _____
TITLE _____
TIME (Minutes) _____

COMPOSITION

SCORE

- A. Introduction (10) _____
1. Effective lead into broadcast (10)
2. Catches audience attention
3. Prepares you to listen for more
4. Establishes central idea of any in-depth topic
- B. Body (30) _____
1. Materials and script well prepared (30)
2. Ideas clearly and logically presented
3. Accurate, up-to-date information
4. Developed with originality
- C. Summary (10) _____
1. Brief and conclusive (10)
2. Leaves audience satisfied with information

DELIVERY

- A. Voice (20) _____
1. Spoke clearly and projected well over microphone (20)
2. Effective rate of delivery
3. Good use of voice inflection to express ideas
- B. Language (15) _____
1. Effective sentence structure, easy to understand (15)
2. Words pronounced correctly
3. Words enunciated clearly
4. Good choice of words
- C. Effect of Delivery (15) _____
1. Did speaker motivate a change, teach a concept (15)
2. Kept audience interest

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

Prepared 70%
Impromptu 30%

TOTAL _____
(100)

JUDGE'S SIGNATURE _____

DATE _____

BROADCAST

You are the voice behind the microphone. Your broadcast may be written and you may read from your script. The success of your story will depend on the words you choose, organization of your information, use of your voice and rate of delivery. These are prepared items, not impromptu. Have them ready for the broadcast. You need to prepare one of the following:

- A newscast which would include 4 to 5 items about 30 seconds each.
- A more in-depth story addressing the subject of “Our role in caring for the hungry and less fortunate.”
Choose a particular situation and cover how it is being approached.

RADIO BROADCASTING TIPS

Voice

- Don’t try too hard to sound like a disc jockey. Sound natural. Sound like a real person.
- Keep a deep, rich, resonant voice.
- Relax – Use your diaphragm and open your chest, throat, and oral cavities as wide as possible.

Speech Patterns

Dynamics – variation and contrast in force or intensity.

- You must have peaks and valleys (highs and lows) in your presentation.
- Start from high to low or low to high.
- Emphasize the words that need it. Make your speech come alive. Underline the ones you want to emphasize.
- Use dramatic pauses where you need to create mood or effect.

Some basic rules and regulations

- No licensed radio operator shall transmit unnecessary, unidentified, or superfluous radio communications or signals. No obscene, indecent, or profane words, language, or meaning.
- No operator can deliberately interfere with any other radio communication or signal.
- A legal station identification must be given at least once per hour, as close as possible to the “top of the hour”. This consists of the call letters and location of the station, with nothing else said between. Example: W-A-B-C, in New York.
- You may not broadcast something from another station without the permission of the originating station.

Show Planning

Planning is essential for any radio show. The show has two primary functions:

- To entertain – entertainment element
- To inform – information element

It is possible to make most informational elements entertaining through the use of proper show-planning. NO DEAD AIR! Dead or silence on the radio is your number one enemy.

Station Logs are kept daily – These are written records of the station’s programming and technical activity. There are three logs:

- Program Log – Gives you the schedule of all programs and commercials to be aired during your show. You sign your name and make sure that you air everything that is scheduled.
- Operating Log – a written record of the technical aspects of the radio station’s operation. You have to sign in and write down the meter reading as required and then sign out at the time you go off shift.
- Maintenance Log – This is kept by the station engineer not the disc jockey.