

Kentucky 4-H Written Communication and Digital Media Contest Information and Rules

The Kentucky 4-H Written Communication and Digital Media Contest is an opportunity for young writers to showcase their talents and develop and build upon essential life skills.

This packet includes:

- General Contest Rules
- Written Communication Category Information, Contest Rules, and Resources
- Digital Media Category Information, Contest Rules, and Resources
- Example Cover Page
- Statement of Authenticity

General Contest Rules

1. Each county may submit up to two junior-level and two senior-level entries per class. However, the Podcast class is open to senior-level 4-H members only; junior-level members are not eligible to submit entries in this category.
2. Each class will include both a Junior and a Senior division, except for the Podcast class, which is open to Senior-level members only. The age of a young person participating in 4-H is the age they are on January 1st of the current program year. Junior level members are ages 9-13, and senior level members are ages 14-18.
3. Each entry must be the original work of the 4-H member. If there is a question, the participant will be disqualified. A statement of authenticity must be completed by the 4-H member and included with the entry. The statement of authenticity is included in this informational packet.
4. Each entry must include a cover page with the 4-Her's category, age division (Junior or Senior), first and last name, and county. The 4-Her's last name must be included on every page. (Note: Some classes may need extra details on the cover page. If so, this information will be included with the class details and rules.)
5. Entries that do not include a cover page and statement of authenticity will not be judged at the state level and will be disqualified.
7. Check with your county Extension office regarding county entry deadlines. See the specific rules for each category regarding entry requirements and what should be included with each entry. (Agents - All entries must be submitted by the county Extension office on 4-H Online by April 1st. All documents must be uploaded through the 4-H Online system by the county Extension office.)
8. Tables 1 and 2 include each category and their classes.
9. Champions will be showcased at the Kentucky State Fair.

Written Communication Category Information

The Kentucky 4-H Written Communication Contest celebrates the power of words and the creativity of young writers. But what exactly is written communication, and why is it important?

Written communication involves expressing ideas, thoughts, and information through writing. This can include essays, stories, poems, reports, letters, and more. It's a way to share your message clearly and effectively with others.

In this contest, you can show off your skills in five different writing categories, including: Original Monologue, Poetry, Press Release, Songwriting, and *What 4-H Means to Me* Essay. We encourage you to explore the power of words and share your unique voice with everyone.

Written Communication Contest Rules

1. All Written Communication Contest entries must be uploaded through the 4-H Online system by the county Extension office

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- as one PDF document (the PDF document should include the cover page, entry submission, and statement of authenticity).
- Table 1 lists the classes and highlights specific requirements for each (with both Junior and Senior divisions). Additionally, class information is provided to assist you in preparing your entry.
 - Formatting requirements for entries: Use Calibri or Times New Roman font, set the font size to 12, and ensure the text is double-spaced (except for song entries).
 - Songs: single-space the text within verses, choruses, and bridges; double-spaced between each verse, chorus, and bridge. This will help keep the song section clear and easy to read.

Table 1: Written Communication Category and Requirements

<i>Classes</i>	<i>Requirements</i>
Original Monologue	None
Poetry	3 line minimum; 25 line maximum
Press Release	Maximum of 1,000 words
Public Service Announcement	None
Songwriting	None
<i>What 4-H Means to Me</i> Essay	Minimum of 500 words

Written Communication Contest Class Information

Original Monologue Class Information

A monologue is a long speech given by one person. In a play or movie, it's when a character talks for a while, sharing their thoughts, feelings, or telling a story. Imagine you're on stage, and it's just you talking to the audience, letting them know what's going on in your mind. It's like having a conversation, but you're the only one speaking.

- Choose a Theme: Pick a topic that resonates with you and has a clear message.
- Character Development: Create a compelling character with a distinct voice and personality.
- Structure: Ensure your monologue has a clear beginning, middle, and end. Start with an engaging hook, develop the story, and conclude with a strong ending.

Poetry Class Information

A poem is a type of writing that expresses ideas, feelings, or tells a story in a creative way.

- Select a Form: Decide on the type of poem (such as haiku, free verse, sonnet).
- Imagery and Emotion: Use vivid imagery and emotional language to convey your message.
- Edit and Refine: Revise your poem to ensure each word contributes to the overall impact. Pay attention to rhythm and flow.

Poem entries should be at least 3 lines long, but no more than 25 lines.

Press Release Class Information

A press release is a short, written announcement that shares important news with the public. For the Press Release class, all entries must focus on one of the following topics:

- Why someone should join 4-H, or
- Why someone should attend a specific 4-H event (such as 4-H Camp, 4-H Project Day, etc.—you choose the 4-H event).

- Headline: Write a clear and attention-grabbing headline.
- Lead Paragraph: Summarize the most important information in the first paragraph (who, what, when, where, why, and

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how).

3. **Body:** Provide additional details, quotes, and background information. Keep paragraphs short and focused.
4. **Conclusion:** End with a call to action or contact information for further inquiries.

Press release entries must not exceed 1,000 words.

Public Service Announcement Class Information

A Public Service Announcement (PSA) is a short message that shares important information with people. It can be about things like staying healthy, being safe, or helping the environment. The goal of a PSA is to inform people and encourage them to take action or change their behavior in a positive way. PSAs can appear in many places—you might read one in a newsletter, see one on TV, hear one on the radio, or find one online. No matter the format, PSAs are designed to help people make informed choices and support their communities.

For the PSA class, all entries must be written as if they are going to appear in a newsletter or newspaper. Each PSA should focus on promoting a specific 4-H event—such as 4-H Camp, 4-H Project Day, or another 4-H event of your choice. For example, you might write a PSA for your county's 4-H newsletter about 4-H Camp, or one for the local newspaper encouraging people to attend a 4-H Project Day.

1. **Pick Your Topic:** Choose a 4-H event you want to tell people about. It could be something like 4-H Camp, 4-H Project Day, or another fun 4-H activity.
2. **Know Your Audience:** Think about who will read your PSA. Is it for 4-H members, parents, or the whole community? This helps you decide what to say and how to say it.
3. **Write a Catchy Opening:** Start with a sentence that grabs attention! You can ask a question or share a fun fact. Example: "Did you know 4-H Camp is one of the best ways to make new friends and learn cool skills?"
4. **Share the Important Info:** Tell people what the event is, when and where it happens, and why they should come. Example: "4-H Project Day is on August 15 at the County Fairgrounds. You'll get to try hands-on projects and meet other kids who love 4-H!"
5. **Encourage Action:** End your PSA by telling people what to do next—like sign up, ask for more info, or tell a friend. Example: "Don't miss out—ask your 4-H agent how to sign up today!"
6. **Check Your Work:** Read your PSA out loud. Make sure it's clear, exciting, and easy to understand. Fix any spelling or grammar mistakes.

Songwriting Class Information

Songwriting involves creating your own songs by writing lyrics and composing music.

1. **Theme and Message:** Decide on the theme and message of your song.
2. **Lyrics:** Write lyrics that tell a story or express emotions. You can use a rhyme and meter to create a musical flow.
3. **Melody:** Compose a melody that complements your lyrics. Experiment with different chords and progressions.
4. **Structure:** Follow a common song structure (e.g., verse-chorus-verse-chorus-bridge-chorus).

What 4-H Means to Me Essay Class Information

An essay is a piece of writing where you express your thoughts, ideas, or information about a particular subject. For this class, all entries must focus on the topic "What 4-H Means to Me."

1. **Introduction:** Begin with a hook to capture the reader's interest. Introduce the main idea of your essay.
2. **Body Paragraphs:** Describe specific experiences and lessons learned through 4-H. Use personal stories to illustrate your points.
3. **Conclusion:** Summarize your main points and reflect on the overall impact of 4-H on your life. Finish with a strong closing statement.

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What 4-H Means to Me Essay entries should have a minimum of 500 words.

Written Communication Contest Resources

These resources are available for purchase on the National 4-H website.

General Communications Resources

- Communications Curriculum – Modules 1, 2, and 3
- The Writer in You Project Guide

Specific Activities for Various Written Communication Contest Classes

Monologue

The Magic of Monologue Activity is available in National 4-H Council's Theatre Arts Level 1 Curriculum (available for purchase on the National 4-H website).

Poetry

The Poet in You Activity is available in The Writer in You Project Guide

Press Release and Public Service Announcement

Extra! Extra! Activity is available in the National 4-H Council's Communication Curriculum Module 2 (available for purchase on the National 4-H website).

Songwriting

Compose Your Song Activity is available in the National 4-H Council's Communications Curriculum Module 1

Digital Media Category Information

The Kentucky 4-H Digital Media Contest is all about celebrating the creativity and innovation of young people in the world of digital media. But what is digital media?

Digital media includes all kinds of content that you create, edit, and share using digital technology. This can be things like digital photos, graphic designs, videos, animations, websites, and social media posts. Basically, digital media is any type of media that you can access, share, and interact with on electronic devices.

In this contest, you get to show off your skills in three different digital media classes, including: Flyer, Infographic, and Podcast. The Flyer and Infographic class are open to both Junior and Senior-level 4-H members. The Podcast class is limited to Senior-level members only.

Digital Media Contest Rules

1. All Digital Contest entries must be submitted by the county Extension office through the 4-H Online system as a single PDF document. This PDF should include the cover page, the entry submission (if applicable), and the statement of authenticity.
2. Table 2 includes a list of the categories. Please note that participation in the podcast category requires forming a team (individual entries are not allowed).
3. Each class has specific requirements and rules. Refer to each class section for that information.

Table 2: Digital Media Category and Requirements

<i>Classes</i>	<i>Requirements</i>
Flyer	None
Infographic	None

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Digital Media Contest Class Information

Flyer Class Information

A flyer is a one-page visual used to promote an event, program, or club. It should grab attention, share key details, and encourage people to take action, like attending a 4-H event or joining a club. Flyers use a mix of images, colors, and short text to get the message across quickly and clearly.

For this class, all flyer entries should focus on promoting a specific 4-H event, program, or club.

How to Make a Flyer

1. **Pick Your Purpose:** Decide what 4-H event, program, or club your flyer is promoting.
2. **Know Your Audience:** Think about who you're trying to reach and what will catch their attention.
3. **Gather Key Info:** Include the name of the event or club, date, time, location, contact info, and any other important details.
4. **Plan Your Layout:** Organize your flyer so it's easy to read. Use headings, bullet points, and sections to break up information.
5. **Add Visuals:** Use images, icons, or logos to make your flyer eye-catching.
6. **Choose Colors & Fonts:** Pick colors and fonts that are easy to read and match the tone of your flyer.
7. **Keep It Simple:** Don't overcrowd the flyer. Stick to the most important information.
8. **Review & Edit:** Check for spelling, grammar, and clarity. Make sure everything looks clean and professional.

Flyer Contest Rules

1. See the Kentucky 4-H Written Communication General Contest Rules (all rules apply).
2. The use of templates from websites is permitted.
3. Flyers should be clear, easy to read, and visually appealing.
4. Flyers must be saved and submitted as a PDF or JPG file.
5. Entries must include a cover page and statement of authenticity, submitted as one PDF document. The flyer itself can be submitted as a separate PDF or JPG file.
6. All entries must be submitted via 4-H Online by the county Extension office.

Infographic Class Information

An infographic is a picture that shows information or data in a way that's easy to understand quickly. It uses images, charts, graphs, and just a little bit of text to make the message clear.

How to Make an Infographic

1. **Pick a Topic:** Choose a topic you like.
2. **Find Information:** Gather important facts and data. Make sure your sources are reliable. Add a reference section at the end of your infographic to list all the sources you used for information.
3. **Plan Your Layout:** Decide how to organize your infographic. Include an introduction, main points, and a conclusion.
4. **Use Visuals:** Add charts, graphs, icons, and pictures to show your data. Keep it simple and tidy.
5. **Choose Colors:** Pick a few colors that look good together and are easy to read.
6. **Add Text:** Use short, clear sentences to explain your visuals.
7. **Check Your Work:** Make sure everything is correct and easy to understand.

Infographic Contest Rules

1. See the Kentucky 4-H Written Communication General Contest Rules (all rules apply).
2. The use of templates from websites is permitted.
3. Infographics should be clear and not blurry. A good size for an infographic is typically around 600 to 1000 pixels wide and 1200 to 3000 pixels long.

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4. Infographics should be saved and submitted as a PDF or JPG file.
5. Infographic entries should include a cover page and statement of authenticity which can be submitted as one PDF document and an Infographic entry that can be submitted as a PDF or JPG file. Entries must be submitted on 4-H Online by the county Extension office.

Podcast Class Information

Please note that this is for Senior level members only and is a team entry (no individual entries).

A podcast is an audio program that you can listen to on your computer or mobile device. Podcasts can cover a wide range of topics, including news, storytelling, interviews, education, and entertainment. They are like radio shows but can be listened to anytime and anywhere.

This class is a team project! Each team must consist of three to six members, and all participants must be Senior Level 4-H members. Your podcast should focus on something related to 4-H. This could include a 4-H event, 4-H project, or any other topic that highlights what 4-H is all about. Be creative, but make sure your content connects back to the 4-H experience!

To get started, create a free account on Spotify for Podcasters—**but be sure to ask your parent or guardian for permission first.** For detailed steps, see the section below on how to start podcasting with Spotify for Podcasters.

Podcast Guidelines: Rules, Formatting, Creation, and Submission

Podcast Contest Rules

1. Each team must include three to six members, and all participants must be Senior Level 4-H members.
2. Every team member must speak in the podcast.
3. The podcast must be between 3 and 6 minutes long.
4. After publishing your podcast, copy the shareable link from your episode dashboard in Spotify for Podcasters. Paste the link on your cover page, complete your statement of authenticity, and combine all materials into a single PDF to submit to your county 4-H agent. See the instructions below for how to locate and copy the shareable link from your Spotify for Podcasters account.
5. Entry Packet Requirements: Include the names of all team members on the cover page. Each team member must submit an individual statement of authenticity, and all documents (cover page with podcast link and all statements of authenticity) must be included in one entry packet per team.

Podcast Format – What to Include

1. Episode Title: Give your podcast episode a fun and clear title that tells listeners what it's about.
2. Introduction:
 - Start with a little music if possible.
 - Introduce your team members and give a quick preview of what the episode will cover.
 - Talk to your audience like you're having a conversation with them!
3. Feature Segment
 - This is the main part of your episode.
 - Cover 2–3 main points about your topic.
 - Make sure to use smooth transitions when switching speakers. Example of a Smooth Transition: "That was a great point about how 4-H Camp helps build confidence. Now, let's hear from Ashley, who's going to tell us about one of her favorite 4-H camp activities and why it made such a big impact."
4. Wrap-Up
 - Don't just say "bye" and stop recording!
 - Let your audience know the episode is ending.
 - You can tease the next episode, ask a fun question, or give a final thought.
 - End with music again if possible to give it a polished finish.

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How to Make and Share Your Podcast

How to Start Podcasting with Spotify for Podcasters (For Beginners Age 13+)

Step 1: Create a Spotify for Podcasters Account

1. Open a web browser and go to <https://podcasters.spotify.com>.
2. You'll see a button that says "Get Started" – click it!
3. Sign in or create a Spotify account:
 - If you already have a Spotify account (for listening to music), you can use that.
 - If not, click "Sign Up" and fill in your email, create a username and password, and enter your birthdate (you must be at least 13). Be sure to ask your parent or guardian for permission first
4. Terms and privacy policy: With your parent or guardian, read through the Terms of Service and Privacy Policy. If you both agree, go ahead and click "Agree" to continue.

Step 2: Create Your Podcast

1. Click "Create a new show".
2. Add podcast details:
 - *Go to settings to edit show name, description, and category.*
 - Show name: Pick something fun and unique!
 - Description: Write a short summary of what your podcast is about.
 - Category: Choose a topic like "Education" or "Marketing".
 - Language: Choose English.
 - Cover art: Upload a picture.
 - Make sure to save your work by clicking the button in the top-right corner.
 - Get started: Select "Publish an episode".
3. Make your episode:
 - You can upload a recording you already made, or record right in Spotify for Podcasters.
 - If you want to record and edit, you'll need to make a Riverside account with parent or guardian permission and supervision.
 - To record:
 - Click "Record," then "Audio only," then "Record" again.
 - When you're done, click "Stop."
 - Click "Edit recording." You can try out the tools or just click "Continue."
 - Click "Export to Spotify," then "Export audio to Spotify."
 - Add a title and description for your episode.
 - Click "Next."
 - Choose a date to publish or post it right away!
4. Once your podcast episode is complete and published, Spotify for Podcasters will generate a shareable link to your episode. You can find this by going to your episode dashboard, clicking on the episode title, and copying the public link provided.
5. Paste this link onto your cover page so judges can easily access your podcast. Then, complete your statement of authenticity and combine all parts—cover page, podcast link, and statement—into one PDF file. This file will be submitted by your county Extension office through the 4-H Online system.

Helpful Resources:

- How to Upload Your Podcast to Spotify: <https://www.youtube.com/watch?v=752kc9ZbAfE>
- Add Music and Intros Riverside Editor: <https://www.youtube.com/watch?v=YubX8zPP54U>
- Spotify for Creators YouTube Channel: <https://www.youtube.com/@SpotifyforCreators>
- Riverside YouTube Channel: <https://www.youtube.com/@Riversidefm>
- Want to hear what a podcast can sound like? Check out these examples

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- Cloverchat State Ambassador Leadership Team at the University of Minnesota
Extension: <https://tinyurl.com/MNcloverchat>
- Deep in the Heart of Texas 4-H Podcast: <https://tinyurl.com/TX4HPodcast>

Safety Guidelines for Young Podcasters

Here are some important tips to stay safe while podcasting:

- Don't share personal info: Never say your full name, address, school, or phone number in your podcast.
- Use a nickname or podcast name: It's safer and more fun!
- Ask before sharing others' voices: Always get permission from friends or family before including them.
- Be kind and respectful: Avoid saying anything mean or hurtful. Keep your podcast positive!
- Check with a trusted adult: Before publishing anything, ask a parent, guardian, or your 4-H agent to review it.
- Use music that's free and safe to use: Only add music you're allowed to use in your podcast. Spotify and Riverside have free music options, or you can find more on websites like Free Music Archive.

Digital Media Contest Resources

General Communications Resources

These resources are available for purchase on the National 4-H website.

- Communications Curriculum – Modules 1, 2, and 3
- The Writer in You Project Guide

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Sample Cover Page

Category (Infographic, Original Monologue, Podcast, Poetry, Press Release, Public Service Announcement, Songwriting, or What 4-H Means to Me Essay)

Age Division (Junior or Senior Level)

4-H Member's First and Last Name

County

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Kentucky 4-H Written Communication and Digital Media Contest *Statement of Authenticity*

This is to verify that the piece I entered in the Kentucky 4-H Written Communication and Digital Media Contest is my original work.

I further verify that the entry I submitted has never been published and has not been submitted to the 4-H contest before this year.

I give permission for my writing or digital media entry:

- to be submitted for judging.
- to be published online and on social media.
- to be displayed at the Kentucky State Fair.

4-H Member Signature

Date

Parent/Guardian Signature

Date

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