

March 2017

Dear 4-H Leaders,

Communication Skills, Public Awareness & Teamwork! This is what our annual **Window Exhibit, Poster and Photo Contest** are all about and now is the time to prepare. This project offers members an opportunity to work together to develop and set up a window exhibit telling about 4-H or sharing some information on what they have learned in their project. Individual club members may also make a poster using one of the enclosed themes or select a good photo entry using the enclosed guidelines. This program also offers an excellent opportunity to let the community know about the 4-H program. Clubs arrange to display exhibits or posters in local schools, libraries, stores, businesses or banks **April 16 – 29, 2017**. Exhibits, photos and posters made by youth 8 years of age and older will be judged and Danish ribbons awarded to each participant. All cloverbuds (5 to 7 years of age) will receive special cloverbud ribbons.

JUDGES NEEDED: As we did last year, we are looking for volunteer judges who can judge posters and/or window exhibits in their area. These people do not need to be active in 4-H, they can be former 4-H people, community leaders, parents, etc. For posters, they may find it easier to judge them prior to April 16th and then have the club put them on display. Please complete the enclosed judge's form and return with your entries. We will then get scorecards and ribbons to those people.

Enclosed you will find guidelines, score sheets and entry forms for these contests. **We are only sending this to club leaders so please be sure to share this information with your co-leaders and club members.** If you would like further assistance, contact the 4-H Office (413-448-8285). Please be sure to send in your entries **by April 13th**. We need time to notify our volunteer judges and plan the schedule of judging.

TWO-WEEK CONTEST - Many businesses, libraries, etc. request that exhibits and posters remain on display for at least two weeks. This worked well in past years and allowed judges extra time to get to all areas (especially in case of bad weather). If you can only leave your entries on display for one week, please attach a note to your entry.

PHOTOS - Photos may be sent or brought to 78 Center St., Ste 205 in Pittsfield or displayed with other club entries -**see photo information sheet enclosed**. Photos do not need to be about 4-H although we would like you to consider this as a subject. Photo entrants may also choose to enter their photo in the state photo contest in the summer. Youth may enter more than one photo.

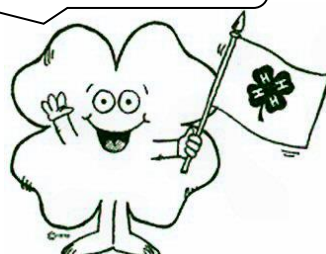
POSTERS - Please display all posters in one site to make them easier to judge and to be more visible to the public.

PLEASE NOTE: Because of the uncertainty and possible severity of weather during this time of the year, we ask that you try to place posters that are being judged on sites facing indoors to make it possible for our volunteer judges to take time to write helpful comments.

PUBLICITY: Be sure to notify the local media (newspapers, etc.) of your entry. They may want to visit while your group is working on your entries or setting them up, or they may take pictures once the display is in place. Please send copies of any publicity you receive to the 4-H Office for our records—Angelica Paredes, 78 Center St., Ste 205, Pittsfield, MA 01201. (Do not forget about the MA 4-H Foundation's funds for publicity!)

We hope you encourage your club members to participate in this program. You can help us spread the word about 4-H through your participation. Your exhibits, posters and photos can also be entered at 4-H and local fairs during the summer.

Sincerely,

Angelica Paredes
4-H Educator

*Berkshire County, let's show
them what 4-H'ers can do!*

4-H PHOTOGRAPHY CONTEST

1. Photos can say "THIS IS 4-H", or be an example of a 4-H member's photography (i.e. scenery, people, etc. - not relating to 4-H).
2. Entries should be a single photo 4 x 6 or 8 x 10 mounted.
3. Entries may be black and white or color, made from negatives or slides or digital.
4. When selecting photos, look for ones that:
 - Have a center of interest.
 - Are clear and not fuzzy.
 - Have little unnecessary background.
 - Are taken as close as possible so that details can be clearly seen. (Scenery may not be close, but details should be clearly seen.)
 - Are mounted so that the frame or mat compliments the photo and does not detract from photo.
5. Entries should be mounted **with a title and/or short identifying caption** attached. Exhibitor's name, address, and age should be attached in one of the lower corners.
6. Entries may be sent or brought to the 4-H Office -78 Center St., Ste 205, Pittsfield, MA 01201 **by** (unless they are on display with club entries).
7. 4-H'ers **may enter more than one entry** in this contest.
8. Blue ribbon entries may be sent on to the State Photo Contest in June. Categories include Black & White and Color Action, People, Animals, Landscape, Nature, Waterscape, Design, Architecture and Formal Portrait. There is also a Color Category for **Aln the News@** - news you have witnessed - fire, accident, public ceremony and a category for Digital Adjustments - other than slight cropping, red eye or enlargement (include a note with adjustment made)

4-H POSTER CONTEST

1. A poster should be the work of an individual club member.
2. Posters may be any size, **however 14" x 22" is recommended.** (Half of a traditional piece of poster board.)
3. Posters can be vertical or horizontal, but should not be three-dimensional.
4. Each poster should be easily read from a distance of 10 feet. We suggest using only one color for a word. Simple block letters are best because they are more easily read.
5. **Posters can be developed around any theme.** Some possible themes are listed below. You may use one of these themes as your title or create your own title under one of the themes.
 - ✓ 4-H CAMP
 - ✓ 4-H - MORE THAN YOU EVER IMAGINED!
 - ✓ JOIN 4-H
 - ✓ ENVIRONMENTAL, COMMUNITY OR HEALTH ISSUES
 - ✓ 4-H TEACHES YOU...
 - ✓ 4-H TEACHES LIFE SKILLS
 - ✓ BE A 4-H VOLUNTEER
 - ✓ 4-H BUILDS LEADERSHIP
 - ✓ 4-H IS ...
 - ✓ OPEN THEME (ANY SUBJECT) - can be general or educational in nature
6. Posters **should not** include copyrighted cartoon characters... (i.e. Snoopy, Garfield, Mickey Mouse, Spongebob, Simpsons, etc.).
7. **Name, address and age of the club member must be written on the bottom back of poster.** A small card attached to the **bottom front corner of the poster should include club member's name and age.**
8. Each poster must include a 4-H emblem, which is **clearly visible**. **Reminder - The 4-H Emblem is protected by law. It must be green and white or black and white. Nothing can be superimposed (placed in or over) the 4-H clover.** Note: Bottom of stem should bend toward the right!
9. Clubs are asked to display all of their posters at one location to save time for the judges traveling throughout the county. When displaying posters, **place them on an inside wall or facing indoors** to make judging and writing comments easier in winter conditions. You may want to consider having your posters judged before putting them on display.
10. Leaders should send in one entry form per club, which includes window exhibit, photo and poster entries. Be sure to include the hours that the location is open to help judges in planning their visits.

Fair Themed Poster...The Berkshire County 4-H Volunteer Association has decided to add a separate themed poster to the contest!

A "FAIR POSTER".

➔ All the rules from the poster contest apply, but the following information must be included (Along with the clover):

①Berkshire County Youth Fair

③Free Admission

②August 19, 2017

④9 am – 5 pm

⑤Berkshire County 4-H Fairgrounds, Utility Drive, Pittsfield (putting "off Holmes Rd" is usually a good idea)

WHAT MAKES A BLUE RIBBON POSTER?

Lettering is easily read.
Color combination is effective.
Has one main point or idea only.

Is neat and attractive.
Displays a 4-H emblem.
Contains an eye catcher.

4-H WINDOW EXHIBIT CONTEST

1. Get ideas from the whole club. Select one that is simple and will attract attention.
2. Select a central theme that tells a story. Be sure to keep it simple - tell only one story.
3. Choose a catchy title and plan set up of exhibit.
 - a. Involve all club members.
 - b. Size of exhibit should be approximately 12 to 15 sq. ft.
 - c. Plan a background to frame exhibit.
 - d. Select a title. **This should be the largest sign (or letters) in your exhibit.**
 - e. Plan a center of interest (something to catch your attention, but not necessarily located in the center of the exhibit).
 - f. Use various levels and different sizes and shapes of signs.
 - g. Signs should be easily read, short and to the point.
 - h. Have one dominant color, use others for accent. Avoid too much black and white.
Color Legibility (something to think about):
Most visible - black on yellow, white on blue, yellow on black, white on red, white on black, white on green, red on yellow, green on red, red on green.
Least visible - blue on red.
 - I. Arrange exhibit so eye travels from left to right and up and down.
 - j. Try not to mix life-size and miniature.
 - k. Be careful not to clutter exhibit.
 - l. Include a 4-H emblem. Reminder - **The 4-H emblem is protected by law. It must be green & white or black & white. Nothing can be superimposed (placed in or over) the 4-H clover.** Note: Stem should bend toward the right.
 - m. Include name of club, leaders and members on a small card in the display.
 - n. Include an envelope labeled Judge's Information. Inside the envelope, list:
Name of club and project areas.
Name of club leaders.
Name and age of club members.
Number of members who planned, built and set up exhibit.
4. Confirm location of exhibit and send in entry. (Stores, banks, libraries or schools are good places to display exhibit.)
5. BE SURE EXHIBIT IS IN PLACE.

4-H WINDOW EXHIBIT SCORE SHEET

Possible score

50 Educational value and originality.
Tells a story to the public.
Is presented in an interesting manner.
Has eye appeal.

25 General Effect:
 Arrangement
 Color Scheme
 Lighting
 Neatness and attractiveness
 Scale (relationship to size)

10 Workmanship
Quality of materials used and workmanship.

10 Signs:
 Title of exhibit (subject or theme) - largest.
 Name of club and town.
 Name of leaders and members.
 Envelope with judges' information.
 Others as needed.

5 Includes a 4-H clover.

100

ENTRY FORM - 4-H POSTER, PHOTO & WINDOW EXHIBITS

Please return to: 4-H Program, 78 Center St., Ste 205, Pittsfield, MA 01201 or email angelica@umext.umass.edu

By April 13th

NAME OF CLUB _____ CITY/TOWN _____

LEADER(S) _____

WINDOW EXHIBIT

TITLE OF EXHIBIT _____

LOCATION OF EXHIBIT _____
(Name of building) (Street) (City/Town)

HOURS OPEN _____

POSTER CONTEST ENTRIES

Please group posters in just one or two locations. This makes them more visible and easier to find for judging. Photos should be sent to local 4-H Office at 78 Center St., Ste 205, Pittsfield, MA 01201.

<u>NAME</u>	<u>AGE</u>	<u>LOCATION OF POSTER</u>	<u>HOURS OPEN</u>
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PHOTO CONTEST ENTRIES

Name	Age
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P.S. Be sure to notify local newspapers of displays, and where they are located so that you can get some media attention for your club and 4-H members. You can also submit that to the MA 4-H Foundation and get money for your club!!!!

JUDGES NEEDED

(Please return with your entries)

We need judges to assist with the judging of both posters and window exhibits. Please try to locate a volunteer willing to judge your club entries and/or others in your area. Please list the names below. We will contact them to arrange for scorecards and ribbons. Reminder - it may be easier to have a volunteer judge posters/photos before they are put out on display.

The following are interested in serving as volunteer judges for the Window Exhibit and Poster Contest:

Name _____ Tel. No. _____

Address _____ Zip Code _____

Email _____

Willing to judge:

Check all that apply:

☐ Our club posters

☐ Our Window Exhibit

☐ New to judging

☐ Other posters in the same area

☐ Other Window Exhibits in the area

☐ Judged Posters/Window Exhibits before

Name _____ Tel. No. _____

Address _____

Willing to judge:

Check all that apply:

☐ Our club posters

☐ Our Window Exhibit

☐ New to judging

☐ Other posters in the same area

☐ Other Window Exhibits in the area

☐ Judged Posters/Window Exhibits before.