

## Activity 4 - Judging the Ads

**Time:** 15 minutes

**Objective:** Students will present their ads to the cooperative judges.

**Step 1:** During your prep on the second day, create a judging ballot with all of the Cooperative team names, so that the judges have something to reference. As judges arrive, have them grab a ballot sheet. Also have pens/pencils available.

**Step 2:** Have each cooperative team introduce their radio ad, play the ad twice for the judges until all team are done.

**Step 3:** Have the judges leave the room to collaborate and come to a consensus on the top radio ad. When they return ask the judges to comment on what they liked about each ad and then have them reveal the winner.

**Optional:** If you have found sponsors for awards, have the sponsors create certificates or prizes for the winning team.

If you have time, also create certificates or awards for the other categories:

- Most Cooperative Cooperative Group
- Most Creative Ad
- Other