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Introduction

Congratulations!

As an Ambassador , you are a special person, with an important mission to fulfill...to tell the 4-H story.

4-H gives youth and adults opportunities to learn new skills, develop new interests, discover potential careers and make some special friends. Marketing research shows that satisfied customers, like you, are the best promoters of 4-H or any other product.

Through your Ambassador experience, your youth you will improve their communication skills, learn public relations techniques and gain many ideas on how to tell the 4-H story to others.

You'll want to share what you've gained with others so they can enjoy and benefit from 4-H, too. You'll have a lot to boast about. 4-H has a proud 100 year history of offering opportunities to youth and adults all over the world.

Good luck!



Kansas 4-H Ambassador Description

PURPOSE:

- To work together with a team of 3-8 Ambassadors and an adult advisor to develop a small scale public information program for the county/district 4-H program.

RESPONSIBILITIES:

- Promote 4-H to all audiences
- Tell the 4-H story through media and personal appearances
- Organize 4-H promotional events and activities
- Develop communication skills
- Promote County/District 4-H events
- Encourage financial support to 4-H
- Develop an understanding of Kansas and County/District 4-H Programs
- Support K-State Research and Extension
- Network with non-4H groups
- Attend training as scheduled

QUALIFICATIONS:

- High School Freshman to age 18
- Enthusiastic about 4-H
- Interest in promoting the 4-H program
- Ability to communicate with youth and adults
- Ability to accept and follow through with responsibilities
- Time and commitment
- Member of the County/District 4-H Program

CONTACT PERSON:

- County/District 4-H Ambassador Advisor
- County/District Extension Agent

RESOURCES AND TRAINING AVAILABLE:

- State 4-H Ambassador training held in the Spring
- 4-H Ambassador Handbook
- Local marketing and media professionals
- State 4-H Ambassador Action Team

TIME REQUIRED:

- 1 or 2 year term
- 4-8 hours per month

BENEFITS OF THE POSITION:

- Increased visibility and enhanced image for the 4-H Program

BENEFITS OF THE AMBASSADOR:

- Through this experience, Ambassadors will have the opportunity to learn, practice and prove communication, marketing, employability and job skills.



Ambassador Roles, Responsibilities

Ambassador roles vary from county/district to county/district. But, in general, 4-H Ambassadors are 4-H members who promote the county 4-H program to local residents. Audiences can include 4-H'ers, school groups, civic organizations, government officials, senior citizens, business people - any individual or group interested in learning more about 4-H!

The length of a term as an Ambassador is two years. The number of Ambassadors in a county range. Most counties have a formal application and interview process to select Ambassadors

Qualifications also vary from county/district to county/district. Some counties/districts have age or year-in-4-H restrictions. All county 4-H Ambassador programs require a sincere desire to promote 4-H, willingness to interact with the general public, interest in improving communication skills, willingness to speak in front of groups and a commitment of your time and energy.

Being an Ambassador has many benefits:

- Increase your knowledge of 4-H
- Improve your self-confidence
- Improve your communication skills
- Gain new leadership skills
- Become more aware of your own strengths and capabilities
- Enjoy getting others excited about 4-H

There are many 4-H messages that you will want to share with audiences:

- 4-H encourages youth to take pride in their accomplishments
- 4-H gets youth involved in service to their community
- 4-H gives you the satisfaction of working with others
- 4-H helps youth develop life skills through projects, activities and recordkeeping
- 4-H helps youth learn to be responsible
- 4-H is an organization "of" and "by" youth
- 4-H is for all youth
- 4-H prepares youth for work
- 4-H teaches youth how to communicate
- As youth work together through 4-H, they learn to listen well and speak confidently, as well as work cooperatively and develop leadership skills
- Because 4-H clubs are lead by youth, members learn about cooperation, compromise, leadership and teamwork
- Parents and their children learn together through 4-H, benefiting the entire family
- Planning, competing and exhibiting a 4-H project teaches work place skills, such as goal setting, responsibility, priority setting, timeliness and accountability

To be an Ambassador, of course, you'll want to become as skilled as you can in areas of public speaking, news writing, radio, photography and visuals. But you'll also need to know and understand the 4-H program so you can become an effective spokesperson.

County/District 4-H Information

You'll need to know the county/district 4-H program well. Your county/district Extension Office can provide the important statistics about your county/district program, such as number of clubs, total number of 4-H members, number of members by age, number of 4-H families, number of adult and youth leaders, projects with top enrollments and major 4-H activities.



Basic 4-H Facts

Motto

"To Make The Best Better"

Emblem

The 4-H emblem is a four-leaf clover with a letter "H" on each leaf, standing for head, heart, hands and health

Colors

The 4-H colors are green and white. Green symbolizes nature's most common color and represents life, springtime and youth. White symbolizes purity.

Pledge

Written in 1924 by Otis Hall, Kansas State 4-H Leader

I pledge:

My head to clearer thinking

My heart to greater loyalty,

My hands for larger service and

My health for better living, for

My club, my community, my county and my world

Creed

I believe in 4-H for the opportunity it will give me to become a useful citizen.

I believe in the training of my "head" for the power it will give me to think, to plan and to reason

I believe in the training of my "heart" for the nobleness it will give me to become kind, sympathetic and true.

I believe in the training of my "hands" for the dignity it will give me to become useful, helpful and skillful.

I believe in the training of my "health" for the strength it will give me to enjoy life, resist disease and make for efficiency

I believe in my country, my state and my community and in my responsibility for their development

In all these things I believe, and I am willing to dedicate my service to their fulfillment

Life Skills

Healthy Interpersonal Relationships
Getting along with others and interacting with people of all ages

Sound Decision Making
Making choices based on applying what is known in a productive way

A Positive Self Concept
Believing you are capable and can be successful

An Inquiring Mind
Asking questions and knowing how to obtain information

Concern for the Community
Becoming aware of and working towards improving one's community

4-H Year

October 1 to September 30

4-H Age (as of January 1)

Cloverbuds - 5 & 6 years

Members - 7 to 18 years

4-H is a community of young people across America who are learning leadership, citizenship and life skills





About Kansas 4-H

What is 4-H?

While 4-H had its beginnings in rural America, it now serves youth in urban and suburban as well as rural communities. Kansas 4-H is open to youth between the ages of 7 and 19. The new 4-H year starts in October, so many prefer to join 4-H at the start of the school year. 4-H enrollment, however, is open year round, so youth can join any time.

4-H is a nationwide program led by state land-grant universities in cooperation with local county/district Extension councils. In Kansas, 4-H is the largest youth educational program, aside from public schools.

Each of the four H's on the clover represent ways youth can grow and develop in 4-H.

The four H's represent:

Head-critical thinking, problem solving.
Heart-self-discipline, integrity, communication.
Hands-serving others.
Health-choosing healthy lifestyles.

4-H Clubs

In either type of 4-H club, youth have fun with a purpose. There are two kinds of 4-H clubs that youth may join.

Community clubs include youth who enroll in a variety of projects; project club members enroll in the same project. Community clubs typically have structured business meetings, and emphasize community service, recreational activities and improving communication skills. In a project club, similar meetings and community activities are conducted with focus on a specific project.

4-H and Families

In this busy world, schedules often send family members in a variety of directions. 4-H can bring families together. 4-H families learn together. They plan meetings, events, projects and activities together. Family members help out as club leaders, project leaders, meeting helpers, transportation aides and in a variety of other ways. Parental involvement can help ensure the best learning experience for your child.

What do family members say about 4-H?

"In my opinion, 4-H is the best youth organization-it's not gender or age specific. It's a family organization. Today, with so many forces working against the family, 4-H helps build and reinforce the family."

"I just can't say enough about 4-H and the affect it has had on my life. The experiences and values I gained were limitless. My children have participated in 4-H and it has been a positive influence in their lives, too. I have been able to be a project leader in their club, so it has been enjoyable for me to give back to an organization from which I received so much."

Who Can Join 4-H?

4-H membership is open to all youth without discrimination.

How Can I Volunteer with 4-H?

More than 16,000 volunteers work directly with 4-H youth throughout the year as club leaders and project specialists. Another 3,500 assist with events, club organization and 4-H promotion. Volunteering to help a group of kids through 4-H can be one of the most rewarding experiences. From being a judge at a local contest to starting and leading a 4-H Club, you and your local Extension Agent can come up with a way to volunteer that fits your interests!

What do 4-H members say about 4-H?

"When I think of 4-H, I think of the adult leaders who have given their time for our club. Their devoted example and involvement in our lives has taught me what it means to care, to be committed, to be community-minded and to be creative. 4-H affected my life because it taught me how to be part of other people's lives--it provided wonderful opportunities to meet and know people in my community, county and state."

4-H and the Community

As part of the 4-H experience, 4-H members are encouraged to learn about and contribute to the betterment of their communities. 4-H also utilizes a variety of community resources to enhance the educational experience of members. Those resources may include meeting places, guest speakers, volunteers and field trips.

Projects

In 4-H, youth "learn by doing." Much of that learning happens through project experiences. From beef to bicycles...electricity to entomology...forestry to food science...photography to plant science...rabbits to rockets...Kansas 4-H offers 29 project areas designed to develop the wide range of interests that appeal to today's young people. In addition to subject-matter skills, many young people develop interests that last a lifetime.

Life Skills

Club participation, projects and friendships with other members become memorable parts of the 4-H Program. Equally important are the skills that last a lifetime. Successful adults often credit their experiences in 4-H as turning points in their lives.

They credit planning, organization and public speaking skills as essential to their success. The Kansas 4-H Program has played a leadership role in identifying the five life skills most needed to help young people.

Skills learned in 4-H last a lifetime:

- A positive self-concept.
- An inquiring mind.
- A concern for the community.
- Healthy interpersonal relationships.
- Sound decision making.



4-H Talking Points

4-H is one of the largest youth development programs in America with more than 6.5 million young people, ages 5-19, and 540,000 youth and adult volunteers.

4-H has three primary program areas: science, engineering and technology; healthy living; and citizenship.

4-H is the only youth development program with direct access to technological advances from university research.

Youth learn leadership, citizenship and life skills through more than 1,000 projects with topics as varied as rocketry, GPS mapping, computer game design, public speaking, photography, nutrition and community service.

4-H's learning opportunities are intentionally designed around four essential elements necessary for positive youth development by providing youth with: supervised **independence**, a sense of **belonging** with a positive group, a spirit of **generosity** toward others and a wide variety of opportunities to **master** life challenges.

The fundamental 4-H ideal of practical, "learn by doing" experiences encourages youth to experiment, innovate and think independently.

4-H programs are offered through community clubs; school-based, after-school and camp settings; and U.S. military installations worldwide.

4-H is in every community across America. During 2005, 25 percent of 4-H members lived in urban communities, 32 percent in suburban communities and 43 percent in rural communities. 4-H is located in all 50 states, Washington, D.C. and U.S. territories and U.S. military installations worldwide.

Studies show that 4-H members do better in school, are more motivated to help others, feel safe to try new things, achieve a sense of self-esteem, and develop lasting friendships.

4-H is operated and supported by a shared leadership of public and private partners including National 4-H Headquarters, USDA within the Cooperative State Research, Education and Extension Service; 3,500 Cooperative Extension educators associated with 106 land-grant universities; National 4-H Council; 4-H associations and foundations; and trained youth and adult volunteers.

More than 60 million young people across America have been 4-H members since the 4-H Youth Development program began in 1902. Famous alumni include Al Gore, Faith Hill and David Letterman. Also, 14 governors, 33 university presidents and chancellors, 31 CEOs and four astronauts are 4-H alumni.

Kansas 4-H Cloverbuds' Tips for Parents and Children



The Kansas 4-H Office joins with county and district K-State Research and Extension offices in answering frequently-asked questions about the Kansas 4-H Cloverbud program.

1. Q: What is 4-H Cloverbuds?

A: 4-H Cloverbuds is an educational, youth development opportunity specifically for 5- and 6-year-old children.

The 4-H Cloverbuds program is an optional 4-H program. Local Extension units can choose whether to make it available.

2. Q: Who can be a 4-H Cloverbud?

A: To be eligible to participate, a child must have celebrated his or her 5th or 6th birthday before January 1 of the current year.

When a child reaches the age of eligibility for traditional 4-H programs (age 7 or older), the child and his or her parent(s) or guardian(s) can decide whether to transition their child into 4-H club membership.

3. Q: How can our family get involved?

A: Interested families are encouraged to contact the local Extension Office to inquire about educational opportunities with the 4-H Cloverbuds program.

4. Q: How can a 4-H Cloverbuds group be organized?

A: A minimum of five youth who have reached the qualifying age of eligibility are required to establish a 4-H Cloverbuds group. Cloverbuds groups can be organized and lead by a local 4-H club or facilitated as a county/district-wide option. Cloverbuds groups may also be organized within neighborhoods or school groups.

5. Q: Who leads 4-H Cloverbuds?

A: The 4-H Cloverbuds program requires two volunteer leaders for every 12 children participating in 4-H Cloverbuds activities. The volunteers may be adults or teens who enjoy working with 5- and 6- year old youth. Volunteers are required to have completed 4-H Volunteer Information Profile (VIP) and 4-H Cloverbuds training to serve.



6. Q: What happens during a 4-H Cloverbuds meeting?

A: Leaders are encouraged to review the *Cloverbuds' Guide* to choose a format that will work best for their group. A typical 4-H Cloverbuds meeting lasts one hour. The meeting is called to order, the 4-H pledge recited, and attendance is taken during the first 10 minutes. A lesson from the 4-H Cloverbuds curriculum typically takes about 30 - 40 minutes. Remaining time is spent enjoying friendship and fellowship.

7. Q: Where are 4-H Cloverbuds meetings held?

A: Ideal meeting places are centrally located, have good lighting, a comfortable temperature, adequate space and restrooms. If a 4-H Cloverbuds group is meeting simultaneously in the same facility as a 4-H Club, its meeting place should have a separate room with space for activities and enough space to arrange tables and chairs in a square or circle for all to see and hear each other.

8. Q: Who pays for 4-H Cloverbuds activities?

A: The 4-H Cloverbuds program does not require a membership fee. A local 4-H club or 4-H Council may sponsor a 4-H Cloverbuds group. A Cloverbuds Leader may ask 4-H Cloverbuds' parent(s) or guardian(s) to contribute to cover expenses for supplies or activities, such as a field trip.

9. Q: Does 4-H Cloverbuds count for achievement pin recognition?

A: No, Cloverbuds' recognition is based on participation.

10. Q: If a 4-H Club sponsors a 4-H Cloverbuds group, do Cloverbuds count towards the club seal?

A: 4-H Cloverbuds is a special enrollment category separate from the 4-H Club and does not count toward club seal requirements.

11. Q: How are Cloverbuds recognized?

A: 4-H Cloverbuds receive recognition for participation, rather than placements or other competitive awards. Cloverbuds who participate together receive the same recognition.

12. Q: What special activities will be available for Cloverbuds?

A: 4-H Cloverbuds are eligible to participate in community service projects and supervised field trips.

Examples may include recycling cans or newspapers, sponsoring a food drive, or planting flowers in a park or other public area, etc. For more information on 4-H Cloverbuds' programs and activities, contact the local Extension Office.

13. Q: May 4-H Cloverbuds go to camp?

A: 4-H Cloverbuds are encouraged to attend Day Camps designed to meet their developmental characteristics and needs.

A 4-H Cloverbuds day camp involves youth in a one-day, camp-like setting where educational, hands-on activities occur. 4-H Cloverbuds are not yet eligible to attend overnight 4-H camps.

14. Q: Can 4-H Cloverbuds select a 4-H project to complete?

A: No, 4-H Cloverbuds is activity-focused, meaning that 4-H Cloverbuds participate in supervised, noncompetitive, and age-appropriate events and activities, rather than projects.

15. Q: Why is the 4-H Cloverbuds Program activities-based rather than project-based?

A: Developmentally appropriate activities for 5- and 6-year-olds focus on processes that help a child begin building life skills, such as learning to learn and making friends. The curriculum for 4-H Cloverbuds is designed to help youth begin building a foundation of transferable skills that he or she will be able to apply to a variety of activities as they grow.

16. Q: Are project records kept?

A: Projects are not part of the 4-H Cloverbuds curriculum, keeping a record book is not necessary.



17. Q: Can 4-H Cloverbuds exhibit at the county fair and/or participate in shows and exhibitions?

A: 4-H Cloverbuds are encouraged to showcase a product, poster or notebook of 4-H Cloverbuds activities. Suggested locations include noncompetitive show-and-tell-type displays at county fairs, libraries, schools, 4-H Parents' Nights, 4-H Achievement Nights, churches, community festivals, parades, etc.

Pets used as part of a show-and-tell presentation cannot be included in overnight exhibits at the fair.

Establishing a separate 4-H Cloverbuds division to showcase entries at the county fair is recommended. To maintain the noncompetitive nature of the showcase, Cloverbuds who participate together receive the same recognition.

A show-and-tell-type experience between a 4-H Cloverbud and an adult or older teen is encouraged to provide positive feedback for their effort.

18 Q: Can 4-H Cloverbuds exhibit livestock?

A: No, Kansas 4-H Cloverbuds do not allow exhibiting livestock. The 4-H Cloverbuds program is tailored to youth, with concerns for a child's physical, mental and emotional development. The physical difference in stature between a child and livestock can endanger a child. A child's maturity level and lack of understanding of animal behaviors also can increase the risk to the child. And, while a child may seem capable of handling livestock on the family farm and/or in familiar settings, managing livestock in a public setting can add stress and increase the risks for the child, the livestock and others who may be in the area. Allowing a young child to exhibit livestock in a public arena also increases the liability for all concerned.

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Kansas State University Agricultural Experiment Station and Cooperative Extension Service

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Where are the newspaper offices in your county/district? Who is the editor? What's the deadline?

Where are the radio stations in your county? Who do you contact?

Schools in Your County/District

School Name	Principal	Phone
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How would you answer these questions...

Why do kids like 4-H?

Why would someone want to join 4-H?

What happens during a club meeting?

What is a project?

What is a county fair?

What is a judging contest?

What would you tell a 7 year old about 4-H?

What would you tell a 13 year old about 4-H?

What would you tell a parent of a prospective member about 4-H?



How-to Guide: Work with Media

Working with the media is a free and reliable method to promote 4-H in your community. This section will provide you with the tools and resources you need to get your 4-H story in local media – television, radio or print.

First, before contacting media, ask yourself: Is your story newsworthy? You can follow these rules as a quick guide:

YES:

- Major announcement/activity
- New facts
- Trendy issue
- Human interest
- Unusual twist
- Relation to current news
- Well-known storyline
- First, last, largest

NO:

- Meetings
- Awards
- Decision-making processes
- Ideas

If you know your story is newsworthy, you have a number of options available to contact the media: through a pitch (a phone call or letter/e-mail), a news release or a media alert.

News Pitch

A “pitch” is a quick way to inform a news reporter of a potential story. You may decide to call or email the reporter or do both. Below are quick outlines on what to say or write in your pitch.

Thirty-Second Pitch Call

- Introduce yourself
- Tell them you’re calling to suggest a story idea
- Ask if they have time to talk
- Cover who, what, where, when and why
- Ask how they would like you to follow up

Example:

Hi, my name is Joe Clover and I have a 4-H club project that is helping solve the obesity crisis facing youth today. Do you have a moment free or is there a better time I can call back?

The Healthy Lifestyles 4-H Club is hosting a fitness event on Saturday, April 1st to raise awareness about this issue and would

like to invite you to join us. It will be held at the Montgomery County 4-H office from 3:00 to 5:00 pm. Are you free? If not, I can provide you with more information.

[Make sure to provide the reporter with all of your contact information and establish a way to follow up if necessary.]

Pitch Letter/Email

- Short and to the point—one page maximum
- Describe relevance & timeliness to the reader
- Suggest a story lead
- Name contacts and resources available
- Simple sentences and active verbs
- Outline without telling entire story
- Provide full contact information

Example:

Subject: Young People Solve Youth Obesity

Hi Anna:

Did you know that more than 20% of young people today are considered to be overweight? Did you also know that 4-H, the largest youth development organization in America, is working to solve this issue?

The Healthy Lifestyles 4-H Club is hosting a fitness event on Saturday, April 1st to raise awareness about this issue and would like to invite you to join us. It will be held at the Montgomery County 4-H office from 3:00 to 5:00 pm.

If you cannot join us, but would like more information on this topic, please contact me at your convenience. My contact information is 301-444-HHHH or jclover@4husa.org.

Sincerely,

*Joe Clover
4-H member*

News Release

A news release is a more formal way to announce news and may be sent to multiple recipients.

A few quick rules to follow when creating a news release:

- Format it with double-spacing and wide margins
- Use a general font such as Times New Roman
- Add “For Immediate Release” or date and release time at the top
- Use a short headline that explains the content at a glance
- In the first paragraph:
 - Begin with dateline: CITY, State—then begin your first sentence.
 - Focus on the five W’s
- Type “-more-“ at the bottom if more than one page
- Add boilerplate* if available
- End with “# # #” or “-end-”
- Insert your contact information at the end

*A “boilerplate” is a standard statement about a company, group or program that is placed at the end of a news release. Its purpose is to give the reader basic information. Check with your county 4-H office to see if they have a standard boilerplate which you can use.

Example: 4-H is a community of more than 7 million young people across America who are learning leadership, citizenship and life skills. [Your state/county 4-H program] is part of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about the 4-H adventure at www.4husa.org.

On the next page is a template news release that provides you with more information on how to make it as effective as possible.

Put news release on
letterhead when possible
or include county or state
4-H logo – with approval,
of course!

For Immediate Release

Day, date of your release

Headline – Make it Catchy and Exciting!

CITY, State—The lead sentence starts here ...

Lead paragraph: Concise, but provide all essential information – Who, what, when, where, why. Keep to two or three sentences. Only the MOST important information should go here.

Body of text: Two or three more short paragraphs that give detail about the news you are announcing. You can include more facts about the issue, a quote if possible, etc.

Last paragraph: Provide a quick summary of the news – only two or three sentences.

Insert boilerplate last: *4-H is a community of more than 7 million young people across America who are learning leadership, citizenship and life skills. The [Any Town] 4-H Program is part of the 4-H Youth Development Program and its parent, the Cooperative Extension System of the United States Department of Agriculture. Learn more about the 4-H adventure at www.4husa.org.*

###

Contact: Joe Clover, 4-H member, 301-444-HHHH, jclover@4husa.org

Media Alert

A media alert is specifically designed to let media know about an event coming up. It should include information about the upcoming event and be kept to one page. Also, the media alert should:

- Be brief but compelling
- Arouse interest
- Not give away the story
- Also be send using letterhead or logo

The media alert can follow the quick outline below:

WHO: Names
WHAT: Event
WHERE: Location & directions
WHEN: Day, date & time
WHY: 2-3 sentences explaining its relevance

CONTACT: Name, telephone & email

Other Resources

The links below may also help you in your media outreach:

- <http://www.50states.com/news>
 - Links to over 3,300 newspapers in the United States
 - <http://www.ap.org/>
 - Web site for The Associated Press, with contact information for local AP bureaus
-



4-H Media Relations

Interview Tips

If you've sent out a news release or pitched a story idea to the media, be prepared when the reporter calls for an interview. If it's not a good time for you to talk, don't be afraid to ask the reporter to schedule another time to speak with you. Find out the reporter's deadline and be considerate of that. Then, you have a golden opportunity to ask the reporter what they want to know, so you can prepare yourself for this particular interview. Also, see if any 4-H members are available for interview and have them join you or provide the reporter with their contact information.

Here are some handy tips to make sure you have a successful interview.

Before the Interview:

- ✿ Create a reference folder for your own use. Include items such as:
 - Talking points you want to make in the interview. (The 4-H Brand Network site includes a set of talking points to get you started.)
 - Local impact data and national statistics.
 - Examples of success stories. Reporters love examples because they personalize a story.
 - Photos. (Remember photo releases!)
 - Your contact information including your Web site address.
 - Anything else that you believe will help the reporter.
- ✿ Create a media relations kit that you can give to the reporter so they can take the pertinent information with them. Include items such as:
 - A news release
 - Copies of the success stories you shared
 - A CD of high-resolution digital photos and the 4-H Emblem.

During the Interview:

- ✿ Be positive and enthusiastic about 4-H.
- ✿ Be honest, straightforward and clear. Do not exaggerate.
- ✿ Keep explanations simple. Avoid acronyms and jargon. Your audience probably won't understand it.
- ✿ Try not to say "no comment." People may think you have something to hide.
- ✿ Remember: What you say to a reporter is on the record.
- ✿ For in-person interviews, wear something with 4-H on it like a scarf, tie, pin or t-shirt.

For Radio and Television Interviews:

- ✿ Keep your answers short and to the point. Sound bites typically are 10 to 15 seconds.
- ✿ Avoid "yes" and "no" answers. Dead air is uncomfortable for you, the reporter and your audience.
- ✿ Keep your voice conversational. Clarity and sincerity, not volume, convey honesty.
- ✿ Pause before you begin to answer a difficult question to avoid "ers" and "ums."
- ✿ Expect interruptions if you fail to answer the question or if time is up. If you make the two or three points you want to make at the start of the interview, interruptions for time will not matter.
- ✿ If you do not think you made your point clearly, ask the reporter to record you again. This isn't possible for "live" segments, so do the best you can the first time.
- ✿ Think pictures and/or sound, so you can make suggestions about what might illustrate the story.

✿ If you are on TV:

- Wear clothes that make you feel good. Avoid extreme styles, bold patterns, or ruffles. Do not wear black or white because light absorption and reflection distort skin color. The 4-H tie (for men) and the 4-H silk scarf or the ladies twill work shirt (for women) are both great items to wear during an interview – available through the 4-H Mall (www.4-HMall.org). Also, if wearing a collar shirt, add a 4-H pin on the collar, too!
- Look at the reporter. Avoid looking up in the air or shifting your gaze when you are speaking. Remember, the camera may be on you even when you are not speaking, so be sure to look interested at all times.
- Sit in a relaxed position, leaning slightly toward the reporter to convey ease and interest.
- Take your cues from the reporter. Try to forget the cameras, so you won't look or feel self-conscious.

✿ If you are on the radio:

- Think of the two or three points you want to make and take brief notes with you.
 - Talk in listener's terms. Ask yourself, "What do listeners want to know?"
 - Restate your points during live call-in programs. Listeners often are doing something else while they are tuned into the program.
 - If you are being taped over the phone, be sure to ask the reporter to let you know when taping begins.
-



Ambassador Tools: News Writing

Though reporting and writing news are skills that take years to perfect, this section should help you - with practice - to write acceptable 4-H news stories.

WHAT IS NEWS

- Timely or current information
- Close to home
- Important to the reader
- Unusual
- Of human interest



WHAT FACTS SHOULD YOU REPORT

Most news stories can be summed up by what is known in journalism as the “five W’s and an H”

- Who.....Who said it? Who is the subject of the story?
- What.....What happened?
- When....When did it or will it happen?
- Where...Where did it happen?
- Why.....Why did it happen? Why is it important?
- How.....How did it happen?

HOW TO WRITE NEWS AND FEATURE STORIES

News stories have a definite structure - they get to the point fast. The most important facts of the story should be presented in the first sentence or two (the “lead”), with details following in order of importance. This way of organizing facts is called the “inverted pyramid.” It is important because readers who don’t have the time or desire to read the whole story can get the most important information by glancing at the beginning. Also, when a newspaper doesn’t have enough room to print the whole story, it can easily shorten it by chopping off the end—without losing the most important facts.

Feature stories seldom follow this inverted-pyramid format of the straight news story. Feature story format is more flexible. Study some feature stories to research the styles used by professional writers.

Whether you’re writing a news story or a feature, the rules of good writing apply:

- Stick with the facts - avoid opinions
- Use short sentences
- Use short paragraphs
- Use active verbs
- Use short, simple words
- Be accurate - double check your facts - check spellings and grammar - verify quotes

PUBLISHING YOUR 4-H STORY

When you’re ready to submit your story for publication, type it in the standard format preferred by newspaper editors. At the top of the page, type your name, title (Ambassador) and telephone number, so the editor knows where the story came from and how to get more

information if necessary. Leave the top third of the page blank so the editor can mark the copy for a headline, size of type, etc. Double or triple space your stories. If you will be submitting several stories to the same newspaper, ask the editor how he or she prefers to have the stories prepared. If you prepare your articles on a computer, you may be able to submit them as e-mail attachments.

KNOW YOUR LOCAL NEWSPAPER

It's also a good idea to study the newspapers in your local area. Read them regularly to get a feel for the types of articles they print and the styles they prefer. You'll also want to get to know the staff and the newspaper's deadline

LEARN HOW TO INTERVIEW

To write news and feature articles, you will need to learn interviewing skills. For example, to write an article about a 4-H volunteer with an interesting hobby or a 4-h member with a unique project, you'll need to talk to them for background information and quotes. Here are some hints to improve your interviewing techniques:

- Come prepared - find out as much as you can about your subject ahead of time
- Prepare questions in advance
- Ask for a limited amount of time
- Be relaxed - Be respectful - Be yourself
- Listen actively
- Ask questions - don't make statements and expect reactions
- Open the interview with some small talk and less important or easy questions - save the tough questions, if any, for later
- Always be ready to digress from your prepared questions
- The best questions are usually spontaneous, in response to what you're hearing
- Be absolutely open about your ignorance - ask for clarification - don't pretend to understand
- Note a thorough description of your subject and surroundings
- Close by asking, "Is there anything else I should have asked?"
- Ask permission to call back for more information
- Don't try to write down too much during the interview. Instead, take key word and phrase notes. Then go over your notes immediately after the interview as soon thereafter as possible
- Hang onto your notes
- Even if you use a tape recorder, take notes
- Always thank interviewees for their time

WRAPPING IT UP

- After an article appears in the newspaper, that the editor and anyone responsible for placing your 4-H story. A follow-up thank you note works well. Periodically thank them in person
- Evaluate your news stories and features. Ask a newspaper professional and your adult advisor to critique your work. Make necessary changes before you prepare your next article
- Record your articles in your record book



Ambassador Tools: Radio

Radio can be a dynamic tool for telling your 4-H story and recruiting new members and volunteers. Basically, there are three ways to promote 4-H on radio: local radio news, radio talk shows and public service announcements (PSA). Start by studying the various formats used on stations in your area. Are there programs where you can possibly talk about 4-H? Do the stations accept PSA's? When do the PSA's run? Then set an appointment to meet with the station manager, news director or program director to discuss how you can meet the station's needs for local information.

PREPARING FOR A RADIO PROGRAM

- Find out what kinds of questions you'll be asked
- Find out how long you'll be on the air
- Make notes of things you don't want to forget
- Try to make your answers interesting - avoid one word answers

USING A MICROPHONE

- Stand or sit in a comfortable position
- Have the microphone 6 to 12 inches from your mouth - if you talk very loudly, you may need to have the microphone farther from you
- Always stay the same distance from the microphone when talking
- Always face the microphone - be sure to turn away from microphone when coughing or clearing your throat
- Don't blow into the microphone to see if it works
- Keep your hands off your chin and away from your mouth
- Keep your notes from rubbing against the microphone
- Don't twist the microphone cord
- Don't chew gum or candy
- Watch for the director's signal to start, stop, etc.
- Remain quiet a few seconds before and after the program
- Be relaxed and confident



WRITING A PUBLIC SERVICE ANNOUNCEMENT (PSA)

- Choose a topic or theme
- Determine the length - 10, 30 and 60 seconds are most common - plan on 2 words per second
- Read your PSA aloud several times - measure the length - simplify difficult words or phrases
- Don't clutter your PSA with too many ideas or details
- Round off numbers when possible

WRAPPING IT UP

- After your PSA plays on the radio or after you appear on a talk radio show, thank the station. A follow up thank you note works well. Periodically thank them in person
- Evaluate your PSA's and radio appearances. Ask a radio professional and your adult advisor to critique your work. Make necessary changes before you publicize 4-H on the radio again
- Record your radio work in your record book



4-H Media Relations

How to Format, Write and Place Radio PSAs

The 4-H Brand Network site provides sample radio public service announcements (PSAs) in a selection of lengths. They are supplied in Word documents, so you can pick the PSA you want to send to your local radio stations and customize it with your telephone number or other pertinent information before you send it. Remember to make a copy of your Radio PSAs document before you make any changes to the text so you'll have the other choices for the next time.

Formatting Your PSA

The Radio PSAs document is set up so that all you have to do is add the appropriate information. FOR RELEASE is the date the radio station can start running the PSA.

- KILL DATE is the date you want the radio station to stop using the PSA.
- CONTACT is the name and telephone number of the person who can confirm the PSA is valid and answer any questions the radio station might have.
- LIVE ANNOUNCER RADIO requests that a live announcer/disc jockey actually reads the PSA live on the air. Live reading usually takes a little longer so that means more time on the air for 4-H. It also could lead to some ad-libbing about 4-H by the announcer/disc jockey, which is even better!

The radio PSAs are divided into sections of 10, 15, 20, 30 and 45 seconds. Keep the time subtitle at the top of the PSA you choose so the announcer knows how long it is.

Getting Your PSA on the Air

Be sure to contact local radio stations well in advance of your event to arrange the recording and placement of your public service announcements if necessary.

Take the time to find out exactly who should receive the PSA—usually the public service director—and how they prefer to receive it—mail, fax, or e-mail. A letter telling how the PSA will help 4-H might increase your chances of getting it on the air. You might also want to place a follow up telephone call. Better yet, take the PSA to the radio station yourself and talk to the person responsible for PSAs.

Writing Your Own PSAs

Want to write your own PSA? Start by contacting the public service directors at your local radio stations. Find out their requirements for PSAs such as what length and format they prefer.

Some basic guidelines:

- Include all the information explained in Formatting Your PSA. PSAs are usually double-spaced, in all capital letters, 12-point type.
- The most likely time lengths and the corresponding number of words are:
 - 10 seconds—25 words
 - 30 seconds—75 words
 - 60 seconds—150 words
- Use short upbeat sentences and a conversational tone.
- Tell how your information can help the listener.
- Tell the listener what you want them to do. For example: "VISIT WWW-DOT-FOUR-H-U-S-A-DOT-ORG" or "COME TO OUR OPEN HOUSE".
- Make sure you include the information they need to do what you want them to. For example, a time and complete address for an event.
- Tell the listener who they can contact for more information. Include your telephone number and/or Web site. Spell them out. For example, 301-555-1234 is THREE-ZERO-ONE-FIVE-FIVE-FIVE-ONE-TWO-THREE-FOUR or www.4husa.org is W-W-W--DOT--FOUR--H--U-S-A--DOT--ORG.

Read your PSA out loud and time it to make sure it is the length you say it is.



Speaking Skills and Techniques

Effective Eye Contact

One of the most important tools for impact is eye contact. It isn't just a matter of looking at the audience. It's a matter of looking at them at the right moments. Usually, the beginning and the end of a sentence are the key points for looking at a listener. Naturally, in order to do this and not be totally dependent on your page of notes, you've got to be familiar enough with your notes.

If you are using notes, learn to pause at the end of a thought, look down and get your next idea in silence, look up and begin speaking again. Some suggestions to help you achieve effective eye contact are:

- Separate your pages - remove clips and staples
- Use large type
- Double space
- Triple space between paragraphs
- Leave a very wide left hand margin
- Slide pages from right to left
- Number pages in the upper right hand corner so that the number will be the first thing your eyes will see as the next page is exposed
- Leave a two inch margin at the bottom of each page, this way your head won't have to tilt down so far to see the bottom lines
- Don't carry a sentence over to a new page
- Use the wide left hand margin to give yourself guides. A sketch that looks like a smile might help remind you to smile. If a speaker before you made a point of reinforces one of yours, make a note to him or her in the margin by that point
- Go over your material and practice saying your speech out loud.





Ambassador Tools: Public Speaking

The tool that you will use the most often as a 4-H Ambassador is public speaking. You don't have to be extroverted or witty to give an effective speech, but you do need to be interested in your subject and willing to prepare thoroughly.

Many organizations in your area need speakers for their programs. They want to hear about 4-H. Local service and business clubs, such as Lions, Rotary and Kiwanis have weekly luncheon or dinner meetings with informative or educational programs, which means program chairs have to recruit 50 speakers a year.

To find out about these groups, watch your local newspaper for reports on club meetings and ask your chamber of commerce for a list of local organizations. Your adult advisor can help you schedule speaking engagements and find speaking resources.

The following tips should also help make your public presentation successful:

PLANNING

Know your audience

- Age
- Background
- Interest
- Understanding of 4-H

Plan the logistics of your talk

- Have a clear goal
- Find out how long your talk should be
- Check out the facility where you will give your talk
- If your presentation involves statistics and analytical data put them in a handout that the audience can refer to.

Select a topic

- Start early
- Ask others for ideas
- Gather more information than you'll need (to inspire confidence)
- Make a list of topics
- Choose an appropriate topic

WRITING YOUR SPEECH

Introduction

- Start your presentation with a bang to get attention and spark interest
- Don't start your speech with humor unless you are absolutely brilliant at it - if you tell a bad joke, you're going to lose any credibility you have

Body

- Should bring out main points
- Main points should be clear, easy to follow and well developed

Conclusion

- Should tie speech together
- Should give audience a lasting impression

Organizing and practicing your speech

- Put main ideas on 3x5 cards; use one card for each bit of information; write on one side only
- Time your speech
- Tape record or video your speech, review it and make any changes as necessary
- Practice alone and then in front of others; correct your grammar; explain unfamiliar terms
- Prepare visuals that are clear, easy to read and meaningful

Giving your speech

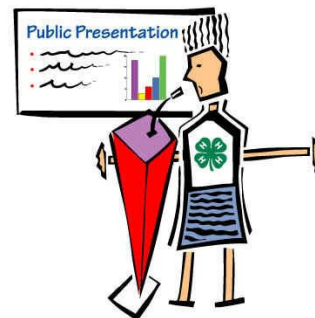
- Take the podium confidently and with a smile
- Relax; remember your audience is interested in you and what you have to say about 4-H
- Look at your audience in the eye; focus on 3 to 4 people who seem to be having a good time
- Don't read your speech - write down key points or statements
- Stand straight with feet flat on the floor
- Speak slowly and clearly in your normal speaking voice
- Raise and lower your voice for emphasis on important points
- Use gestures naturally
- Be enthusiastic, convincing and sincere

Answering questions

- Know your topic; anticipate likely questions the audience may ask
- Let the audience know ahead of time that there will be an opportunity to ask questions
- Look at the person who is asking the questions. Make sure you understand the question when asked; ask for clarification if necessary
- Once the question is clear, repeat it so all can hear the question
- When answering the question, talk to the entire audience
- Answer the question as best as you can, but do not make your answer too long
- After giving your answer, seek feedback from the questioner; Is that clear? Does that answer it?
- Prepare some people in the audience to ask questions, in case no one asks a question
- If you don't know an answer, say so

Wrapping it up

- Thank audience members for their attention
- Send a follow-up thank you note to the host for your speaking opportunity
- Evaluate your presentation.
- Record your presentation in your record book





Ambassador Tools: Visuals

Visuals include posters, displays and exhibits. A visual puts you in contact with those who want to know more about 4-H. To be most effective, an exhibit or display should be staffed so you can interact with the audience. Whenever possible, add live animals, real objects or hands on activities to attract attention.

ELEMENTS OF SUCCESSFUL VISUAL DESIGNS:

- A big idea that compels attention
- Well-related shapes, colors or lettering
- A creative method or technique
- Know your audience
- Know the purpose of your visual

START WITH AN IDEA:

- Too many ideas create confusion - one main focus is best
- Avoid conflicting ideas
- Use large, bold areas of flat tones with interesting shapes
- Legibility is important
- The title should be brief and bold - what key word or two will get the attention of audience
- Have your story read from left to right
- Check on the dimensions available for your visual
- Include the 4-H Clover
- Use and active verb in the theme
- Don't include too much information
- Arrange information for best viewing - the best height is a line five feet above ground - keep your key elements within two feet above and two feet below that line

MAKE ROUGH SKETCHES:

- Determine amount and size of lettering
- Use the same style of lettering throughout your visual
- Print words horizontally - vertical is harder to read
- Determine placement of shapes
- Use paper or a computer to design your display, exhibit or poster
- Make as many drawings as you have ideas - *your first idea may not be your best*
- Experiment with arrangements - a combination of ideas may work best
- Practice spacing before making your final copy

CREATE THE FINAL VISUAL:

- Take your time
- Have all supplies on hand

WRAPPING IT UP:

- After you show your visual to the public, thank the host for the opportunity to share your 4-H story - send a follow up thank you note
- Evaluate your visual—make changes before you display it again or create a new visual
- Record your visual in your record book



Creating Posters And Displays

- Identify your target audience
- Choose one key message or central theme
- Computer generate the lettering. This will make it look professional and you can spell check
- Use only 1 or 2 font sizes for lettering
- Incorporate 4-H logo and/or motto for consistency
- Keep it simple. Don't overdo words or graphics
- White space is good - it helps draw attention
- Select action photos for your posters and displays. "success" photos from past activities easily serve as promotional tools. Pictures are worth a thousand words!
- Color: the easiest way to make your poster or display attractive is to use 1 or 2 dominant colors. Photos or clipart add a touch of color, personality and dynamics!
- Laminate lettering and enlarged photos for display - laminating helps with durability and attractiveness
- Place posters in locations where the target audience will see it often. Position yourself with your display to greet and visit with the public. Be outgoing! Friendliness is always good public relations.





Ambassador Tools: PowerPoint Presentations

A PowerPoint presentation is very versatile and an effective way to captivate and impress your audience. It can be used to present almost any message to almost any audience as often as you like. Following are some things to keep in mind to help create an effective 4-H PowerPoint Presentation.

PLANNING A POWERPOINT PRESENTATION:

- Determine purpose and topic of presentation
- Know your audience
- Outline your message; use the “storyboard” technique
- Your presentation should have an introduction, body and close
- Keep it lively - change slides often
- Keep it short - no more than 10 minutes
- Update your presentation periodically



PRODUCING SLIDES:

- Select an exciting design for your slides, including your title slide
- Slide design should remain consistent throughout your presentation
- Title slide should grab attention and give insight to the rest of your presentation
- Title slide should include your name and the name of your county/district 4-H program
- If you use photos, close ups, people, place and things are best
- Add appropriate clip art, word art, charts and other objects as needed
- You can add pizzazz to your presentation with some animation and sound - but don't overdo it!
- Pick a font that is readable - use no more than two different font styles
- Never use a bright color as a background color - save it for an accent color
- Keep wording simple

PRESENTING A POWERPOINT PRESENTATION:

- Check out the room before your presentation - Can you darken the room? Where are the electrical outlets? Where will you place the projector and laptop? Is there a screen?
- If you can't view room in advance - get there an hour before your presentation so you have time to set up
- Bring a spare projector bulb, extension cord and a 3 prong electrical adapter...just in case
- If no screen is available - bring your own or a white or light colored wall will work
- Try to practice in the room before your presentation - make sure all slides are in order
- First impressions are important...dress appropriately for the occasion
- Relax and present your PowerPoint with enthusiasm, make eye contact and most important...be yourself!

WRAPPING IT UP:

- Thank the audience for their attention
- Thank your host for the opportunity to share
- Send a follow up thank you note
- Evaluate your PowerPoint - make changes if necessary before you give your next presentation
- Record you presentation in your record book



Ambassador Tools: Photojournalism

You've hear that a picture is worth a thousand words. A good picture can be a great way to promote your 4-H program. With a strong photo, you can show 4-H in action on brochures, posters, newsletters and websites.

GETTING STARTED:

- Study newspaper photos - Which ones attract your attention? Why?
- Include people in your news photos. Pets are popular too
- Include action - have people do something
- Take lots of photos...practice, practice, practice



SHOOTING BASICS:

- Keep circling your subject to find the best shooting angle to avoid distracting backgrounds
- Tall subjects look best when photographed vertically
- If photographing small subjects, like babies and pets, get down on their eye level
- Get close - Go for peoples eye's - Try to capture their expression
- Smile and relax - it will relax your photo subject and make better pictures - treat everyone like royalty
- Focus careful - Hold camera steady
- Give your picture a bold and dramatic arrangement
- Avoid putting your subject directly in the center of the picture; unless you're shooting a formal arrangement
- When a person is moving in your photo, the image will have more impact when the subject is off-center—leave the open space in the direction in which they are heading.
- If your subject is looking off to the side, leave space in the direction they're looking
- Bring a feeling of closeness and focus attention on the subject
- When subject is far away, the foreground is the emphasis and can be distracting to the viewer
- As you look through the viewfinder and move toward your subject to fill in the frame, notice how you eliminate things that don't add to the picture

BACKGROUNDS:

- Whether your outside or inside, a plain background will place the focus on the subject instead of on other things
- Indoors: avoid including distracting furniture, toys, patterned wallpaper and bright lights
- Outdoors: be care of tree limbs, utility poles, wires, signs and other people that can take attention away from your center of interest

WRITING THE OUTLINE:

- You may submit your 4-H news photographs by themselves or with a story, but all pictures should have an explanatory "outline" the written explanation that goes with the picture
- Outlines can vary in length and purpose
- Outlines for pictures of award ceremonies should name everyone in the picture from left to right and explain the awards being presented
- Candid action photos should also be explained

RULES FOR OUTLINES:

- Write short, clear and complete sentences
- Making sure names are spelled correctly and they match with the people in the picture
- Identify people by the position they occupy in the picture - example..."John Doe (left)"

WRAPPING IT UP:

- After a 4-H photo appears in the newspaper, thank the editor and anyone responsible for placing it
- Evaluate your news and feature photos - ask a photographer and your adult advisor to critique your work - make necessary changes before you take your next photo
- Record your photos in your record book



Using the 4-H Name and Emblem

The 4-H Youth Development Program is the youth outreach from the Land Grant Universities, Cooperative Extension Services, and the United States Department of Agriculture. The 4-H Name & Emblem is intended to represent the ideals of the program with its focus on Head, Heart, Hands, and Health. Today, it is one of the best-known and most valued images emblematic of a century of 4-H achievement. The 4-H Name & Emblem is very important to us as an organization because it represents who we are.

What is the 4-H Name & Emblem?



The official 4-H Emblem is a clover with four leaves and an "H" on each leaf. The clover's stem must point to the right as you look at the image. The 4-H Emblem is *not* a plain four-leaf clover. The 4-H Emblem should appear in specific colors and in its entirety. The 4-H Name & Emblem belongs to the 4-H Youth Development Program, under the authority of USDA and anyone wishing to use it must obtain permission to use it ahead of time.



How Do I Get Permission to Use the 4-H Name and Emblem?

It depends on who you are and for what reason you wish to use the 4-H Name & Emblem: 4-H Club or Program member or volunteer leader? Commercial vendor? Event, activity or program affiliated with 4-H? Private, non-profit organization?

If you are a 4-H member or volunteer, you are permitted to use the 4-H Name & Emblem once your program is chartered with the official 4-H Charter from National 4-H Headquarters at the Cooperative State Research, Education and Extension Service (CSREES), within the United States Department of Agriculture (USDA). If you are a commercial vendor, private organization or any other entity, you need to contact either the local Cooperative Extension Service office or the State 4-H Office to determine what steps you need to take for your use of the 4-H Name & Emblem. Anyone wishing to use the 4-H Name & Emblem in a way that does not specify a local or state program, should seek authorization to use the 4-H Name & Emblem from National 4-H Headquarters at USDA.

In all private and commercial use of the 4-H Emblem, the statement "18 USC 707" must legibly appear either to the right of the base of the stem or below the lower right leaf of the clover. In use internal to the Cooperative Extension System (all 4-H Youth Development programs and clubs duly given authorization to use the 4-H Name & Emblem) use of the statement is at the discretion of the State 4-H Program Leader, or for those uses that are multi-state, regional, or national in scope, at the discretion of National 4-H Headquarters.

Whoever uses such emblem or any sign, insignia, or symbol in colorable imitation thereof, or the words "4-H Club" or "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof, without being duly authorized, shall be fined not more than \$5,000 for individuals and \$10,000 for groups, or imprisoned not more than six months, or both.

Did You Know? The 4-H Name & Emblem is a highly valued mark within our country's history. As such, it was granted a very unique and special status; it is in a category similar to the Presidential Seal and the Olympic Emblem. This federal protection makes it a mark into and of itself with protection that supercedes the limited authorities of both a trademark and a copyright. As a result, responsibility and stewardship for the 4-H Name & Emblem were not given to the U.S. Patent Office but were given to a higher level of the federal government, a member of the Cabinet, the Secretary of Agriculture. The Secretary has responsibility for the 4-H Name and Emblem, at the direct request of Congress. The "18 USC 707" is the statement in the United States Code that outlines the protection of the 4-H Name & Emblem.





Using the 4-H Name & Emblem: Graphics Basics

The Official 4-H Emblem

The Official 4-H Emblem is a 4-leaf clover with an H in each leaf, the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem should take care to ensure that when they use the Emblem, they have done the following:

1. They have obtained the Official 4-H Emblem and are using it in its entirety.
2. They do not “flip” the image to create a framed look. The stem on the 4-H Emblem **must** point to the right as you look at the image. Under no circumstances should the stem be changed to point to the left.
3. They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.
4. The 4-H Emblem is never used to imply endorsement of any product or material.
5. They follow the graphic use guidelines outlined in this document, or for additional information, contact National 4-H Headquarters.

Use the Whole Emblem

The 4-H Emblem should always appear in its entirety - meaning it should always appear as a whole and complete image - the image recognized by millions of people. This means:

Don't remove any leaves. If you are using a clover image that has an “H” on each leaf, the leaves cannot be removed or have another image superimposed over the top of one of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you shouldn't “cut off” a leaf by running it off the edge of the paper in print media or other designs.

Don't place text or other images over or on top of the 4-H Emblem. The 4-H Emblem should not appear screened under words or graphics. No photo, drawing, symbol, word or other figure or object may be placed on or obscure the 4-H Emblem. This includes on web pages, where it should not appear as a “watermark” behind other information.

Keep it Upright

In general, the 4-H Emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. If you are considering an exception, please contact the National 4-H Headquarters.

Color

The 4-H Emblem should never be screened, shaded, gradated, or appear in a multi-colored hue. The official and preferred color of the 4-H Emblem is 100 percent PMS 347 green, (The H's reversed out to the color of the paper on which the emblem is printed). The clover can also be white, black, or metallic gold. The H's on the clover can be white, metallic gold (only on a green clover), green (only on a white clover), or black. The clover can be outlined in green (for white clover) or white (for green clover) to add prominence to the image and make the emblem stand out from the background.

One-color printing requires either PMS 347 green or black. For commercial applications, the “18 USC 707” notice should be the same color as the clover leaves. Black is the only acceptable alternative to green for one-color printing and should be used only when cost prohibits green ink or color photocopies.

Two-color printing—Only PMS 347 green may be used for the leaves and “18 USC 707” notice—the H's will be reversed out of the PMS 347 to be white or the color of the paper on which the emblem is printed. The H's may also be printed in metallic gold (PMS 873) on a green background.

Four-color process (full color printing)—In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H's PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%. There is no CMYK equivalent to PMS 873.



Appropriate Use



Inappropriate Use



Appropriate Use



Inappropriate Use



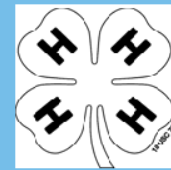
Preferred



Preferred



Accepted



Accepted

Video and Computer Screen Colors (Electronic Media) The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.

For exceptions to the guidance provided regarding color, especially in non-print or corollary materials, please contact National 4-H Headquarters.

Distortion and Proportion

The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider or angled. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact. All standard word processing software applications allow you to scale an image while maintaining its original proportions. Before rescaling the 4-H Emblem, please consult your software manual for proper instructions. Do not make the 4-H Emblem so small that the H's are no longer clearly legible.

Using the 4-H Name

The official 4-H Name includes 4-H, 4-H Youth Development, or 4-H Youth Development Program. When using the term "4-H" it must conform as follows:

- Numeral "4" separated from a capital "H" with a hyphen (not a dash, slash or space).
- It is well documented in English usage, as well as in the most familiar style manuals, that you should never begin a sentence with a numeral. To comply with this rule, you would need to begin a sentence using "Four-H." This language rule, however, is contrary to the regulations set down for use of the 4-H Name & Emblem; if such a situation arises in writings, it is far better to re-word the sentence slightly to avoid the language rule. An exception to this would be in writing news headlines where the 4-H name would be better served by using the familiar numeral-hyphen-letter combination to provide instant recognition.
- Do not use the 4-H Emblem in place of the word "4-H" in a title or text.
- Avoid separation of any of the elements of the 4-H Name at the end of sentences. This can sometimes be difficult because some software programs override user commands. Often, these overrides do not become visible until after printing or posting to a web page: careful scrutiny of text after trial printing or posting is advised. If such overrides occur, try rewording your sentence to keep the entire name on the same line or add a small word or space between words to force the separated portions together on the next line.

Using the 4-H Emblem on Collateral Items

The 4-H Emblem can be used for collateral materials such as jewelry or fine art and may be made of metal (e.g. copper, bronze, gold or silver), glass, leather, or wood without conflicting with the color specifications for the 4-H Emblem. Ceramic, plaster, paper, fabric or any materials that are colored or painted must comply with the color specifications and all other guidelines.

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H Emblem in authorized colors and adhere to all other use guidelines.

The 4-H Emblem is not open to reinterpretation or reconfiguration, regardless of its intended use, including the development of materials such as jewelry, sculpture, furniture, signage, crafts, or other fine art.

Using the 4-H Emblem in Animation

Animation of the 4-H Name & Emblem is allowable provided that the animation is in keeping with the guidelines, and that at the end point of the animation (where the animated loop begins to repeat, if an ongoing loop), the 4-H Name & Emblem appear in a manner that meets all guidelines for its use. Effects that may be used as part of an animation loop include: swivel and rotate, transition and dissolve, fly-by, layer, and posterization.



Animation may also show the 4-H Emblem on a waving flag, on a float that is partially hidden by crowds watching a parade, being placed in a box or behind a curtain, twirling as it “dances,” “separating” as it forms the doors opening to welcome you to the 4-H Program, be partially hidden as it forms the backdrop for a youth speaking about 4-H, slowly come into focus or formation as the 4-H Emblem from an amorphous or other background, or completing itself as the clover leaves are added one by one to form the 4-H Emblem and each “H” is explained. In each of these cases, the 4-H Emblem may be temporarily blocked, in whole or in part, or have its shape altered. The end point of the animation must still comply with the guidelines.

For additional information or guidance related to animation applications for the 4-H Name & Emblem, contact National 4-H Headquarters.

Using the 4-H Name & Emblem in Partnership with Others

The 4-H Name & Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, sponsor, or supporter or in some other official relationship. When feasible, the nature of the relationship among the organizations or programs should be clearly defined (e.g., in partnership with, sponsored by, etc.), and the 4-H Emblem should be given prominence consistent with its role in the relationship.

The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem.

To avoid the appearance of endorsement of a program, product, or service, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the 4-H Emblem into any other organization’s logo or emblem. The authority for determining the proper display and use of the 4-H Emblem rests with National 4-H Headquarters.

Permission to use the 4-H Name & Emblem is not required when the 4-H Name & Emblem is used to link to an official 4-H website in keeping with the policies and guidelines of National 4-H Headquarters.

Downloadable Graphics

The official 4-H Emblem and versions for print and the web are available for download at: <http://www.national4-hheadquarters.gov>. Each of the download files contains both black and white, and two-color and three-color versions of the 4-H Emblem in EPS, TIFF and GIF formats, for Mac and PC. The EPS files are especially suited for “Postscript” printers and Mac-based units. In general, TIFF files may be used with any printer type. Test both formats with your software and printer to find which yields the best results.

Making 4-H Name & Emblem Decisions

This document is meant to be a quick reference for using the 4-H Name & Emblem. The National 4-H Headquarters at CSREES, USDA provides further documentation on the official headquarters web site: <http://www.national4-hheadquarters.gov>.

If your questions are not answered here, please go to the URL above and click on the 4-H Name & Emblem link. Carefully researching the **4-H Name & Emblem section of the National 4-H Headquarters website** should answer your questions. If you need more information or clarification contact National 4-H Headquarters for help at (202) 720-2908.

Portions of the content and graphics used in this document were taken from “4-H Emblem Use and Graphic Standards,” <http://4h.ifas.ufl.edu/newsandinfo/ClipArt/4hembblem.htm>, Ami Nieberger-Miller, University of Florida, Gainesville, FL. Special thanks: Laura Stone and Dallas Woodrum, N4-HYTLT, for publication design, and to the 4-H Name & Emblem Working Group.

The 4-H Name & Emblem is protected under “18 USC 707.”

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Being An Emcee

- Be familiar with the event you are to emcee, so that you feel comfortable and confident
- A well developed speaking ability is definitely an asset. Start to make speeches every chance you can in 4-H, school, churches, and other organizations. The experiences will enhance your speaking ability throughout life
- Find out what the emcee's responsibilities are, for example:
 - Welcome everyone
 - Introduce officials
 - Introduce each segment of the program
 - Closing remarks - thank everyone
- Starting out with a joke is not as appropriate for a teenage master of ceremonies as for an adult emcee. Teenage emcees should be sincere, serious and willing to share their uniqueness with those in attendance



Doug Drudik

Appendix A:

THOUGHTS ON TEAMWORK

In life, there is a constant struggle between
“we” and “me”

Here are some thoughts on making your team work:

Working together works!

There is no “I” in teamwork!

T.E.A.M. = Together **E**veryone **A**chieves **M**ore

Together everyone will achieve more, if there is...

T.E.A.M. = Total
Effort from
All
Members



Are you ***a part*** of the team or are you
apart from the team?

Appendix B:

WEBSITES

Kansas 4-H Youth Development (www.kansas.org)

Kansas Marketing Resources (www.kansas4h.org/DesktopDefault.aspx?tabid=56)

Kansas 4-H Foundation (www.kansas4hfoundation.org)

- *Kansas 4-H Foundation is a not for profit charitable foundation that was chartered in 1952 to bring private dollar support to the Kansas 4-H program.*

Kansas 4-H Ambassador on Facebook ([www.facebook.com/Kansas 4-H Ambassador](http://www.facebook.com/Kansas-4-H-Ambassador))

4-H Brand Network (www.4h.org/d/Pages/Layouts/brandwork.html)

- *This site is a resource for you to download materials to promote 4-H in your community. It is a resource for all those involved in sharing the news of 4-H. Please note, the 4-H Name and Emblem is a federally-protected mark, and vendors must have approval from 4-H to use it for commercial purposes. There is also a templates page where you can download templates of various campaigns.*

4-H Mall (www.4-hmall.org)

- *Your one stop shopping spot for 4-H apparel, gifts educational resources, stickers, certificates and just about any other 4-H supply you can think of.*

National 4-H (www.4-h.org)

National 4-H Headquarters (www.national4hheadquarters.gov)

- *It's a comprehensive resource for 4-H information and an interactive online community. Here you can connect with other youth to share your stories, and get new ideas.*

National 4-H Curriculum (www.4-hcurriculum.org)

Appendix C:

WHO I AM DEPENDS ON ME

I am a human being - I will fail, but I am not a failure

There is good and bad in the world.
I will do bad things, but I am not bad

There are right and wrong answers.
I give wrong answers, but I am not wrong

I am a collection of ideas, impressions and experiences.
I act upon this collection
Every creature is a different collection
We act differently...it is okay

My failures may be your successes.
My bad deed may be your good deed.
My wrong answer may be your right answer
It is okay...we are different

I am only responsible for one human being...me.
I know only one collection...my own

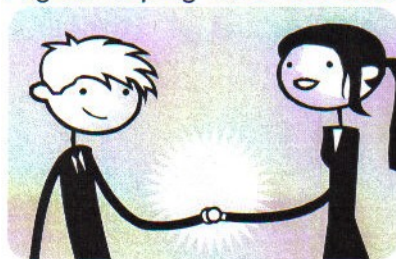
Appendix D:

4-H FABLE



There once was a boy who won ribbons, mostly blue
Came home from the fair with a big trophy too.
With a voice glad and proud he said to his dad,
"Tis the very best year that I've had."
Said his very wise dad, "Son, I'd like to hear,
Why you think that this was such a very fine year."
"Why, dad, you well know all the prizes I've won;
How I've come out on top in most things I've done.
Just look at the ribbons that hang on my wall.
And think of the money I've made since last fall.

From premium checks and a big auction price,
You can't help but think cash and ribbons are nice."
But the man said, "My son, you're not thinking right,
Blue ribbons, 'tis true, are better than white;
But ribbons will fade and trophies grow old,
Money's soon spent and fame soon grows cold.
The important things, son,
Are not ribbons or pins,
And sometimes it's really the loser who wins;
Now here are the things most important, it's true,
Your 4-H experience has accomplished for you.
You've seen how a business meeting is run.
This knowledge will help you in years to come.
You've conquered the fear of addressing a crowd,
You've learned how to stand up and talk nice and loud.
Patience you've learned in your projects too,
As well as your skills that will always help you.
You've learned the fine feeling it gives you to lend
A glad helping hand to a stranger or friend.



You've learned to cooperate with majority rule.
To give in with grace and not be a fool
Who must always have his very own way,
Be it in club work, in school or at play.
You've learned how to lose without making a 'beef',
You know the judge judges to his best belief.
You've learned how to win without boasting too loud,
A kid can lose friends if he's overly proud.

These are the things most important to you.
You'll remember and use them all your life through.
They'll help you become a mighty fine man,
They'll do more for you than a prize ever can."

-Anonymous-

Appendix E:

COUNTY/DISTRICT PLANNING FORM

What are some ideas for events/activities?

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-
-
-
-
-
-
-
-

After an event/activity has been chosen, decide on...

Date:

Time:

Location:

Target Audience:

If part of another event, contact person:

Event/Activity Planning:

Equipment (what do we need)

Promotion of Event (how, when and cost)

4-H Promotional Supplies (brochures, pencils, balloons, etc.)

During Event/Activity:

Who is doing what/when/where/how? *(have group members sign up for specific jobs)*

Evaluation:

What changes need to be made?

New suggestions?

Overall satisfaction?

Did you get what you wanted out of it?