

# IDAHO 4-H AMBASSADOR STEERING COMMITTEE HANDBOOK



*4-H Ambassadors are youth leaders who promote 4-H using their skills, knowledge and leadership abilities. A 4-H Ambassador serves to strengthen the 4-H program through education, recruitment and public relations.*



**University of Idaho**  
Extension

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# Ambassador Program Goals

4-H Ambassadors are youth leaders who promote 4-H using their skills, knowledge and leadership abilities. A 4-H Ambassador serves to strengthen the 4-H program through education, recruitment and public relations.

The Idaho 4-H Ambassador program has several specific goals, including the encouragement and empowerment of youth to:



- Tell and show key audiences what the 4-H Youth Development Program is and whom it impacts, so that these audiences will understand the impact of 4-H on the lives of young people and will see how it addresses key youth issues in the community, state, nation and world.
- Develop leadership and communication skills through development and delivery of ambassador presentations.
- Educate families and youth to be more aware of 4-H and the benefits it offers.
- Inform elected officials and other stakeholders about the 4-H program and increase their support and involvement.
- Tell current and potential donors about 4-H and give them opportunities to support the program efforts that interest them.

The Idaho 4-H Ambassador program includes the following opportunities:

- **Training:** teaching Ambassadors how to make presentations, how to represent the University of Idaho, 4-H Youth Development and how to improve their knowledge, leadership abilities and opportunities to share their knowledge. Training opportunities are available at the four District 4-H Ambassador Retreats and the statewide Idaho 4-H Ambassador Summit.
- **Steering Committee Membership and other Leadership Opportunities:** youth participating in the Idaho 4-H Ambassador program are encouraged to consider service on one of the Idaho 4-H teen program Steering Committees (4-H Know Your Government, Idaho 4-H State Teen Association Convention or Idaho 4-H Ambassadors) or consider an Idaho 4-H Teen Association Officer position.



It is recognized that the best spokespersons for the 4-H program are knowledgeable and prepared, older 4-H members. Nothing supports 4-H Youth Development better than youth members doing excellent work where the public and key people can see, hear and appreciate their successes.



The program benefits the 4-H organization as well as the ambassadors themselves. When young leaders tell the 4-H story to key audiences, the program gains a positive public image, and the youth improve their leadership and presentation skills.

## Ambassador Steering Committee – 2017

**Name of Event:** Idaho 4-H Ambassador Program

**State Event Date:** November 17-19, 2017

**District Retreat Dates: Northern:** 1/15-16/17 **Southern:** 5/13-14/17

**Central:** 3/17-19/17 **Eastern:** 3/24-25/17

**Steering Committee Chair:** Donna R. Gillespie

**Steering Committee Membership:**

- Faculty Chair
- 4 district faculty/staff reps: rotational system (4 year term)
- 1 state office rep: logistical coordinator/liaison
- 2 volunteer: rotational system (2 year term)
- 8 district youth (2 per district) rotational system (up to 2 year term)

Members cannot serve 2 consecutive terms.

This committee membership does not include subcommittee members.

**Sub-Committee Membership:**

- District Retreats – one adult (4 year term); one youth (up to 2 year term)

Members cannot serve 2 consecutive terms.

<u>4-Faculty/Staff</u>	<u>2-Volunteers</u>	<u>8-Youth</u>	<u>State Office</u>
Northern Cheryl Lockard (2017-19)	Roxanne Berheim (2017)	Northern - Youth Vacant (2017)	Shana Codr
Southern Liliana Vega (2017-18)	Shelia Orgill (2017-18)	Northern - Youth Shelby Anderson (2017-18)	
Central Grace Wittman (2017-20)		Southern - Youth Kassidy Moore (2017)	
Eastern Katie Hoffman (2017)		Southern - Youth Marcus Boehm (2017-18)	
		Central - Youth Vacant (2017)	
		Central – Youth Lynnsey Tracy (2017-18)	
		Eastern - Youth Vacant (2017)	
		Eastern - Youth Vacant (2017-18)	

**2017 Sub-Committee Membership**

<u>Northern Retreat</u>	<u>Southern Retreat</u>	<u>Central Retreat</u>	<u>Eastern Retreat</u>
Gail Silkwood (2017-20)	Alysson Statz (2017-20)	Kathi Kimball (2017-20)	Maryanne Stevens (2017-20)
Jillie Stanley (2017-18)	Beth Wegener (2017-18)	Don Shaw (2017-18)	Jaren Stevens (2017-18)

# Steering Committee District Faculty/Staff Position Description

**Name of Event:** Idaho 4-H Ambassador Program

**Event Date:** November 17-19, 2017

**Steering Committee Chair:** Donna R. Gillespie

## **PURPOSE:**

4-H Ambassadors are youth leaders who promote 4-H using their skills, knowledge and leadership abilities. A 4-H Ambassador serves to strengthen the 4-H program through education, recruitment and public relations.

## **QUALIFICATIONS:**

- Currently employed as an Idaho 4-H professional (faculty or staff) and be at least 21 years of age.
- Four district positions (one per district) will be selected from submitted applications from current 4-H professionals (faculty and staff). Applications must be approved by local county chairs, UI Extension District Directors and the State 4-H Director.
- An interest in working with youth, volunteers and 4-H professionals in an educational setting and a willingness to work within the philosophy and guidelines of the UI 4-H Youth Development Program.
- Have an interest in providing experiences in citizenship, leadership and personal development for 4-H teens. Provide opportunity for experiences that develop skills for public relations, communications and public presentations.
- Willingness to work as a team member, motivate, and inspire youth and adults to assume leadership positions.
- Understand and utilize successful conflict resolutions skills.

## **RESPONSIBILITIES:**

- Work in collaboration with other Ambassador Steering Committee members, 4-H Faculty/Staff, volunteers and youth in the coordination and implementation of the district and statewide events.
- Follow and adhere to the UI 4-H Youth Development Code of Conduct.
- Follow all guidelines and policies of the University of Idaho Risk Management Office to ensure a safe and healthy environment for youth and adults participating in district and statewide events.
- Publicize, promote and coordinate the district and statewide Ambassador Program throughout Idaho.
- Communicate with county Extension offices, and in partnership, assist them with promotion, registration and other needs for Ambassador events.
- Encourage all youth participants to complete 4-H Leadership projects.
- Coordinate transportation and adult advisor selection for Ambassador events (in partnership with district committees for district events).
- Mentor and support Ambassadors in their assignments to assure successful events and a positive experience for the youth. Partner with these youth to plan and carry out activities that have been assigned.
- Maintain sensitivity to the individual differences of 4-H members, families and volunteers and welcome all youth, their families and volunteers to participate in the event.

**TIME COMMITMENT:** Ambassador Summit for three days in November, possible attendance at a weekend District Retreat and quarterly Zoom video conferences.

**RESPONSIBLE TO:** Ambassador Steering Committee Chair, Steering Committee members and State 4-H Youth Development Director.

**Faculty/Staff Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# Steering Committee Youth Position Description

**Name of Event:** Idaho 4-H Ambassador Program

**Event Date:** November 17-19, 2017

**Steering Committee Chair:** Donna R. Gillespie

## **PURPOSE:**

4-H Ambassadors are youth leaders who promote 4-H using their skills, knowledge and leadership abilities. A 4-H Ambassador serves to strengthen the 4-H program through education, recruitment and public relations

## **QUALIFICATIONS:**

- Eight youth positions (two per district) will be selected from submitted applications from youth who have attended the Idaho 4-H Ambassador Summit no less than one year. Applications must be approved by local county 4-H professionals and the State 4-H Director.
- An interest in working with youth, volunteers and 4-H professionals in an educational setting and a willingness to work within the philosophy and guidelines of the UI 4-H Youth Development Program.
- Have an interest in providing experiences in citizenship, leadership and personal development for 4-H teens. Provide opportunity for experiences that develop skills for public relations, communications and public presentations.
- Willingness to work as a team member, motivate, and inspire youth and adults to assume leadership positions.
- Understand and utilize successful conflict resolutions skills.

## **RESPONSIBILITIES:**

- Work in collaboration with other Ambassador Steering Committee members, 4-H Faculty/Staff, volunteers and youth in the coordination and implementation of the district and statewide events.
- Follow and adhere to the UI 4-H Youth Development Code of Conduct.
- Follow all guidelines and policies of the University of Idaho Risk Management Office to ensure a safe and healthy environment for youth and adults participating in district and statewide events.
- Publicize, promote and coordinate the district and statewide Ambassador Program throughout Idaho.
- In partnership with the district Ambassador event planning committees, help plan and carryout a successful district event. Ambassador Steering Committee youth are encouraged to teach leadership tracks at district events.
- Encourage all youth participants to complete 4-H Leadership projects.
- Maintain sensitivity to the individual differences of 4-H members, families and volunteers and welcome all youth, their families and volunteers to participate in the event.

**TIME COMMITMENT:** Ambassador Summit for three days in November, a weekend District Retreat and quarterly Zoom video conferences.

**RESPONSIBLE TO:** Ambassador Steering Committee Chair, Steering Committee members and State 4-H Youth Development Director.

**Youth Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# Steering Committee Volunteer Position Description

**Name of Event:** Idaho 4-H Ambassador Program

**Event Date:** November 17-19, 2017

**Steering Committee Chair:** Donna R. Gillespie

## **PURPOSE:**

To promote 4-H to youth, parents, volunteers and the general public through education, information recruitment and financial support.

## **QUALIFICATIONS:**

- Must be 21 years old and a certified 4-H volunteer.
- Two volunteer positions will be selected from submitted applications from adults who have attended a District 4-H Ambassador Retreat or the Idaho 4-H Ambassador Summit as a presenter or chaperone at least one year. Applications must be approved by local county 4-H professionals and the State 4-H Director.
- An interest in working with youth, volunteers and 4-H professionals in an educational setting and a willingness to work within the philosophy and guidelines of the UI 4-H Youth Development Program.
- Have an interest in providing experiences in citizenship, leadership and personal development for 4-H teens. Provide opportunity for experiences that develop skills for public relations, communications and public presentations.
- Willingness to work as a team member, motivate, and inspire youth and adults to assume leadership positions.
- Understand and utilize successful conflict resolutions skills.

## **RESPONSIBILITIES:**

- Work in collaboration with other Ambassador Steering Committee members, 4-H Faculty/Staff, volunteers and youth in the coordination and implementation of the regional and statewide events.
- Follow and adhere to the UI 4-H Youth Development Code of Conduct.
- Follow all guidelines and policies of the University of Idaho Risk Management Office to ensure a safe and healthy environment for youth and adults participating in regional and statewide events.
- Publicize, promote and coordinate the district and statewide Ambassador Program throughout Idaho.
- Help across district lines if needed.
- Encourage all youth participants to complete 4-H Leadership projects.
- Mentor and support Ambassadors in their assignments to assure successful events and a positive experience for the youth. Partner with these youth to plan and carry out activities that have been assigned.
- Maintain sensitivity to the individual differences of 4-H members, families and volunteers and welcome all youth, their families and volunteers to participate in the event.

**TIME COMMITMENT:** Ambassador Summit for three days in November, possible attendance at a weekend District Retreat and quarterly Zoom video conferences.

**RESPONSIBLE TO:** Ambassador Steering Committee Chair, Steering Committee members and State 4-H Youth Development Director.

**Volunteer Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# Steering Committee District Retreat Co-Chair Position Description

**Name of Event:** Idaho 4-H Ambassador Program

**State Event Date:** November 17-19, 2017

**District Retreat Dates: Northern:** 1/15-16/17 **Southern:** 5/13-14/17

**Central:** 3/17-19/17 **Eastern:** 3/24-25/17

**Steering Committee Chair:** Donna R. Gillespie

## **PURPOSE:**

To promote 4-H to youth, parents, volunteers and the general public through education, information recruitment and financial support.

## **QUALIFICATIONS:**

- Adult position: Currently employed as an Idaho 4-H professional (faculty or staff), **or** a certified 4-H volunteer, and be at least 21 years of age. Youth position: 4-H member in good standing and at least 13 years old.
- Two positions (one youth and one adult) will be selected from submitted applications. 4-H professionals' applications must be approved by local county chairs, UI Extension District Directors and the State 4-H Director. 4-H volunteers' applications and youths' applications must be approved by local county 4-H professionals and the State 4-H Director.
- An interest in working with youth, volunteers and 4-H professionals in an educational setting and a willingness to work within the philosophy and guidelines of the UI 4-H Youth Development Program.
- Have an interest in providing experiences in citizenship, leadership and personal development for 4-H teens. Provide opportunity for experiences that develop skills for public relations, communications and public presentations.
- Willingness to work as a team member, motivate, and inspire youth and adults to assume leadership positions.
- Understand and utilize successful conflict resolutions skills.

## **RESPONSIBILITIES:**

- Work in collaboration with other Steering Committee members, 4-H Faculty/Staff, volunteers and youth in the coordination and implementation of the district Ambassador event.
- Follow and adhere to the UI 4-H Youth Development Code of Conduct.
- Follow all guidelines and policies of the University of Idaho Risk Management Office to ensure a safe and healthy environment for youth and adults participating in the district event.
- Publicize, promote and coordinate the district Ambassador event within district.
- Encourage all youth participants to complete 4-H Leadership projects.
- After their attendance at district Ambassador events, encourage youth to attend the statewide Ambassador Summit.
- Additional duties as assigned by the Ambassador Steering Committee to assure successful district and statewide Ambassador events for participants.
- Maintain sensitivity to the individual differences of 4-H members, families and volunteers and welcome all youth, their families and volunteers to participate in the event.

**TIME COMMITMENT:** Ambassador Summit for three days in November, a weekend District Retreat and quarterly Zoom video conferences.

**RESPONSIBLE TO:** Ambassador Steering Committee Chair, Steering Committee members and State 4-H Youth Development Director.

**Retreat Co-Chair Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_









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Idaho 4-H Ambassador events are open to 4-H members in good standing who meet age and other requirements for the specific event. District 4-H Ambassador Retreats are geared for younger teens (completed 6th grade) and will focus on life skills related to Head, Heart, Hands and Health, rotating annually. Older youth who have completed the required District Ambassador activities are invited to the Idaho Ambassador Summit each fall to become Idaho 4-H Ambassadors.

## IDAHO 4-H AMBASSADOR EVENTS

<p><b>Northern District 4-H Ambassador Retreat - January 15-16, 2017</b>                  Ross Point Camp, Post Falls, ID \$60.00                  Registration opens on 4-H Online November 1st – December 19th                  2017 Program: “Leading with Heart”</p>	 HEART
<p><b>Central District 4-H Ambassador Retreat - March 17-19, 2017</b>                  Albion Campus Retreat Center, Albion, ID \$60.00                  Registration opens on 4-H Online January 20th – March 1st                  2017 Program: “Using your Head”</p>	 HEAD
<p><b>Eastern District 4-H Ambassador Retreat - March 24-26, 2017</b>                  Inn at Owl Hollow, near Lava Hot Springs, ID \$60.00                  Registration opens on 4-H Online February 10th - March 10th                  2017 Program: “Hands on Learning”</p>	 HANDS
<p><b>Southern District 4-H Ambassador Retreat - May 12-14, 2017</b>                  McCall Outdoor Science School (MOSS), McCall, ID \$60.00                  Registration opens on 4-H Online March 15th – April 28th                  2017 Program: “Healthy Habits” (*additional bussing fees may apply*)</p>	 HEALTH



**Idaho 4-H Ambassador Summit—November 17-19, 2017**  
 Camp Ida Haven, McCall, ID \$125.00  
 Registration opens on 4-H Online October 6th - November 3rd

## Idaho 4-H Ambassador Requirements

With the new opportunities, 4-H teens have in statewide leadership roles and the establishment of regional Ambassador Retreats it has decided to have two types of Idaho 4-H Ambassadors. Those who attend a District Retreat will be District Ambassadors and those who attend the statewide Ambassador Summit will be State Ambassadors. New names and titles are as follow:

- Northern 4-H Ambassador Retreat
- Southern 4-H Ambassador Retreat
- Central 4-H Ambassador Retreat
- Eastern 4-H Ambassador Retreat

Those completing the requirements will have nametags and polo shirts as District 4-H Ambassadors.

- State 4-H Ambassador Summit

Those completing the requirements will have nametags and polo shirts as State 4-H Ambassadors.

### District Ambassadors:

Guidelines for youth attending their first District Retreat include:

- Youth must be at least 13 (4-H age) or completed the 6th grade
- Must be currently enrolled in 4-H and be members in good standing
- Youth can attend multiple years

Guidelines for youth to attend District Retreats for additional years include:

- Must be currently enrolled in 4-H and be members in good standing
- Must have completed at least two out of three of the following types of activities; these completed activities will be listed on the registration form for approval at the county level to return
  - Work with a mentor to assist in at least one 4-H promotional activity
  - Work with a mentor to assist in at least one 4-H service project
  - Work with a mentor to assist in at least one 4-H educational activity
- Encouraged to complete the Idaho 4-H Leadership Portfolio (Project)

Starting in 2017, content included in the District Retreat trainings will be based on the 4-H model of Head, Heart, Hands and Health.

- Head – Effective Communication
- Heart – Building Connections
- Hands – Contribution
- Health – Healthy Living

The Ambassador Steering Committee will develop four years of content based on Common Measures and recommendations of the Idaho 4-H Teen Task Force. Topic themes will be rotated through the District Retreats annually.

### State Ambassadors:

Guidelines for youth attending their first State Summit include:

- Youth must be at least 14 (4-H age)
- Youth must have attended a District Ambassador Retreat at least one year (this requirement might have to be waived until after 2017 depending on availability and scheduling of District Retreats)

- Must be currently enrolled in 4-H and be members in good standing
- Must have completed the Idaho 4-H Leadership Portfolio (Project) the year attending
- Youth can attend multiple years

Guidelines for youth to attend the State Summit for additional years include:

- Must have completed the following activities; these completed activities will be listed on the registration form for approval at the county level to return
  - Plan and conduct at least one county/district educational event (either with a team or individually)
  - Plan and conduct two (one written and one oral) 4-H promotional activities (either with a team or individually), suggested activities include but not limited to:
    - 4-H Week
    - Newspaper article
    - Social media
    - Civic organization presentation
    - Radio spot
    - Elementary school presentation
  - Teen opportunities presentation
  - Plan and conduct two county/district service projects (either with a team or individually)
- Must complete the Idaho 4-H Leadership Portfolio (Project) the year attending

Starting in 2017, the Ambassador Steering Committee will develop four years of content based on Common Measures and recommendations of the Idaho 4-H Teen Task Force. Topic themes will supplement District Retreat trainings with additional information and advanced presentation and marketing strategies.

# District Retreat Content Recommendations

## Head: Effective Communication

- Year 1:
- Year 2:
- Year 3:
- Year 4:

## Heart: Building Connections

- Year 1:
- Year 2:
- Year 3:
- Year 4:

## Hands: Contribution

- Year 1:
- Year 2:
- Year 3:
- Year 4:

## Health: Healthy Living

- Year 1:
- Year 2:
- Year 3:
- Year 4:

## Summit Content Recommendations

- Year 1:
- Year 2:
- Year 3:
- Year 4:

# Ambassador Supplemental Materials

## Ambassador Plan of Action

Name \_\_\_\_\_ County \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Team member's \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Program or project \_\_\_\_\_

Goals - What do you hope to accomplish . . .

In 3 months	In 6 months	In 12 months

Purpose (Who will benefit? Why?)

Steps to reach goal	Who is responsible	Resources needed	Date

How will you know you have reached your goal?

Signature \_\_\_\_\_ Follow up date: \_\_\_\_\_

## Getting Ideas Into Action

This grid will help you make sure you go through all of the planning steps for each activity you hope to do.

<b>Activity (Name or general idea)</b>			
<b>How will I communicate with my 4-H Professional/Mentor</b>			
<b>Who else will be working with me on this?</b>			
<b>Why are we doing this?</b>			
<b>Who is the target audience?</b>			
<b>When are we doing this?</b>			
<b>What are my planning steps? (Include marketing, budgeting, fund raising, risk management, facilities, staff, equipment, etc.)</b>			
<b>How will I know if it was successful?</b>			
<b>Other</b>			

## Ambassadors in Action: Involvement Ideas

### County Level

Make 4-H presentations to:

- Civic groups
- School groups
- Community groups
- Donor groups
- Parent groups

Recruit 4-H members with presentations at:

- Schools
- Community Centers
- Activities

Assist with training adult & youth volunteers, for example:

- Project subject matter
- Records
- Officers
- Activities (i.e. Fashion Revue)

Develop support materials for 4-H programs:

- Slide presentations
- Displays
- Teaching materials

Promotional materials or help in your Extension office:

- Answer questions on 4-H
- Help with mailings
- Help with activities
- Promote support for Extension & 4-H

Prepare media presentations for:

- Radio
- TV
- Newspapers
- Websites
- Parades

Conduct community service projects with:

- 4-H members
- Other counties
- 4-H leaders/faculty

Assist with fund raising projects:

- Team up to make donor contact
- Deliver appreciation recognition (i.e. plaques, certificates)

Provide leadership for activities, such as:

- National 4-H Week
- Camp
- Fair
- Talent Shows
- Leader Banquets
- Committees (projects, activities, recognition)

Create awareness of 4-H, for example:

- Displays
- Gimmicks (T-shirts, buttons, business cards)
- Promote project/activities

### District/State Level

Represent Extension/4-H/University of Idaho at:

- Ag days
- 4-H Endowment Fund activities
- 4-H leader groups
- State/district/county 4-H activities
- Statewide/regional conferences
- Other state or regional organizations

Serve on:

- State 4-H/Extension Advisory & Development Committees
- State 4-H Planning Committees, such as:
  - o Volunteer Forums
  - o Ambassador Weekend

Provide leadership for statewide activities, such as:

- 4-H Alumni search

Meet with donors:

- Encourage support
- Discuss 4-H program benefits
- Express appreciation



## How to Make It Happen

Here are some suggestions on how to follow through with your responsibility as a 4-H Ambassador.

- Take the initiative to contact your local 4-H Professional. Make an appointment to discuss how you can use your Ambassador training to benefit yourself and the 4-H program in your county.
- Tell the Extension Educator of your experiences at the Ambassador training. Share the ideas for promoting 4-H in your county with the 4-H Professionals.
- Work with the 4-H Professionals in making a plan of action. Include: a) Goals b) Specific audiences to reach c) Dates make it clear what you feel comfortable in doing and how much time you can devote to the program.
- Ask about resources that may be available. Discuss the use of visual aids, availability of equipment and any costs involved.
- If there is more than one Ambassador in your county, try to have everyone get together for a meeting with the 4-H Professionals. Do not wait to be called, or for someone else to call. Take the initiative to get the ball rolling.
- Do not over commit yourself. It is important to follow through and keep the commitments you make.
- Take pictures of you in action.
- Be sure to introduce yourself as a 4-H Ambassador and communicate that you represent University of Idaho 4-H Youth Development whenever you act as a 4-H Ambassador.

### Public Speaking

The tool that you will use most often as a 4-H Ambassador is public speaking. You do not 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. For more information on presentations, contact your local 4-H Professionals and UI Bulletin 880, Speak up With Confidence.

### Know your audience

- Age
- Background/Interests
- 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.

### Select a topic

- Start early.
- Ask others for ideas.
- Gather more information than you will 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 arouse interest.

Body: Should bring out main points, should be clear, easy to follow and well developed.

Conclusion: Should tie speech together, 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.
- Record or video your speech, review it and make changes as necessary.
- Practice alone and then in front of others; correct your grammar; explain unfamiliar terms.
- Prepare visuals that are clear, easy to see and meaningful.

## **Giving your speech**

- Take the podium confidently and with a smile.
- Relax; remember that your audience is interested in you and what you have to say about 4-H.
- Look your audience in the eye; focus on three or four people who positive.
- 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 question. 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, not just the questioner.
- Answer the question as best 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?
- If you do not 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. Ask a communications professional and your adult advisor to critique your talks. Make changes before you give your next talk.

## **News Writing**

### **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?

### **Know your local newspaper**

It’s also a good idea to study the newspapers in your local area. You will also want to get to know the staff and the newspaper’s deadlines.

### **Radio Contacts**

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 PSAs? When do the PSAs 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 will be asked.
- Find out how long you will be on the air.
- Make notes of things you do not want to forget
- Try to make your answers interesting. Avoid one-word answers.

### **Writing a public service announcement (PSA)**

- Choose a topic and theme.
- Determine the length; 10, 30 and 60 seconds are most common. Plan on two words per second.
- Read your PSA aloud several times. Measure the length. Simplify difficult words and phrases.
- Don’t clutter your PSA with too many ideas or details.
- Round off numbers when possible.

### **Wrapping it up**

- After your 4-H PSA plays on the radio or after you appear on a radio talk show, thank the station. A follow-up thank-you note works well. Periodically thank them in person.
- Evaluate your PSAs 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.

### **Displays, Posters, Exhibits**

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 or real objects to attract attention. For more information on visuals, contact your local 4-H Professionals and UI Bulletin 880, Speak up With Confidence.