

DELAWARE 4-H CLUB



REPORTER'S GUIDEBOOK

4-H CLUB NAME

REPORTER NAME

COUNTY

YEAR

TABLE OF CONTENTS

Welcome Club Reporters	3
Reporting to your local 4-H Office & Newsletter	4
Common Mistakes and How to Fix Them	5
Reporter's Role with Community & Local Newspaper	7
General Writing Tips	8
Contacting Your Local Newspaper	9
Working With Photography.....	10
EXAMPLES	
Sample Cover Letter.....	13
Sample Press Release with Photo.....	14
Press Release Advance Notice of Event.....	16
Press Release: Notice of Award/Accomplishment.....	17
Blank Press Release Form.....	19
Impact.....	20
RESOURCES	
Media Contacts.....	25
Interview Tips (National 4-H).....	29
Talking Points (National 4-H).....	31

Dear 4-H Club Reporters!

Congratulations on being elected reporter for your local 4-H club! Club reporters have a very valuable role! Not only do you send in your club reports to share with other club members and the 4-H community, as reporter you can also be an important link to your local community. The articles you write will let everyone know the wonderful things that 4-H'ers are accomplishing!

As a club reporter, this may be the first opportunity to see your name published. Newsletters are mailed county and state wide, and since they are also published on the internet, your words have the potential to reach a very wide audience! Seeing your name in print in a local newspaper is a thrilling and proud experience and can be the start of something big!

As you continue in your role of reporter, you will develop very important writing skills! You can create a portfolio or collection of your articles that can be used in project books, scrapbooks or to showcase your efforts for future schools and employment opportunities!

The Reporter's Guidebook you are holding will offer you some good suggestions in getting started! You will find examples of common mistakes and how to correct them, some great templates and examples that will make your reporter duties easier and more fun to complete. A companion CD ROM is also available which will have forms and templates ready for you to use! The staff of your local 4-H office is more than glad to offer any additional guidance! After all, we are your biggest fan and look forward to seeing 4-H and your name in print!

Sincerely,

Sussex County 4-H Office

REPORTING TO YOUR LOCAL 4-H OFFICE & NEWSLETTER

Fellow club members and others in your county 4-H community need and enjoy being kept up- to-date about what your club is doing. This is your primary role as a club reporter! You can do that by submitting an article to your local 4-H office. Follow these guidelines:

- ✍ **Maintain notes of club activities.**
- ✍ **Write and submit articles to 4-H office for the newsletter. Be sure your club is represented. Other clubs will want to know what you are doing as well!**
- ✍ **Submit your article to the 4-H office. Are there any specifications you should be aware of?**
 - ◇ Know the deadline for submitting articles. In reporting, deadlines are *real* and reporters need to take them seriously!
 - ◇ Ask the 4-H office what font and font size the article will be published. Your article should be submitted in the same format so you can better judge article size. The editor of your newsletter is often limited to how much can go in a newsletter, so be aware of what is typical.
 - ◇ Ask if there is a word count limit.
- ✍ **Club news should be submitted (in order of preference):**
 - ◇ By E-mail. This is the most preferred method. The 4-H secretary can copy and paste your article immediately. In Sussex, E-mail articles to Walfred@udel.edu
 - ◇ By Fax. Sussex 4-H fax number is 856-1845. For clarity, type written is preferred.
 - ◇ By Mail. Please send in a typed or neatly printed article to the 4-H office. Allow enough time to meet the deadline.
- ✍ **Pay special attention to:**
 - ◇ Submitting articles every month! Articles that cover several months are likely to be edited to just the previous month's news.
 - ◇ Crediting members that participated in activities and events. Make sure you spell everyone's name correctly!
 - ◇ How you can improve your writing style. Look at the examples provided in this handbook.
 - ◇ Writing concise sentences that are to the point.



COMMON MISTAKS AND HOW TO FIX THEM

The following club report is typical of what has been submitted before as club articles:

Our club met on (date). (Name) led the 4-H pledge and (Name) led the Pledge of Allegiance. Under old business we discussed the fashion revue. Then we discussed favorite foods and then we talked about public speaking. Under new business we talked about our club doing coastal cleanup and we learned about the demonstration contest. Then John Doe told us all about sheep. Then we made a craft. It was fun. Then Mrs. Smith brought refreshments. Our next meeting is (date).



Not very exciting is it? This article needs a little work. When there are several clubs reporting in the same manner... well, it can be boring! How can we make a report like this more interesting?

- ✍ Credit who participated in your club. If there are just a couple of people, name them, otherwise simply list the number.
- ✍ On some events, elaborate a little. Instead of saying “it was fun” say why. The fun part will be understood!
- ✍ Instead of saying “...and then we talked about... and then we talked about, etc...” use comas to break up the categories and make it more concise. For example: “We talked about the Public Speaking, Demonstration and Pumpkin Contests.”
- ✍ Use other ways of saying “New Business”. For instance, try “Our next goals” or “In upcoming events we plan to...”? Remember, although business meetings (including 4-H) follow a certain pattern and procedure, meetings don’t have to be reported in that way! A reporter is NOT a secretary recounting minutes...you can write a creative article about what occurred at your meeting! Remember, many people are reading your article!
- ✍ Make an event sound exciting! It’s not hard to do! Add a little comment. Consider that who is reading your column might not know about the event, and your comment might make them eager to find out more!
- ✍ Your report doesn’t have to just be about your club meeting. What exciting things did you do for the entire month?
- ✍ REMEMBER: Your report doesn’t have to sound like the secretary’s minutes!
- ✍ Pretend that your friend missed your club’s meeting. How would you tell them what happened over the phone?

Our 4-H Meeting was AWESOME... Guess what we did?



Let’s see how the same article might look after following these guidelines:

Our club met on (date). *We had a great turnout!* (Name) led the 4-H pledge and (Name) led the Pledge of Allegiance. Our club reviewed the Fashion Show! *We were amazed by the creative outfits we saw! (Name and Name) modeled their fashions! They looked great!* Nine of our club members and their families attended the Favorite Foods Contest! So much good food! Yum!

Our upcoming goals are to join other volunteers in Coastal Cleanup! We look forward to helping the environment and maybe find some good sea-shells too! Mr. Doe from XYZ Farm gave a talk about sheep! We didn't realize all the products that come from sheep wool! Afterwards, our leader, Mrs. Clover explained the Demonstration and Public Speaking Contests which are coming up soon. Many of us plan to participate for the very first time! Mrs. Leader served snacks. Our next meeting is (date). See you there!

Notice the differences? A few little positive comments after some events are all that you need! Did you notice that the first letter in names of contests are CAPITALIZED? Let's look at another example:

"Our club made a wreath for _____nursing home. Then we sang Christmas carols on the Square." This could be changed to...

"Our club made a holiday wreath for _____nursing home. The residents were very excited to receive it! Afterwards, our club met with other 4-H'ers and we went "Caroling on the Circle". It was neat to see everyone in their hats and mittens and it really put all of us in a holiday mood!"

Point: With a little elaboration, a club report can showcase a reporter's creativity and make the article more personal, more caring and more interesting. OOPS! We meant to say: more personal, caring and interesting!

"The secret of good writing is to say an old thing in a new way or to say a new thing in an old way."

-Richard Harding Davis



REPORTER'S ROLE WITH THE COMMUNITY/LOCAL NEWSPAPER



Here, your role as a 4-H reporter is a little different...a little more responsibility and the criteria is more precise. Don't be afraid to ask a parent or leader for assistance! **IT IS A VERY IMPORTANT ROLE BECAUSE YOU ARE ADVERTISING 4-H!!! Just think of it, some people may be reading about 4-H for the very first time, and they may be reading your words!!!** Although articles for newspapers may contain much of the same information you put in your club reports, they are written differently. Likely, most articles submitted will be about a single event that has already occurred or is ready to happen.

CLUB REPORTERS SHOULD:

- Read their local newspapers. Clip articles similar to the ones they would like to submit in the future. Imitate techniques that have been published!
 - Learn and make a note of who the editor is, or who reports on local community events such as yours. This should be your contact person in the future.
 - Include a cover letter. The cover letter should state who you are, your role in the club/organization, your address, a phone number for verification. Papers will never publish anything without first verifying the source. *Refer to Examples in the back of this guidebook.*
 - Along with the article, enclose a picture or two. A formal group shot is fine, but also consider an action shot showing 4-H'er(s) doing the activity. Pictures with people smiling are irresistible!
 - The back of the photograph should be labeled, dated, with participants named.
 - Mount the photograph lightly with tape on a regular sheet of paper. Identify who is in the photograph. Look how it is done in your local paper. Normally, people are labeled back row first, from left to right. Then the front row or seated row, again from left to right. MENTION THOSE NOT PHOTOGRAPHED but who were in attendance. "Not shown: Suzie Clover, Dudley Dogooder"
 - Credit the photographer
 - Review examples included in this guidebook.
- Submit the article. Let's use the event 'Coastal Cleanup' as an example.

State the date*, the occasion, the reason, the number who attended from your club, what your club is, and what was accomplished. Keep it basic. Elaborate only slightly. Always put 4-H in your headline

- 1 The coast was cleaned
- 2 4-H'ers learned about the environment.

*It has been suggested (and it is a good argument) that instead of placing a specific date to an event that has occurred in recent past, instead just say "Recently". Why? News desks are often very busy places and depending on space or urgency, your article might be placed in a 'maybe' pile, or for some reason just not considered at first glance. Often, your article might appear much later than it was submitted. If you have dated your event, then you have dated the article and it might be considered 'too old' to be published. By using "Recently" you are keeping more options opened for getting your article published.

A revised article might look like this:

Local 4-H'ers Help Clean-Up The Coast

On a sunny Saturday afternoon on October 15, eighteen 4-H members from the Happy Clovers in Lewes participated in the statewide Coastal Clean up Day, held in Lewes and sponsored by DNREC. This event, which is held every year, provides a valuable service to Delaware's coastal region and increases environmental awareness in volunteers and the public. Although it was work, our 4-H'ers really enjoyed participating in this community event, and the day quickly sped by as we met new friends and learned about ecology. We even managed to take home some great Sea-Shell specimens! The Happy Clovers proudly model/wear their new T-Shirts that were given to volunteers courtesy of DNREC. (Photo enclosed)."

OR...Recently, on a sunny Saturday afternoon, eighteen 4-H members...

4-H Reporters Will Learn About Editors!

- ✍ Article might not appear at all. (It happens...keep trying!)
- ✍ Article may be edited (that is after all, what editors do) and words or sentences may be deleted or altered due to space considerations, grammar, etc. A whole paragraph you have written may only end up as a sentence or two! Expect this to happen!
- ✍ Article may be incorporated as part of a larger article about the event as a whole.
- ✍ Only the photograph may be used.

GENERAL WRITING TIPS FOR ALL OCCASSIONS

Okay, you have been writing and typing all day! Your eyes are getting bleary! They need a rest! All great writers take a break...walk away from their material and let a fresh pair of eyes scan their work. Professional writers have many editors look over their writing before it gets published. So you should too! Give your article to a parent, leader, English teacher, older sibling, or friend to look over.

- ◇ A fresh pair of eyes provides the best proofreading.
- ◇ Read your article out loud. Awkward writing will show itself by this method. Sometimes your eyes will fool you. You think you wrote something because that is what you are thinking. When you read aloud it can uncover many mistakes.
- ◇ Use a Thesaurus! A What? A Thesaurus is a resource book – somewhat like a dictionary; a favorite among writers. It will offer a writer different choices for words that mean the same thing...also known as synonyms! You will be surprised how many ways there are to say 'fun'!



CONTACTING YOUR LOCAL NEWSPAPER

Reporters have many methods to contact their local newspapers: In person, by regular mail, fax and e-mail. Consider the following:

1. In Person. Learn the office location of your local newspaper. Deliver your article and cover letter in person to the office. This has several advantages:

◇ **They get to meet you!** You will become a familiar face! Introduce yourself, wear your 4-H T-shirt, explain that you are a new reporter, what community you live in, etc...and would like to learn more about reporting!

◇ **You get to meet them!** You develop a relationship with an editor or a reporter and develop a professional contact. As you get to know each other better your chances of having an article considered will be improved.

Ask Questions:



✎ What are the paper's deadlines for submission?

✎ How do they prefer receiving articles? Obtain a preferred fax number or e-mail address if applicable.

✎ Ask if you can tour the facility...experience behind the scenes at a working newspaper! If not on your first visit, perhaps you can arrange an appointment for a more convenient time. Veteran reporters may enjoy becoming a mentor to a brand new colleague!

◇ If you are older, your local newspaper might be a great place for a part-time or summer job and a continued learning experience.

2. Via Regular Mail. Deliver your article with a cover letter, which will contain information on how to contact you if there are any questions.

3. By Fax. Don't forget the cover letter! (Photos will not reproduce well by this method).

4. By E-Mail. Although this is the easiest way of sending information to the paper, remember that many organizations block e-mail with attachments (as a precaution to computer viruses). The paper's e-mail server may be extremely busy and full of junk e-mail or Spam. Your submission may be accidentally deleted or overlooked. Use e-mail only as a last resort unless someone on the newspapers staff gives you a specific e-mail address to use.

Write "Thank You" letters to the editor. Was your club event attended or supported by the public, a business or organization or dignitary? In addition to sending a private 'thank you', also consider thanking the party (ies) publicly in your newspaper. It puts 4-H back in the news, and might encourage future support from other individuals or groups. It is also very nice thing to do!

Please look at the attached list of known newspapers, radio or other media outlets. Please add and customize your own list. These contacts may change, so be sure to check with the news organizations that serve your area and find out who is the current person to contact.

WORKING WITH PHOTOGRAPHY

As a reporter, you are learning that words are very important in expressing a feeling, describing an event or telling a story. Good writing skills are your very best tool to becoming an ace reporter! But there are other tools too that you can use. You might have heard of the saying “A picture paints a thousand words”? Well, its true! A good photograph can often tell, or help to relate a very special moment. Reporters often work very closely with a photographer, known as a *photo-journalist*, to make their reports have greater impact.

- 📷 Consider electing a club photographer...someone who could be responsible for photographing key events for your club. This would be a great opportunity for someone who is taking a photography project! The club photographer could also act as photo-editor and collect and review submitted photographs taken by other club members that would best represent your club. Let everyone in the club know who the photo-editor is so that their photographs can be shared.
- 📷 Give newspapers many choices. Include both posed and candid shots. The more choices you offer, the more chances papers will use what you send them! Remember: Happy smiling faces are irresistible!
- 📷 Wear 4-H T-shirts to events! That way, they will show up in the photographs!
- 📷 At a loss for words? Is the deadline for the newsletter just around the corner and you have writer's block??? How about submitting a photograph instead! Try once or twice a year to include a photograph and caption as your club newsletter report.
- 📷 Any camera will do! You don't have to have an expensive one! In fact, some of the best photographs can be taken with inexpensive store-brand disposable cameras! Most area developers can copy your image on a CD ROM, but if you don't have access to digital photography or a scanner, the 4-H office should be able to convert your image to a digital format very easily! So, there are no excuses! Start taking those photos!



Wow, 4-H sure
does a lot in our
town!

EXAMPLES

Electronic versions of the following forms are included with the CD ROM that accompanies this publication. If it is missing, please contact your local 4-H office for a replacement copy.

November 13, 2003

SAMPLE :

**COVER LETTER
TO ACCOMPANY
ARTICLES & PHOTOS**

Newspaper
123 Main Street
City, State, Zip

Attention: Name, Editor or Reporter

Dear Sir or Madam:

My name is Susan Clover and I am a reporter for the *Cape Clover 4-H* club located in Lewes, Del.

Enclosed are photographs and a related article describing our recent participation in _____ (name of event). The 4-H Motto is to “Make the Best Better” and one of the ways we do this is by participating in events such as this.

We would appreciate any consideration to placing this article in your publication.

If you have any questions or need to verify any of the information contained within, please contact me at:

Susan Clover
456 Do Good Lane
Lewes, De 19958
(302) 555-1212 Home

My club is a chartered member of Sussex County 4-H, University of Delaware Cooperative Extension in Georgetown. For verification you may call Mary Argo, Extension Educator, at (302) 856-7303.

Thank you again for your consideration.

Sincerely yours,

Susan Clover

Susan Clover
Cape Clover Reporter

Enclosures



Article Submission w/Photo

12345 Main Street
City, State, Zip
Your Phone:
Your Fax:
Your E-mail:

Contact: Susan Clover
Phone: (323) 555-0190

FOR CONSIDERATION
November 1, 2003

4-H SNOWMAN WORKSHOP A SUCCESS!

FOURTEEN LOCAL 4-H'ERS AND LEADERS RECENTLY ATTENDED A "TUBE SOCK SNOWMAN" WORKSHOP AT THE LOCAL COOPERATIVE EXTENSION OFFICE IN GEORGETOWN. THE EVENING PROVIDED A FUN PROJECT AND A CHANCE FOR MEMBERS OF DIFFERENT AREA 4-H CLUBS TO SOCIALIZE AND CREATE CRAFT PROJECTS USED FOR MANY DIFFERENT PURPOSES.

Comment: 4-H in the title of course!
Notice there is no specific date. That way, this article could run in Nov, Dec, Feb or March. If the event was dated November 1, the paper might not use it in February.

4-H IS THE LARGEST YOUTH PROGRAM IN AMERICA. IT IS PART OF THE COOPERATIVE EXTENSION SYSTEM AND IS SUPPORTED LOCALLY BY THE UNIVERSITY OF DELAWARE. 4-H IS FOR ALL YOUTH AGES 5-19 WHO WOULD LIKE TO PARTICIPATE IN A WIDE VARIETY OF LEARNING EXPERIENCES INCLUDING COMMUNITY SERVICE, ARTS AND CRAFTS, COMPUTER SCIENCE AS WELL AS TRADITIONAL AGRICULTURE AREAS.

Comment: Briefly describe what 4-H is, emphasize a project area if that is a part of your club's goals.

EACH OF THE 4-H ARTISANS HAD DIFFERENT PLANS FOR THEIR NEW CREATION. MEAGAN CAMBELL, 15 FROM THE CLOVER KNIGHTS CLUB PLANS TO DONATE HER SNOWMAN TO A LOCAL NURSING HOME FOR RESIDENTS TO ENJOY. TIFFANY GRAVENOR, 12 OF THE CYPRESS HEARTS AND HANDS IS SAVING HER SNOWMAN AS A BIRTHDAY GIFT FOR HER FATHER. MANY FROM THE GROUP WILL DEMONSTRATE THE CRAFT TO THEIR CLUB MEMBERS, AND ALL CRAFT CREATIONS ARE ELIGIBLE FOR SUBMISSION AT THE DELAWARE STATE FAIR HELD IN JULY IN HARRINGTON.

FOR MORE INFORMATION ABOUT JOINING A 4-H CLUB IN YOUR COMMUNITY, OR IF YOU WOULD LIKE TO RECEIVE THE SUSSEX COUNTY 4-H NEWSLETTER, CONTACT MARY ARGO, EXTENSION EDUCATOR AT THE SUSSEX COUNTY 4-H OFFICE 302-856-7303.

Comment: Always include contact information for the county or state 4-H office.

SEE ENCLOSED PHOTO ON NEXT PAGE



4-H'ers Show off their Snowman creations

Shown from left to right: **Back Row:** Jodie Gravenor, Yvette Morris, Megan Campbell, Carlene Campbell, Heather Smith. **Front Row:** Karen Hughes, Tiffany Gravenor, Lori Hughes. **Not shown:** Mary Argo, Jay Hukill, Carlene Jones, Debbie Lagano, Joey Lagano, and Michele Walfred, craft leader
Photo taken by: Michele Walfred

Comment: Submit photo loosely attached or taped to the press release. Try to send original photo. Shown here electronically inserted for demo purposes. More and more newspapers are asking to send photos as separate attachments. Check with your local paper for their preferences.

Comment: Always credit who is in the photo using this format. Include the names of those who attended and may not be shown. Identify leader or chairperson of any event. Also give the photographer credit!

-30-

Note to Newspapers: The hyphenated "4-H" is considered one word, and a proper name. Whenever possible, it should appear intact and not be separated.

Comment: Because of the hyphen between the 4 and the H, papers often separate "4-H" or use a lower case "h". Placing this request somewhere in your press release is a good idea.



Press Release

12345 Main Street
City, State, Zip
Your Phone:
Your Fax:
Your E-mail:

Contact: Susan Clover
Phone: (323) 555-0190

FOR CONSIDERATION
November 1, 2003

CAPE CLOVERS 4-H CLUB KICK OFF THE NEW YEAR

Comment: Always put 4-H in the headline.

THE CAPE CLOVERS, A LOCAL 4-H CLUB WELCOMES IN THE NEW 4-H YEAR AND WILL HOLD ITS FIRST MEETING AT THE CAPE HENLOPEN HIGH SCHOOL CAFETERIA ON MONDAY, SEPTEMBER 8, 2004 AT 6:30 P.M.

4-H IS THE LARGEST YOUTH PROGRAM IN AMERICA. IT IS PART OF THE COOPERATIVE EXTENSION SYSTEM AND IS SUPPORTED LOCALLY BY THE UNIVERSITY OF DELAWARE. 4-H IS FOR ALL YOUTH AGES 5-19 WHO WOULD LIKE TO PARTICIPATE IN A WIDE VARIETY OF LEARNING EXPERIENCES INCLUDING COMMUNITY SERVICE, ARTS AND CRAFTS, COMPUTER SCIENCE AS WELL AS TRADITIONAL AGRICULTURE AREAS.

Comment: Briefly describe what 4-H is.

IF YOU ARE A CURIOUS STUDENT, PARENT OR COMMUNITY LEADER WE WELCOME YOU TO VISIT OUR MEETING AND SEE FOR YOURSELF THE GREAT ACCOMPLISHMENTS AND GOALS OFFERED BY YOUR LOCAL 4-H CLUB, THE CAPE CLOVERS.

Comment: Always extend an invitation to the public to visit your club.

FOR MORE INFORMATION ABOUT JOINING A 4-H CLUB IN YOUR COMMUNITY, CONTACT MARY ARGO, EXTENSION EDUCATOR AT THE SUSSEX COUNTY 4-H OFFICE 302-856-7303.

Comment: Always include contact information.

Comment: A special code to let papers know it is a legitimate press release and that the press release has ended.

-30-

Note to Newspapers: The hyphenated "4-H" is considered one word, and a proper name. Whenever possible, it should appear intact and not be separated.



Press Release

12345 Main Street
City, State, Zip
Your Phone:
Your Fax:
Your E-mail:

Page 1 of 2

Contact: Susan Clover
Phone: (323) 555-0190

FOR CONSIDERATION
November 1, 2003

Comment: Always put 4-H in the headline.

CAPE CLOVERS 4-H'ER WINS COMMUNITY SERVICE AWARD

WESLEY GREEN, OF THE CAPE CLOVERS, A LOCAL 4-H CLUB IN LEWES WAS RECENTLY AWARDED THE SUSSEX COUNTY COMMUNITY SERVICE VOLUNTEER AWARD.

Comment: Notice that no specific date is given.

WESLEY, 14, HAS SERVED OVER 100 HOURS OF COMMUNITY SERVICE IN THE PAST YEAR. EMBODYING THE BEST OF THE 4-H MOTTO TO "MAKE THE BEST BETTER". WESLEY DEVOTED MUCH OF HIS SPARE TIME TO PROVIDING PLANT DISPLAYS AND PLANT CARE IN NURSING HOMES THROUGHOUT SUSSEX COUNTY. HORTICULTURE HAS BEEN ONE OF WESLEY'S PRIMARY PROJECT AREAS WHILE IN 4-H

Comment: A brief description blending the subject with an important part of 4-H.

"I LOVE CREATING SOMETHING OF NATURAL BEAUTY FOR THE RESIDENTS TO ENJOY. I VISIT MANY SUCH RESIDENCES WEEKLY AND ROTATE THE PLANTS SO THAT THERE IS ALWAYS SOMETHING DIFFERENT FOR THEM TO VIEW. WHILE DOING SO I CAN CHECK ON THE HEALTH OF THE PLANT AND MAKE SURE IT IS WATERED, PRUNED OR CLEANED." WESLEY ADDS THAT MANY OF THE RESIDENTS ENJOY HELPING HIM TEND TO THE PLANTS. DURING THE HOLIDAYS, WESLEY APPLIES HIS SKILLS TO DEMONSTRATING WREATH AND GARLAND DECORATING WORKSHOPS, AND MANY RESIDENTSPARTICIPATE IN THE FESTIVE ATMOSPHERE.

Comment: Select one positive quote that highlights the subject of the article or from a leader, prominent person or 4-H official.

(More on next page)

WESLEY CREDITS HIS SIX-YEAR PARTICIPATION IN THE 4-H PROGRAM FOR HIS KNOWLEDGE OF HORTICULTURE, HIS EASE GIVING DEMONSTRATIONS BEFORE GROUPS AND HIS LOVE OF SERVING THE COMMUNITY.

CONGRATULATIONS WESLEY!

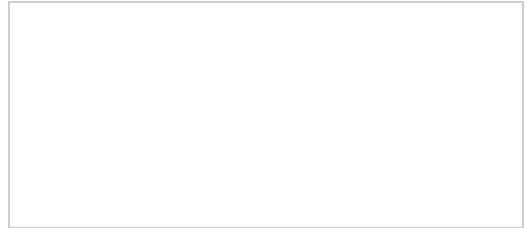
FOR MORE INFORMATION ABOUT JOINING A 4-H CLUB IN YOUR COMMUNITY, CONTACT MARY ARGO, EXTENSION EDUCATOR AT THE SUSSEX COUNTY 4-H OFFICE 302-856-7303.

Comment: Always include contact information.

-30-

Comment: A special code to let papers know it is a legitimate press release and that the press

Note to Newspapers: The hyphenated "4-H" is considered one word, and a proper name. Whenever possible, it should appear intact and not be separated.



Press Release

Contact:

Phone:

FOR IMMEDIATE RELEASE



COOPERATIVE EXTENSION

COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

Research and Education Center

16684 County Seat Highway

Georgetown, DE 19947

Ph: 302-856-7303

Fax: 302-856-1845

FOR IMMEDIATE RELEASE

SUSSEX 4-H'ERS RESPOND POSTIVELY TO AVIAN INFLUENZA

Since February 6, 2004, the Sussex County Cooperative Extension office, University of Delaware Research and Education Center (REC) and home office of Sussex County 4-H has been the "Command Center" for officials from the USDA, Delaware Department of Ag and Delmarva Poultry Industry, Inc. These dedicated professionals and scientists have studied, tested and made great gains to prevent future outbreaks of Avian Influenza. Nearby at Lasher Lab, University of Delaware scientists have been practicing stringent bio-security measures as they continue to test samples taken from various poultry farms in the Delmarva region.

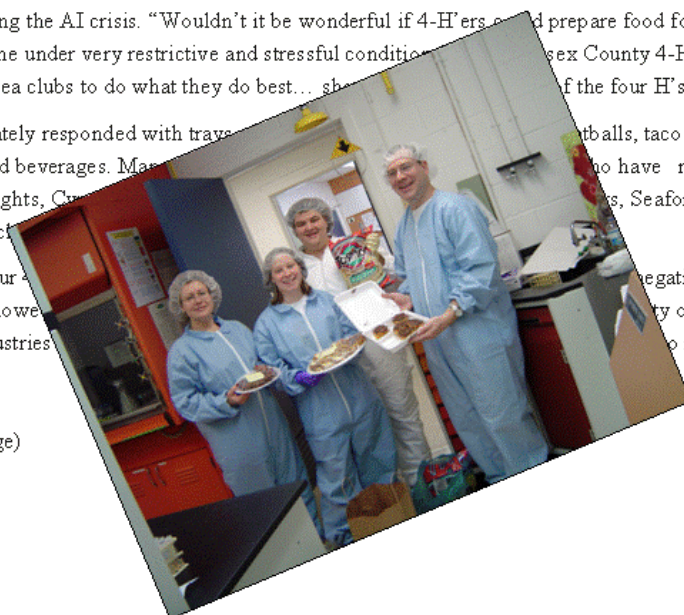
As a result, most of the 4-H activities and meetings scheduled at the REC Extension offices were cancelled. Instead of complaining about the inconvenience, Sussex County 4-H clubs rose to support the people and agencies that often support 4-H.

Since 4-H is well known for their community service outreach, 4-H parent and Extension secretary Lisa Dorey saw a role for 4-H during the AI crisis. "Wouldn't it be wonderful if 4-H'ers could prepare food for the many people working overtime under very restrictive and stressful conditions?" Sussex County 4-H team agreed, and sent out a call to area clubs to do what they do best... show the world the four H's in 4-H!

Six area clubs immediately responded with trays of home-made cookies, fruitballs, taco dip, and store-bought snacks and beverages. Many more clubs have responded so far include: Clover Knights, Crows, Seaford Blue Jays, and the Sussex 4-H Tech.

"I am really proud of our 4-H'ers for turning a negative into a positive and showing the world the four H's in 4-H. We are proud to support the USDA and related industries and to return the favor."

(Continued on next page)



RESULTED IN THIS ARTICLE BEING PUBLISHED IN MANY AREA PAPERS!



Submitted photo

4-H takes active role in avian flu battle

Since Feb. 26, the Sussex County Cooperative Extension office, University of Delaware Research and Education Center (REC) and home offices of the Sussex County 4-H has been the command center for officials from the USDA, Delaware Department of Agriculture and Delmarva Poultry Industry Inc.

These dedicated professionals and scientists have studied, tested and made great gains to protect future outbreaks of avian influenza. Nearby at Lasher Lab, University of Delaware scientists have been practicing stringent biosecurity measures as they continue to test samples taken from various poultry farms in the Delmarva region.

As a result, most of the 4-H activities and meetings scheduled at

the REC Extension offices were canceled. Instead of complaining about the inconveniences, Sussex County 4-H clubs rose to support the people and agencies that often support 4-H.

Since 4-H is well known for its community service outreach, 4-H parent and Extension secretary Lisa Dorey saw a role for 4-H during the AI crisis. "Wouldn't it be wonderful if 4-H'ers could prepare food for the many people working overtime under very restrictive and stressful conditions?" The Sussex County 4-H team agreed, and sent out a call to area clubs to do what they do best...show their heart, one of the 4 H's in 4-H.

Six area clubs immediately responded with a tray of homemade cookies, cupcakes, meatballs, taco

dip and store bought snacks and beverages. Many of the clubs made a second trip. The clubs who have responded so far include Clover Knights, Cypress Hearts and Hands, Dublin Hill, Greenwood Hi-Flyers, Seaford Blue Jays and the Sussex 4-H Tech Team.

"I am really proud of our 4-H'ers," said Mary Argo, 4-H Extension educator.

"They took a negative and made it into a positive, and showed the compassion for which 4-H'ers are well known. The University of Delaware, USDA and related industries are integral supporters of 4-H and this was one way 4-H was able to return the favor."

For more information about 4-H or avian influenza, visit www.rec.udel.edu.

REMEMBER...With a little bit of effort, you can let share with thousands of people in your community the wonderful things that 4-H accomplishes!

RESOURCES

Electronic versions of the following Excel forms are included in a CD ROM that accompanies this guidebook. Electronic format will display addresses, contact names and hyperlink e-mail addresses for media contacts. If the CD ROM is missing, please contact your local 4-H office for a replacement copy.

News & Media Contacts

Organization	FAX	Phone	Email
Alumni Relations	(302) 831-2045	(302) 831-8741	*****
CAT Country Delmarva Broadcasting	*****	(302) 846-2826	billr@radiocenter.com
Cecil Whig	(410) 398-4044	(410) 398-3311	whigletters@chespub.com
Coastal Point	*****	(302) 539-1788	*****
City of Wilmington Mayor's Office	*****	*****	jrago@ci.wilmington.de.us
Community News	(302) 239-7033	(302) 234-2718	editor@communitypub.com
Conectiv	*****	*****	energy.news@conectiv.com
Delaware Beachcomber	(302) 227-9469	(302) 227-9466	dcp@smgpo.gannett.com
Delaware Coast Press	(302) 227-9469	(302) 227-9466	dcp@smgpo.gannett.com
Delaware Parent	*****	(302) 324-2258	sloudermilk@delawareonline.com
Delaware State Chamber of Commerce	(302) 654-0691	(302) 576-6566	rdubosar@dsc.com
Delaware State News	(302) 741-8252	(302) 674-3600	dsnnews@newszap.com
Delaware State News	(302) 422-1208	(302) 644-6317	dsnnews@newszap.com
Delaware State News	*****	*****	tnixon@newszap.com
Delaware Valley Organization	*****	*****	info@delawarevalley.org
Delaware Woman	*****	(302) 324-2258	jyaakovian@delawareonline.com
Delmarva Farmer	(410) 822-5068	*****	editorial@americanfarm.com
Delaware Wave	(302) 537-9705	(302) 537-1881	wave@smgpo.gannett.com
Delaware Whale	*****	*****	*****
Delmarva News	*****	*****	*****
DHSS Division of Aging	*****	*****	*****
Dover Post	(302) 678-8291	(302) 678-3616	don.flood@doverpost.com
Farm Chronicle	(518) 673-2381	(518) 673-3237	jkarkwren@leepub.com
Farm Chronicle	(518) 673-2381	(518) 673-3237	crockwell@leepub.com
First State News TV-2	*****	*****	*****
Great Scott Broadcasting	*****	(302) 856-2567	sue@greatscottbroadcasting.com
Hoy Bilingual	(302) 947-9199	(888) 584-6933	jsomalo@mchsi.com
Information Services U of D	*****	*****	*****
Kent County News	(410) 778-6522	(302) 778-2011	pmcgee@cpc.chespub.com
Lancaster Farming	(717) 733-6058	(717) 626-1164	farming@lancnews.infi.net
Lancaster Farming	(717) 733-6058	(717) 626-1164	farming@lancasterfarming.com
Marine Communications	*****	*****	*****
Metro Kids	(215) 291-5563	(302) 224-3020	editor@metrokids.com
Metro Kids	(215) 291-5563	(888) 890-4668	calendar@metrokids.com
Middletown Flier	*****	(800) 220-3311	*****
Middletown Marketeer	(302) 392-0402	(302) 392-7827	bearfacts@starart.net
Milford Beacon	(302) 422-2717	(302) 422-6025	cliff@milfordbeacon.com
NCC Shopper's Guide	*****	(302) 325-6600	sgcc@delawareonline.com
New Castle Weekly	*****	(302) 328-6005	*****
Newark Post	(302) 737-9019	(302) 737-0724	newpost@dca.net
People, Places and Plants	(207) 829-6814	(800) 251-1784	paul@ppplants.com
Seaford Star	(302) 629-9243	(302) 629-9788	publisher@seafordstar.com
Smyrna Clayton Sun Times	(302) 653-8821	(302) 653-2083	ben.mace@doverpost.com
Spark Weekly	(302) 324-7774	*****	msullivan@sparkweekly.com
Sussex Co. Business Review	*****	*****	*****
The Better Years	(302) 239-7033	(302) 239-7739	editor@communitypub.com
The Cape Gazette	(302) 645-1664	(302) 645-7700	bridin@capegazette.com
The Cape Gazette	(302) 645-1664	(302) 645-7700	newsroom@capegazette.com
The Daily Times	(410) 749-7290	(410) 749-7172	bpenserga@salisbury.gannett.com
The Daily Times	(410) 749-7290	(410) 749-7171	bpenserga@salisbury.gannett.com
The Daily Times/ Record	*****	*****	*****

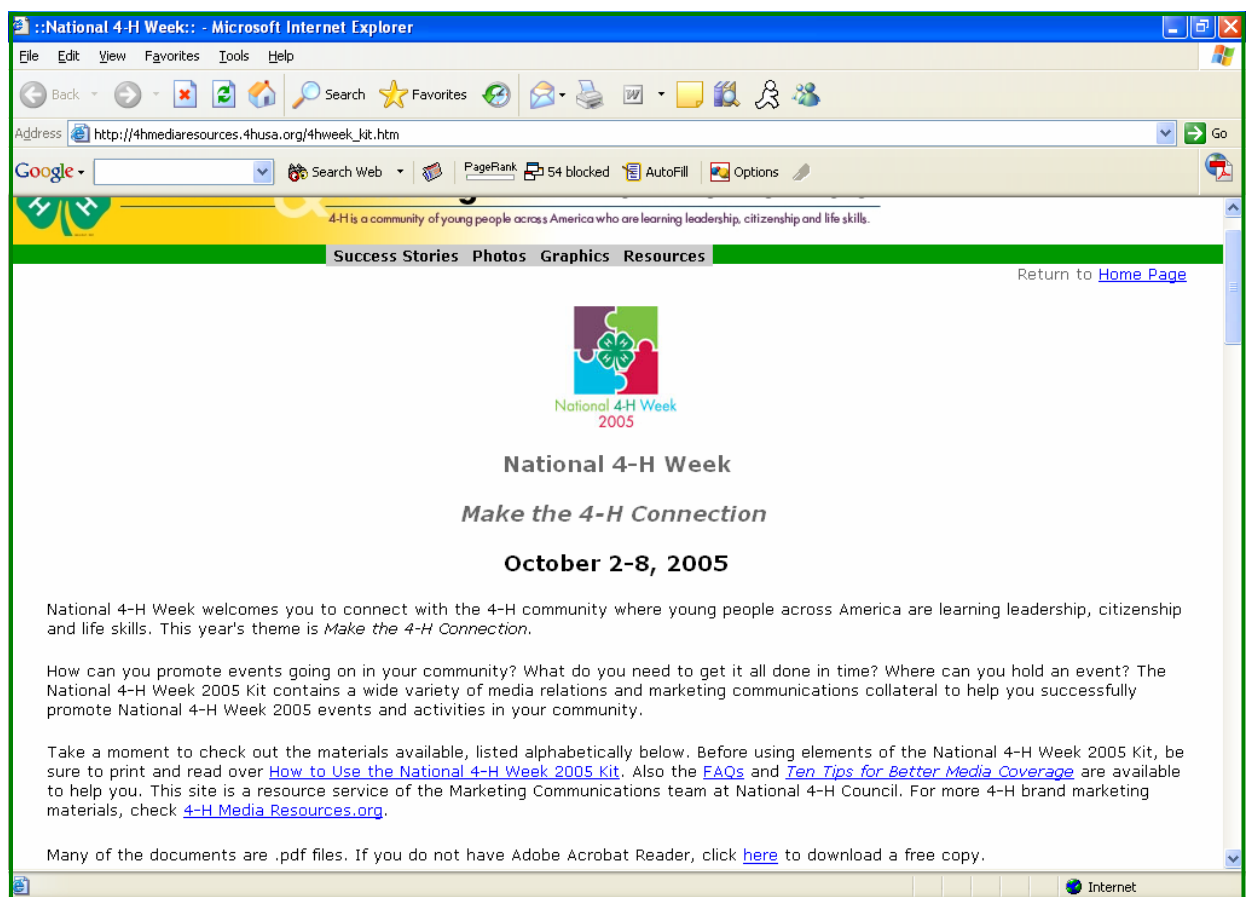
The Delmarva Farmer	(410) 634-5021	(800) 634-5021	rickyb@americanfarm.com
The Harrington Journal	(302) 398-3824	(302) 398-3206	chall@newszap.com
The Harrington Journal	(302) 398-3824	(302) 398-3206	journal@newszap.com
The Leader & State Register	(302) 629-6700	(302) 629-5505	newsroom@newszap.com
The Middletown Transcript	(302) 378-0647	(302) 378-9531	kristin.krenzer@dovertpost.com
The Milford Chronicle	(302) 422-1208	(302) 422-1200	*****
The Milford Chronicle	(302) 422-1208	(302) 422-1200	mc@newszap.com
The News Journal	*****	*****	*****
The News Journal	(302) 324-5509	(302) 324-2500	mdemby@delawareonline.com
The News Journal	(302) 856-3919	(302) 856-7371	mmurray@delawareonline.com
The News Journal	*****	*****	*****
The News Journal - Backyard Gardener	*****	(302) 478-5469	sgcc@delawareonline.com
The News Journal - Crossroads	*****	*****	crossroads@delawareonline.com
The News Journal - Prime Life	(302) 324-2557	(302) 324-2516	mcontay@wilmington.gannett.com
The Review	(302) 831-1396	(302) 831-2771	*****
The Sussex Countian	(302) 856-0925	(302) 856-0026	valerie.lemoi@dovertpost.com
The Sussex Post	(302) 645-2267	(302) 644-6326	awest@newszap.com
The Sussex Post	(302) 645-2267	(302) 644-6326	newsroom51@hotmail.com
UDaily	*****	(302) 831-2791	publicrelations@udel.edu
Update	*****	*****	*****
WAFL/WYUS	(302) 422-3069	(302) 422-7575	*****
WAMS	*****	*****	*****
WBOC-TV	(410) 742-5190	(410) 749-1111	jfurbay@wboc.com
WBOC-TV- Public Affairs	*****	(302) 734-9262	publicaffairs@wboc.com
WDEL	*****	(302) 479-1532	wdel@wdel.com
WDNO	*****	*****	*****
WDOV	(302) 674-8621	(302) 674-1410	*****
WDOV- WDSD	(302) 674-8621	(302) 674-1410	*****
WECY	*****	*****	*****
WGMD	(302) 945-3781	(302) 945-2050	wgmd@dmv.com
WHYY-TV	*****	(302) 888-1200	*****
WILM	(302) 655-1450	(302) 656-9800	info@wjbr.com
WJBR	(302) 765-1192	(302) 765-1160	*****
WKHZ	*****	(410) 723-9100	*****
WMDT-TV	(410) 742-5767	(410) 742-4747	newsdirector@wmdt.com
WNRK	*****	*****	*****
Worcester Co. Messenger	*****	*****	*****
WQJH	*****	(302) 856-2567	*****
WSSR	*****	(302) 856-6839	*****
WSTW	(302) 478-0100	(302) 478-2700	wstw@wstw.com
WXPZ	*****	(302) 424-2538	*****
***** Not a complete list. Contact names/information subject to change.			

Last updated July, 2005

RESOURCES FROM NATIONAL 4-H

On the following pages(25 through 28) you will find fantastic suggestions reprinted from the National 4-H website: www.4husa.org. Each year, in celebration of National 4-H Week, the 4-H website makes a “Media Kit” available to all 4-H’ers and volunteer leaders. The information in this media kit is chocked-full of many useful resources; too many to list in your Reporter’s Guidebook. The *Interview Tips* and *Talking Points* from this website are printed on the following pages. They contain many useful facts and attention-getting techniques useful in your press releases and media contacts.

Visit the National 4-H website at : www.4husa.org and avail yourself of all the great ideas they present. They are great to use during National 4-H Week...and the other 51 weeks of the year as well!





National 4-H Week 2005

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.

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 National 4-H Week Kit 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!)
- A copy of your organization's logo.
- 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.
- The National 4-H Week Kit also has many items that you can use for your media kit.

During the Interview:

- Be positive and enthusiastic about your program.
- 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.
- 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.



National 4-H Week 2005

10 TALKING POINTS

1. 4-H is a community of young people across America who are learning leadership, citizenship and life skills.
2. 4-H is the largest youth development program in the United States
3. More than seven million young people, ages 5-19, are currently involved in 4-H, and nearly 600,000 older youth and adults volunteer their time to the 4-H.
4. More than 60 million young people across America have been 4-H members since it started in 1902.
5. 4-H has a presence in every county in every state in the nation and Washington, DC. 4-H is active in Puerto Rico, the Virgin Islands, Guam, American Samoa, Micronesia and the Northern Mariana Islands. 4-H also is present on United States Army and Air Force installations worldwide.
6. 4-H reaches young people through a network of 3,600 professional educators associated with 106 State Land-Grant Universities.
7. 4-H engages youth in hands-on, experiential learning projects and activities that cover almost any interest area. Nationally, 4-H focuses on the after-school, healthy lifestyles, youth in governance, science, engineering and technology and professional and volunteer development initiatives.
8. The widely recognized 4-H Clover with H's on each leaf stands for:
 - a. **Head**—clearer thinking and decision-making, knowledge useful throughout life;
 - b. **Heart**—greater loyalty, strong personal values, positive self-concept, concern for others;
 - c. **Hands**—larger service, workforce preparedness, useful skills, science and technology literacy;
 - d. **Health**—better living and healthy lifestyles.
9. Principal funding comes from county, state and federal public sources, but private sector partners invest greatly in 4-H through their local and state 4-H foundations and National 4-H Council.
10. The Essential Elements of 4-H are:

Belonging—Youth need to know others care about them. They need to have a sense of connection. In 4-H, youth have the opportunity to feel physically and emotionally safe while actively participating in a group.

Continued

Mastery—Youth develop self-confidence by experiencing success at solving problems and challenges. In 4-H, young people tackle projects and activities in which they master skills to make positive career and life choices.

Independence—Youth need to know that they can influence people and events through their decisions and actions.

Through 4-H leadership opportunities, youth learn to understand themselves. They become independent thinkers and are more responsible.

Generosity—Youth need to feel that their lives have meaning. Through 4-H community service and citizenship activities, youth connect to their communities, give back to others and begin to understand the “big picture” of their lives.

Thank You!

See You in the News!

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



Reporter's Guidebook

Written and compiled by
Sussex County, Del. 4-H
~MDW
Updated 8/05