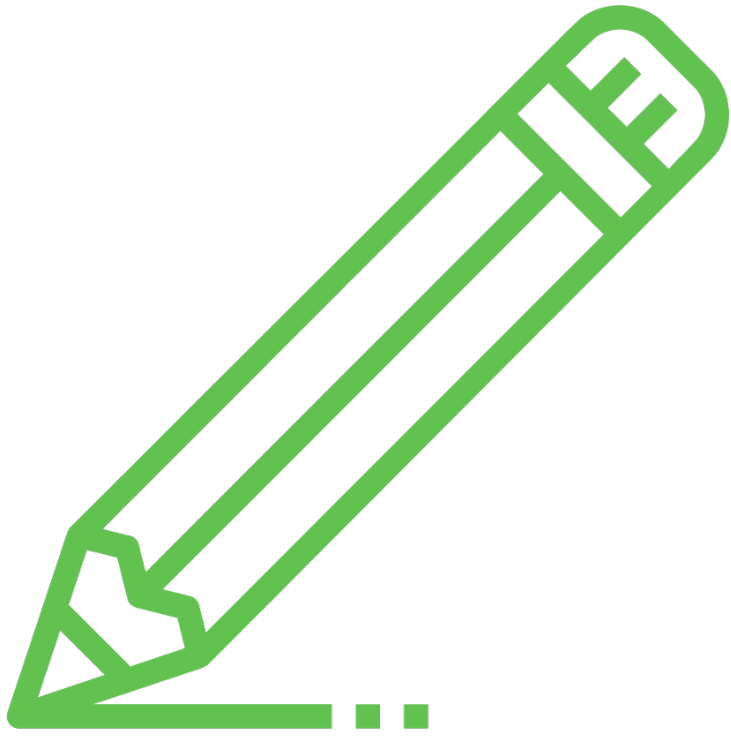




LEADERSHIP DEVELOPMENT

A REPORTER'S PLANNING GUIDE FOR THE LOCAL CLUB



REPORTER

4-H CLUB OFFICERS

One goal of 4-H is to develop leadership skills. Perspective club officers should be gaining and developing leadership skill. The existing officer team should help develop future leaders by involving members in meaningful committee work. Committees are an excellent training ground for developing club officers.

It's a good idea to pass jobs around so members gain different experiences and perspectives; this means the same member doesn't hold the same office in successive years or serve on the same committee over an extended period of time. A variety of experiences help the member develop new skills.

Club officers are an important part of the leadership team in the local 4-H club. Being an officer helps the member develop leadership skills as he or she performs their required duties.

Allowing 4-H clubs to elect their own officers serves the following purposes:

- All members learn about and participate elections.
- Those elected learn to be responsible to their organization, leadership skills and parliamentary procedure.
- Members feel ownership in their club meetings.

Club officers are usually elected each year near the beginning of the 4-H program year. A leader should explain the duties of each officer to potential candidates and provide leadership to the election process so candidates are elected for their ability to do the job rather than for their popularity. The organizational leader, an assistant leader or parent-volunteer should be named to help the officers carry out their responsibilities.

A club may elect additional officers other than those listed below. For example, some clubs elect a historian who is responsible for the scrapbook. In other clubs, the offices of secretary and treasurer may be combined into one office. The club's size and the age of membership will determine the number and kinds of officers to elect.

THE 4-H OFFICERS USUALLY ELECTED IN EACH CLUB ARE THE:

- **President** prepares an agenda with the assistance of the other officers, presides at all business meetings, coordinates club business, appoints committees and establishes a sense of team for the club.
- **Vice President** provides leadership in the president's absence, coordinates committees, and may be responsible for educational programs at club meetings.
- **Secretary** keeps written minutes of all meetings and attendance and participation records in the Oklahoma 4-H Club Secretary's Book. The secretary also writes, correspondence, assists with the club scrapbook, monthly reports and activity reports. Annually submits Secretary's Book to the county Extension office.
- **Treasurer** takes care of all club finances. The treasurer keeps an accurate record of the club's funds in the Oklahoma 4-H Club Treasurer's Book, writes receipts, checks, makes deposits and prepares and submits an annual Financial Report to the county Extension office.
- **Reporter** writes and submits interesting and accurate reports about club meetings and club activities and maintains the club scrapbook. Other responsibilities may include managing the club website and assisting with end-of-the-year reports.
- **Recreation/Song Leaders** promotes enthusiasm through games and songs at 4-H club meetings and other activities.

All club members can have a leadership role through the use of functioning committees. Remember, serving on a committee is the best learning experience for new member.

NOW THAT YOU ARE REPORTER

Your job is to sharpen both your pencil and your "nose for news." Know what club members are doing-individually and as a group. Get accurate and timely details of who, what, where, when and why. The reporter is the public relations person for the club.

AREAS OF RESPONSIBILITY

The reporter keeps the public informed about activities of the club and club members by preparing news releases or stories for publication, broadcasts (radio or TV) or social media. Reporters often take pictures of activities, assist in maintaining a web page and social media, and assists in planning and arranging displays. The reporter serves as historian by keeping a record of reports, pictures and other materials (programs, flyers, brochures, agenda, minutes etc.) of historical interest

SPECIFIC DUTIES OF THE REPORTER

- Turn scrapbook/e-scrapbook in at designated time each year.
- Work with the secretary in preparing scrapbook/e-scrapbook.
- Gather and organize officer and activity reports.
- File clippings and pictures of activities in a scrapbook or an e-scrapbook.
- Prepare articles for various publications and other news media.
- Assist in planning and completion of displays, flyers, brochures, etc.
- Supply template for committee and activity reports being put in the scrapbook/e-scrapbook.
- Assist in establishing/maintaining a web page or social media accounts

WHAT IS AN E-SCRAPBOOK?

An e-scrapbook is an "electronic" scrapbook – an electronic file containing the records of the club. Below is an example of how it may be organized:

- On TRAC Plans
- Agendas
- Secretary's Book
 - Minutes
 - Attendance Records, etc.
 - Club Goals
- Treasurer Reports and records
- Correspondence
 - Thank You Notes
 - Letters to Donors
- Committee Reports – Materials generated to plan, promote, conduct and evaluate activities and events.



- Share the Fun
- Club Picnic
- Public Speaking Event
- Healthy Living Fair
- Club Exhibit
- Project Groups – Materials, lesson plans, agendas, minutes, projects, pictures, etc.
 - Food Science
 - Health and Fitness
 - Animal Science
 - Shooting Sports
- Service Projects – Materials generated to plan, promote, conduct and evaluate project.
 - Ronald McDonald Campaign
 - Change for Change Campaign
- Awards and Recognition
- Publicity
 - Newspaper Articles
 - News Releases
 - Scanned Newspaper Articles Printed
- Website – Web-pages managed/maintained by the team.
- Other – Include other headings and sub-files appropriate to your club.
- Activities – Materials generated to plan, promote, conduct and evaluate activities and events.

PREPARING NEWS COPY

News stories should be typed and double spaced. Use only one side of the paper and leave wide margins. Write "more" at the bottom of the page if the story continues to a second page. Be sure to include your name, address, phone number, email address and the date at the top of the page.

The Story

In a news story, the important parts are called the five W's; Who, What, Where, When and Why. Use club's activities to explain each "W" and you will have a story ready for the local newspaper or radio station.



Answering the 5-W's:

WHO - Jim Racer, a member of the 4-H Gait and Trotters

WHAT - Will represent the club at a Horse Nutrition Workshop

WHERE - In Saddleton, Oklahoma

WHEN - Saturday, June 6, 20XX

WHY - He was elected as a delegate at the club's weekly meeting May 1, 20XX

Putting the 5-W's together:

Jim Racer, a member of the 4-H Gait and Trotters, will represent the club at a Horse Nutrition Workshop in Saddle town, Oklahoma, Saturday, June 6, 20XX. He was elected as a delegate at the club's weekly meeting.



Answering the 5-W's:

WHERE - Greenfield Village, Oklahoma

WHAT - Going on a photo tour

WHO - 15 members of the Snapshot 4-H Club

WHY - They will spend two days doing a photo story journal of the popular historic village

WHEN - June 20XX

**Note that the parts are arranged in a different order.
All stories do not have to start with the "WHO".*



Answering the 5-W's:

WHAT - Sewing school kept two dozen hands busy making 12 garments and 16 household items

WHERE - At the Green County Extension Office in Seamville

WHEN - July 6-10, 20

WHO - 12 4-H members Thimble Fingers 4-H Club

WHY - Started their sewing projects for the Green County Fair

These examples contain the facts/details but are not very interesting. The details are referred to as the "lead" or opening of a story. For most stories, the reporter will have other less important parts, called "details." These explain more about the five W's and make the story more interesting.

As you fit the story together, put the more important details first and the less important ones last. This allows the editor to leave the end off if space is limited.

Don't be disappointed if all of your stories aren't used. Editors never have enough space or time to use all the news received.

MAKE YOUR NEWS MORE NEWS WORTHY

Print and radio sources will look for materials with the following content:

IS IT NEWS WORTHY?

News:

- is timely
- is informative
- is descriptive yet to the point
- contains action photos

Stories written in third person. Don't write that "I" or "we" did something; but that the club members or John Worker or Sally Green did something.

Use names correctly. A familiar saying among reporters is "names make news." People like to see their names in print or hear them on the radio if they have done something worthwhile. Use first and last names such as Sue Winner or Alan Gaining, unless permission is not given.

Keep sentences and paragraphs short. Use two or three sentences to a paragraph. Make each paragraph a complete thought. Have another person proof your work!

Be prompt. Timing makes material news worthy. Late advance (before) stories will miss deadlines; late follow-up (after) stories will lose their reader appeal.

Keep trying. Look for unusual and out-of-the ordinary items. Check with club members, officers, leaders, volunteers and Extension educator for news ideas.

Keep stories timely. After submitting a few stories, you will better understand what the newspaper or radio station will use. Some newspapers like to tell what is going to happen; others like to tell what has happened. And some will use both--if it is an important event. Just be sure to get your advance stories in early so they can be used before the events. Submit your follow-up stories as soon after the event as possible, while the event is still of interest to the readers or listeners.

Correspondents/Reporters can be helpful. Find a contact at the newspaper or radio station who will work with you and possibly be a mentor. Some newspapers want to write the story (thus they will interview you), others want you to submit the story in writing (most papers are doing things electronically or via the internet). Find out your newspapers preference.

Pictures are worth a thousand words. Take action pictures showing the magnitude/impact of what is being reported. Everyone likes to see what is happening and who is involved. Avoid "grip and grin" pictures. Check with your newspaper editor to see what type and quality of photos he/she can use. If you have a good idea for a photo, your editor may be willing to send someone from his/her staff. Digital pictures are preferred.

QUALITY PICTURES

A good picture strengthens a story. Pictures catch the eye of the reader and make the article more attractive. However, good pictures don't happen; they are planned. Follow these hints when taking pictures for the newspaper:

- Do not have more than three people in the picture, if possible
- Take close up pictures whenever possible.
- Crop digital pictures.
- Have a single center of interest.
- Show action or have the people doing something.
- Avoid staged photos in front of a backdrop
- Identify the people in your picture accurately (from left to right), if permission is given.
- Spell names correctly.
- Use only sharp, crisp photos. If the original photo does not look good, it will look even worse in print or on the web.

EXAMPLE STORY RACER ATTENDS OSU WORKSHOP

A Horse Nutrition workshop, sponsored by the Oklahoma State University, will offer training in how to feed horses to maintain good health. Approximately 75 representatives from the eight counties in the NE Extension District will take part, according to 4-H volunteer, John Reins.

Charles Hutton, Extension specialist in Animal Science at OSU, will conduct the all-day workshop. He will be assisted by members of the University Animal Science faculty and veterinarians specializing in equine.

Jim, Racer, son of Mr. and Mrs. Harry Racer, has completed several horse projects in his 4-H experiences. He won first place in last year's county fair western pleasure class. A sophomore at Ponytail High School, he raised his horse, Red Roan, from a colt.

RECOMMENDATIONS FOR SOCIAL MEDIA

As a county or local leadership team member, you have been selected to serve the 4-H'ers of Oklahoma. One way you have the responsibility to serve is by promoting the 4-H program to the public. What better way to do this than through social media?

Social media is a key part of the way 4-H is advertised to the public. Therefore, it is vitally important that we post good advertisements. You have the opportunity to play an invaluable role in the production of the advertisements. You are 4-H'ers. As an involved member, you have access to the newest information on the local, county, district or state levels, that the your club leader or county educator may not see. You know 4-H'ers who are doing the coolest projects, workshops and service activities, you work with the 4-H volunteers who are going above and beyond to serve their members, and you and your team are making the plans to make a difference in this program. It is your responsibility to make sure this information is shared across the state. You may not realize it, but you are a part of the Oklahoma 4-H Marketing Team.

Types of Posts, and Expectations for Each:

Instagram Stories: Posts can be in the form of 15-30 second video clips, or a high-quality picture with a 2-3 sentence caption/text blurb. The subject of these posts will usually be to promote an event or activity. More often, these posts will be written in first person.

Facebook/Instagram Posts: The expectation for these types of posts is high, as it will become a permanent part of your 4-H Social Media pages. The photos should be extremely high quality. The post's text should be descriptive but concise – about 2 short paragraphs in length. These posts should almost always be in third person.

Some General Rules:

1. Unless otherwise specified, Facebook/Instagram posts should be written in third person and focused on others. We are trying to move away from officer-centered posts and more towards posts focusing on the great things 4-H does in the community. Remember, this isn't about you, it's about those you are serving. For example:
 - Instead of writing about your favorite 4-H project, write about a 4-H'er in your club who is doing a cool service project.
 - Instead of talking about how you got involved in 4-H, interview a 4-H volunteer and write about why they think it is important to volunteer.
2. Be sure to include the Who, What, and Why/How. If I was writing a 4-H'er spotlight, I would be sure to include the name of the 4-H'er and the club they are from (who), what the member is doing (what), and how they are making a difference in their community (why/how).
3. For captions, it's better to include too much than too little. Remember, your work can always be cut down, but it is sometimes hard to fill in blanks and add information after you have submitted your post.
4. If possible and appropriate, include a quote from a 4-H member, educator or volunteer. For instance, if writing a member spotlight, you could ask their educator to provide a short quote about why they appreciated said member.
5. Correctly write 4-H.
 - 4-H and 4-H'ers (not 4h, 4H, FourH, 4hers, or 4-Hers)
6. Make sure your photo or video is the appropriate format for the platform for which it intended (vertical videos for Instagram stories, horizontal videos for Facebook, square photos for Facebook and Instagram, etc.)
7. If you are writing about a person, it is best practice to get their permission beforehand. Not everyone wants to be on social media!

For inspiration, follow these hashtags and accounts:

- #OK4H
- #InspireKidstoDo
- #4HGrown
- #Becauseof4H
- #TrueLeaders
- #4HGrowsHere
- #OKCoopExt
- #CoopExt

Facebook:

4-H | Oklahoma 4-H

Twitter:

@national4H | @Oklahoma4H

Instagram:

@4H | @Oklahoma4H

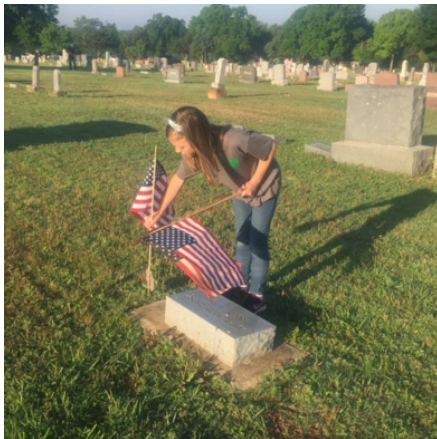
Snapchat:

Oklahoma4H

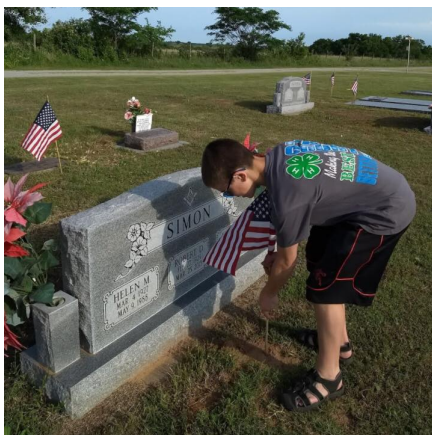
EXAMPLE POSTS

Facebook and Instagram Posts:

Club/Community Service Spotlight



For years, Payne County 4-H'ers have made giving back to veterans in their communities a top priority. On Memorial Day, one can often find green mixed with the red, white, and blue, in local cemeteries as 4-H'ers spend part of their day in remembrance by placing flags by the graves of those who have served. Kyla Langstraat explained



why she gives back, "It's important to honor those who have served because of what they have sacrificed for us and for our freedom." Kyla works hard to involve other members in new ways to show respect to our veterans, and is spear-heading an effort to partner 4-H'ers with "Wreaths Across America" – an organization whose goal is to remember fallen veterans, honor those who serve, and teach the value of freedom by placing live wreaths on the graves of veterans on National Wreaths Across America Day. This year she shared the project with the Payne County Teen Leaders, and they hope to recruit even more members to be a part of the initiative in the coming years.



Member Spotlight Post

Ryne Crosthwait has been a member of the Freedom 4-H Club in Payne County for the past five years. He is involved in beef, dairy, and poultry, but it is his dedication to citizenship and leadership which truly set him apart. Ryne is passionate about helping his community, and his primary service project is collecting, supplying, and delivering books to the Oklahoma Wondertorium's Little Library. Ryne has even found a way to give back through his project work by periodically donating his chicken's eggs to Our Daily Bread, his local food bank. In 2018, Ryne was awarded the Jordan Morris Memorial Junior Citizenship Award - a top honor in Payne County. Stephanie

Weckler, a retired local 4-H club leader and a member of the board which selected the recipients of the award, shared her thoughts on why Ryne was a perfect candidate. "Ryne has eyes that are wide open to notice the needs of the those around him and a heart that moves him to acts of compassion. He is impacting lives on a daily basis, and, having personally know Jordan Morris, I can see that he embodies the spirit of service honored through the award." Ryne is active on the Payne County Officer Team as the Junior Director, and shows great potential as he strives to make the world around him a better place.



Event-Related Post

4-H members are making a difference. More than 80 4-H'ers, adults, and volunteers from 15 different counties came together on National 4-H Service Day, April 27th, at the first ever Oklahoma 4-H Hike for Change. They spent the day hiking the Chickasaw National Recreation Area's Bison Pasture Trail, learning about outdoor safety, and enjoying the natural beauty of Southeast Oklahoma. Together, the hikers raised \$500 in registration and donations for Change for Change, an Oklahoma 4-H State Service Project that benefits the Children's Hospital Foundation. If you would like to get involved, send your donation to your county extension office or the State 4-H Office. If we each do a little, we'll all do a lot.

Instagram Stories:

Instagram stories are a great way to communicate what you as Leadership team members are accomplishing and promoting/recapping events or activities. Both videos and photos are used on this platform. ideas for good Instagram story material include: recapping Leadership team meetings, "take-over" type videos from events, upcoming event hype posts, or Change for Change amount updates.



Instagram Story Event Highlight Example

Want to make memories while learning, growing and having fun? Attend your county's 4-H Camp this summer to participate in engaging workshops, play fun games and meet new friends. Contact your county extension agent for more information!

Tips for Instagram Stories

- Make sure you are filming in a place without a lot of background noise – and re-watch your video to double check the sound!
- FILM YOUR VIDEOS VERTICALLY!
- Try to stick to 15 second clips – that's how long one slide on Instagram is.
- Use text and gifs to make your story fun and eye catching!