



BUFFALO COUNTY

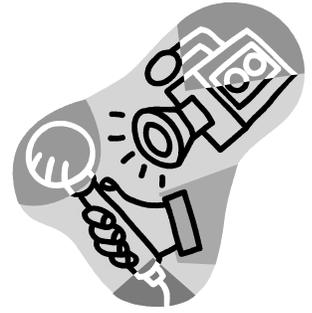
4-H CLUB OFFICER TRAINING



Reporter

Congratulations!

You are the Reporter of your 4-H Club!



Importance of the Reporter in the 4-H Club

The Reporter of the 4-H Club is an important job! The reporter has the privilege and opportunity of telling others about 4-H and their 4-H club. Newspaper editors like news stories about 4-H because their readers like to know what young people are doing. For your club to maintain the support, respect, and goodwill of the people in the community, it is important for you to keep them aware of the good work done by your club.

The office of Reporter is important because the Reporter:

- ◆ Helps gain publicity for the club
- ◆ Aids in recruitment efforts for the club
- ◆ Assists in club stability by securing new and retaining current members

Responsibilities of All 4-H Club Officers

- **Secure** new members and organize the club.
- **Plan** the program for the year.
- **Conduct** and take part in the meetings.
- **Keep** the club records and give them to the leaders as required.
- **Maintain** a good spirit and interest in the club.
- **Help** every 4-H'er find a place in the club and an opportunity to contribute.
- **Maintain** a good relationship with all individuals, leaders, and other officers.
- **Maintain** contact with the Extension Office.

Duties of the Reporter

- Promote, advertise and spread the good news of 4-H and your club to the public.
- Write a report of each 4-H meeting immediately following the meeting and mail it or take into the local newspaper as soon as possible. Send a copy to your County Extension Office as well. Remember that old news is worse than no news.
- Make a collection of clippings and news items concerning your club for the permanent record.
- Write articles about special 4-H events for your local newspaper.

What is 4-H News?

To be news, a 4-H club meeting, activity or event must be one or more of the following:

1. Recent
2. Important
3. Close to the place of publication
4. Unusual
5. Interesting

Some club activities that might be newsworthy:

- A. Club Meetings
- B. Field Trips
- C. Fundraisers
- D. Community Service Events
- E. Activities

Writing a Good News Article

Remember the Reporter's A B C's : Be Accurate! Be Brief! Be Concise! Use these pointers along with your A B C's and put your club in the news! Suggestions for Good "Straight" News Story:

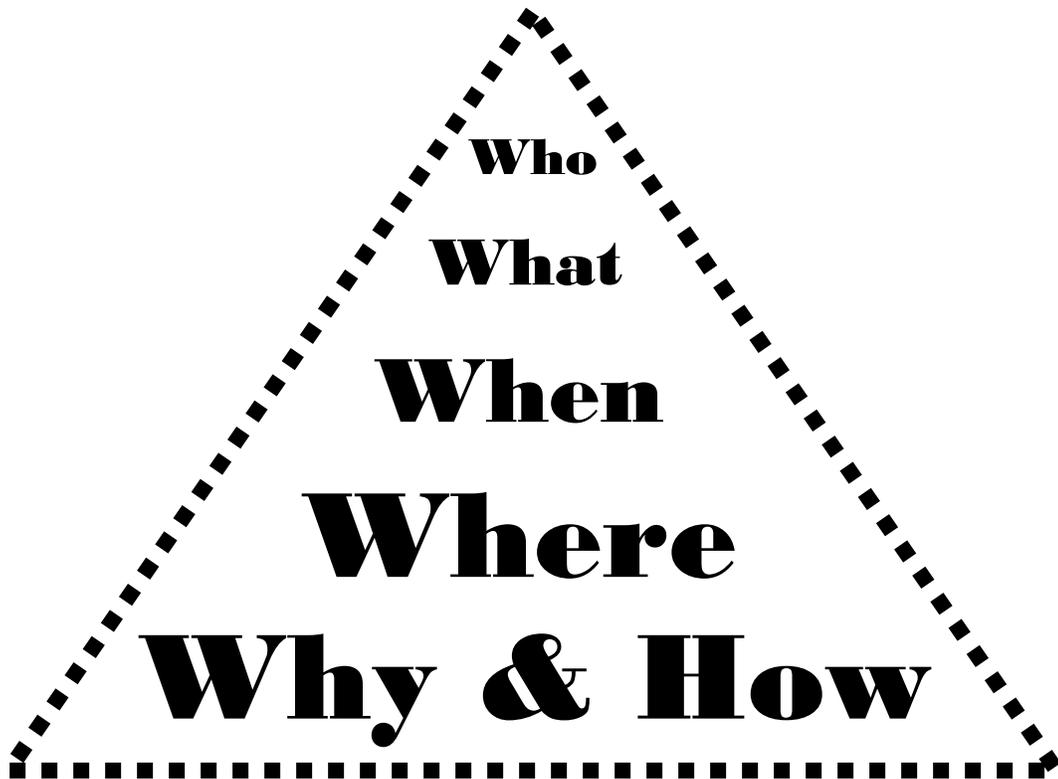
- Type your story.
- Put your name, address, phone number, email, and date at the top.
- Double space your story.
- Write stories in the third person (he, she, and they).
- Include local names and city of residence whenever relevant. Local media especially like to mention names in their circulation. Spell names and addresses correctly. Write out individual's full names.
- Only include news facts. Do not include personal opinions. Always include information that is correct and accurate.
- State the most important or most interesting fact in the first paragraph. In the following paragraphs, give the information in the order of importance.

- Keep sentences short (no more than 17-20 words). Make each paragraph a complete thought with two or three short sentences. Keep paragraphs short (not over 40 to 50 words).
- If possible, submit good pictures with your stories. Be sure you have permission from the individuals shown before you submit their image.
- Be prompt! Get the story to the editor or Extension Office within one week of the event.
- Check with local newspapers and the UW-Extension Office on dates news items are due for the local papers and the Buffalo Bulletin.

The Pyramid News Story Style

The pyramid news story style is a great way to write your 4-H news story. The pyramid suggests that you put all the most important information in the first paragraph of the news release. It helps the editor decide quickly if the article is newsworthy and it helps readers decide if the story is relevant to their interests.

The first paragraph should include all the necessary information, referred to as the five 'W's. The rest of the paragraphs should include additional details of the why and how.



NEWS

From Cooperative Extension • University of Wisconsin-Extension
Buffalo County UW-Extension, Courthouse, PO Box 276, Alma, WI 54610
Annie Hobson, 4-H Youth Development Agent, 608-685-6256

4-H Youth Council Served Up Smiles & Meals at the Ronald McDonald House

The Buffalo County 4-H Youth Council served up lots of smiles and heaps of homemade taco meat for over 60 guests at the Ronald McDonald House in Rochester, MN on Sunday, October 16, 2006. In 2003, a member of the Youth Council was diagnosed with cancer. Through her experiences and contact with the charity, her fellow members learned how wonderful the Ronald McDonald House is and wanted to support the organization by preparing and serving a meal for families that stay at the Ronald McDonald House while their children are receiving medical treatments and are recovering from illness. On Sunday, 4-H Youth Council members met 1:00 p.m. at the Alma Legion to prepare over 20 pounds of taco meat, all the taco fixings, chili, fruit salad, rice, a variety of desserts, and refreshments. At 4:00 p.m., 4-H Youth Council members, parents, and leaders packed into vehicles to begin their caravan to Rochester. After arriving at around 5:00 p.m., 4-H Youth Council members put the final touches on the meal and prepared to serve. The meal was then served from 6:00 p.m. until 7:00 p.m. Roxane Weisenbeck, UW-Extension 4-H Program Assistant and 4-H mother, commented, "This was a very heartwarming experience. The appreciation we received from the guests for preparing and serving this meal was so genuine. You can tell how grateful they are to have a home cooked meal instead of more hospital food." On their return trip to Buffalo County, 4-H Youth Council members discussed the success of the meal, what they learned from the community service experience, and what they might do differently next time. The Council members expressed their interest in preparing and serving a meal again in the future.

The 4-H Youth Council would like to extend special thanks to the Alma Legion for allowing the members and parents to prepare the meal in their kitchen. In addition, the Council would like to thank Sue S. and Carl Duley, Cindy Duley, Carl Duley, Roxane Weisenbeck, and Brad Weisenbeck for helping prepare the meal and providing transportation for the caravan.

To learn more about 4-H or other UW-Extension programs, contact Buffalo County Extension Office at (608)-685-6256. The UW-Extension does not discriminate in the treatment of individuals in the admission or access to its programs and activities, in the provision of services or in employment.



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