

Suggestions for Local Publicity



Contact your local newspaper, radio and television stations to explain the 4-H Centennial Celebration and discuss what kind of information you can supply them.



Contact the businesses that regularly advertise in your local paper and ask that they include a 4-H Centennial logo in their ads during April 2009.



Ask parents, volunteers, 4-H'ers, 4-H alumni to write letters to the editor during April about their 4-H experience.



Locate the oldest former 4-H'er in your county and write a feature about his/her experiences. Use photos.



Ask former 4-H'ers who are now public officials or business or community leaders to write an article about what 4-H has meant to them.



Write a story giving information on enrollment, leader involvement, special activities and community projects – an overview of the county 4-H program.



Have 4-H clubs submit brief articles on their history.



Feature your program for older youth, describing the opportunities available to them, some of the things they learn, examples of particular 4-H'ers who are senior members.



Write a story about local volunteer involvement through the years, focusing on those volunteers who have established community 4-H Clubs and/or have a project club. Highlight volunteers who have established in-school clubs.



Write an article telling the history of 4-H within the county. Use local names and places. Use photos when possible.



Take picture and write a cutline of someone involved in planning the Centennial celebration in your county.