

SO YOU'RE THE

CLUB REPORTER



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IOWA STATE UNIVERSITY
Extension and Outreach

WELCOME

Congratulations! Iowa 4-H is proud of you for stepping into this club leadership position! As 4-H club reporter, you represent the 4-H Program—both in and out of your 4-H activities. Your fellow 4-H members will look up to you as you use your skills and abilities to lead with dedication, professionalism, and enthusiasm. Make the 4-H pledge your priority as you pledge your head, heart, hands, and health to make the best better for your club, community, country, and world.

“Leadership begins with selfless leaders dedicated to the needs of the group. A leader motivates those around them and builds other people up. They are willing to listen and are open to learning more about themselves and how to work well with others. Most importantly, a great leader encourages others to take on leadership roles.”

– **Madison** | *Club President and State 4-H Council Member*

USING THE FOUR H'S TO BE AN EFFECTIVE LEADER

HEAD

- Be open-minded.
- Begin with a goal in mind.
- Think critically.
- Be a good communicator.

HANDS

- Help others.
- Be a good representative for your organization.
- Be service-minded.

HEART

- Be friendly to everyone.
- Be respectful of every person's opinions.
- Be honest with yourself and others.
- Help members feel like they belong in your club.

HEALTH

- Encourage your members through positive messages.
- Participate in activities that promote health among you and your community.
- Learn to make choices for the good of all involved.

Adapted with permission from Tennessee 4-H.

LEADERSHIP TIP

“Don't be afraid to use your unique leadership style to create new things in your club. You have different talents and ideas than other people, so use what makes you unique to make the best better.”

– **Holly** | *Club Vice President and State 4-H Council Member*

LEADERSHIP IN ACTION: GOOGLE

Google is a large worldwide technology company that is best known for their search engine. In the U.S. alone, they have created over \$426 billion of economic activity. That's a lot of money! One of the ways Google is able to be successful is by investing in the people who work for them. With over 93,000 employees, Google works to make sure each employee feels like they belong and are valued. Employees who feel welcome in their companies accomplish more and are likely to continue working for that company. Nancy Lee, Google's Vice President of People Operations, says one of the ways Google makes employees feel valued is by hosting meetings every Friday where any employee can ask questions to senior management. This has helped increase employee happiness, leading to the success of the company. Creating a sense of belonging is not only important in the workforce, but also in your club! The members of your club may have a variety of ages and backgrounds.

Referenced from: <https://www.inc.com/tess-townsend/how-more-inclusive-work.html>

AS CLUB PRESIDENT, HOW CAN YOU CREATE A SENSE OF BELONGING WITHIN YOUR CLUB?

LEADERSHIP TIP

To create a sense of belonging in your club, consider having the 4-H pledge on a poster or printed on the back of your agenda for guests and new members to follow along with!

AS REPORTER, I AM ENCOURAGED TO:

Youth Choice! Select which responsibilities you will carry out during your term.

- Promote club meetings using appropriate media to invite members and guests.
- Accurately report club news and stories in a timely manner.
- Read the county newsletter and remind members of important deadlines, available opportunities, and other relevant information.
- Take notes at club meetings and gather direct quotes from members and guests.
- Communicate with the secretary for necessary meeting information including a list of all club members, officers, and leaders for correct spelling.
- Work with the club photographer to include pictures in articles and posts.
- Build partnerships with local news outlets, including the County Extension Office, to share club accomplishments, experiences, and news.

LEADERSHIP TIP

“Don’t be afraid to ask older members or leaders questions about your duties and attend officer training to feel more confident.”

– Nehemiah | Club Treasurer and State 4-H Council Member

WHAT IS NEWSWORTHY?

As the club reporter, you are responsible for telling your club’s story, sharing member experiences, and informing the public on your 4-H club’s activities. It is best to report information only if it is:

1. Important 2. Relevant 3. Current

Waiting weeks or months after an event to share a story reduces the importance and relevance of the news.

LEADERSHIP TIP

If you are interested in media and communications and want to learn more about reporting, join the Iowa 4-H Reporters! To learn more about this state opportunity, go to <https://www.extension.iastate.edu/4h/iowa-4-h-reporters>.

DIFFERENT TYPES OF NEWS SHARING PLATFORMS:

Reporting allows more people to stay up to date and informed on what your club is doing. When you are sharing information about your club, consider what you are sharing and the best platform to use for your content and audience. Using other sharing platforms can allow you to reach a wider audience and be creative.

WRITTEN

Local or county newspaper
County 4-H newsletter
Club newsletter

VISUAL

Social Media
Flyers and Graphics
Video

AUDIO

Radio stations

WRITTEN

Benefits: allows you to share informative content

Audience: parents, the community as a whole

How to Write a Good News Article

1. The introduction, or lead, of the article is the most important. It sums up the entire article in one paragraph. It tells who, what, when, where, why, and how. Decide which point (who, what, when, where, why or how) is most important, and start the paragraph with that point.
2. After the first paragraph, the body tells more about the story. Write the most important details first. If an editor does not have room for your entire article, they will start taking off information from the end of the article.
3. Keep paragraphs short and concise; around 50 words. Use simple language in brief sentences. Include only those details that are necessary to the article.

LEADERSHIP TIP

Talk to your Extension Office about how they prefer clubs communicate with the media. Do they want stories to go through them, or directly to the media? Always copy the office on news stories you send out. Keep a list of your contacts. You might include their address, important names, and publication deadlines.

Layout of a News Release

Lincoln True Blue 4-H Club

Marcus Montgomery, reporter

Email: mmontgomery@trueblue.com

Phone: (515) 294-9640

FOR IMMEDIATE RELEASE

4-H Members Volunteer to Paint Tables

AMES, Iowa – The Lincoln True Blue 4-H members painted picnic tables at the Lincoln Town Park as a community service project on May 17 and 24. They bought paint and supplies with money they earned from fundraisers during the year.

Organizers of the community service project were Raphael Ramires and Carol Walker. Club members who helped were Chris Brown, Chiffon Jefferson, Bill Ross, Anne Clay, Steve Olson, Andrew Wallenstein, Patrick Zenowski, LiYu, Rita Ramires, Jin Zhang and Marcus Montgomery. Volunteer 4-H leaders are Gene Smith and Consuelo Gonzalez.

The youth compiled 35 volunteer hours toward their yearly goal of 1,000 hours of community service as they cleaned, scraped, scrubbed, and rinsed the picnic tables before painting all seven a dark green.

The next club meeting will be June 2, at 7:30 a.m. with breakfast in the Lincoln Town Park. The mayor and city council will be inviting guests to hear 4-H members report on the picnic table project.

For more 4-H information, contact the Story County Extension Office at H. St. and Second Ave. in Nevada, Iowa or call (515) 987-6543. This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.

LEADERSHIP TIP

Using a variety of action verbs in your articles and posts can help keep the reader engaged and entertained. They can also help the reader have a clear understanding of what you are reporting. For examples of action verbs to use, checkout the “Using Action Verbs” worksheet as a resource.

Note-Taking for News Articles

The article below was written from the following notes:

Who: Organized by Raphael Ramires and Carol Walker.

Painters: Chris Brown, Chiffon Jefferson, Bill Ross, Anne Clay, Steve Olson, Andrew Wallenstein, Patrick Zenowski, LiYu, Rita Ramires, Jin Zhang and Marcus Montgomery

4-H Leaders: Gene Smith and Consuelo Gonzalez

What: Scraped, scrubbed, rinsed, and painted all 7 picnic tables dark green.

When: May 17 and 24

Where: Lincoln Town Park

Why: Picnic table project decided on after talking to Mayor Keith Reynolds in March to find out what services Lincoln needed. Find out what 4-H members could do. Took vote in April to paint. Work toward our goal of 1,000 volunteer community service hours.

How: Used chili supper profit. Hardware store donated some supplies.

VISUAL

Benefits: visual content is captivating and a great way to grab the attention of your audience

Audience: members, parents

Using Social Media Professionally

As social media becomes more and more popular as a news outlet, this could be a great way to reach out to current and potential members and improve communication within your club. Connect with your county Extension office and your County Youth Coordinator (CYC) to inquire about their social media calendar and strategy. Do they accept posts submitted by 4-H clubs for inclusion on their accounts? Before creating a post for your club, ask yourself the following questions:

- What is the goal of sharing this post?
- What is the audience you are trying to reach?
- When would you like it shared by?

LEADERSHIP TIP

Remember that how you present your club through the office's social media account will influence the way the public sees your club and the Iowa 4-H Program. Only post images, articles, etc. if they are positive, relevant, and respectful. If you are sharing pictures of members, leaders, volunteers, or guests, make sure you have their approval before you post.

Visual Promotions

Visual promotions can be a great way to make your information appealing. A graphic can allow you to share information in a variety of places with just one resource. They can be included in an email, shared with partners, sent in school digital backpacks, shared through your office's social media, posted at events, or hung up in public spaces. Connect with your County Youth Coordinator (CYC) to help you share your visual promotions across the county. To make effective graphics, use pictures, colors, borders, shapes, and bullet points to draw attention to important information. To learn more about design, use our resources Elements and Principles of Design: <https://store.extension.iastate.edu/product/464> and our Color Wheel publication: <https://store.extension.iastate.edu/product/463>.

Creating Effective Videos

As your club reporter, you can record and edit videos during National 4-H week, to help with fundraising campaigns, to advertise for a club event, and so much more! It may be helpful to create a script or simple outline for your video before you begin filming. Experiment with different camera angles to help tell the story through your video. If you do not have access to a camera, you can use your phone. Turn your phone horizontal and make sure the audio is clear.

AUDIO

Benefits: the information you share becomes more personal because you are communicating directly to your audience

Audience: busy parents, members, and community members who can listen while multitasking

Radio

Your 4-H staff may approach your club to assist with county marketing on the radio. If you get the opportunity to participate in radio marketing projects, ask your staff about their goals and specific project needs. Radio can allow advertisers to reach a variety of audiences to advertise club events, promote 4-H during National 4-H week, or recruit new members. Radio projects may include a recorded submission, or a live interview. To prepare for an interview on the radio, make a list of all the things that meet the goals of the opportunity so that you don't forget during the interview. Talk with your 4-H office if you have questions about phrasing or brand consistency.

TWO METHODS TO USE FOR DECISION MAKING

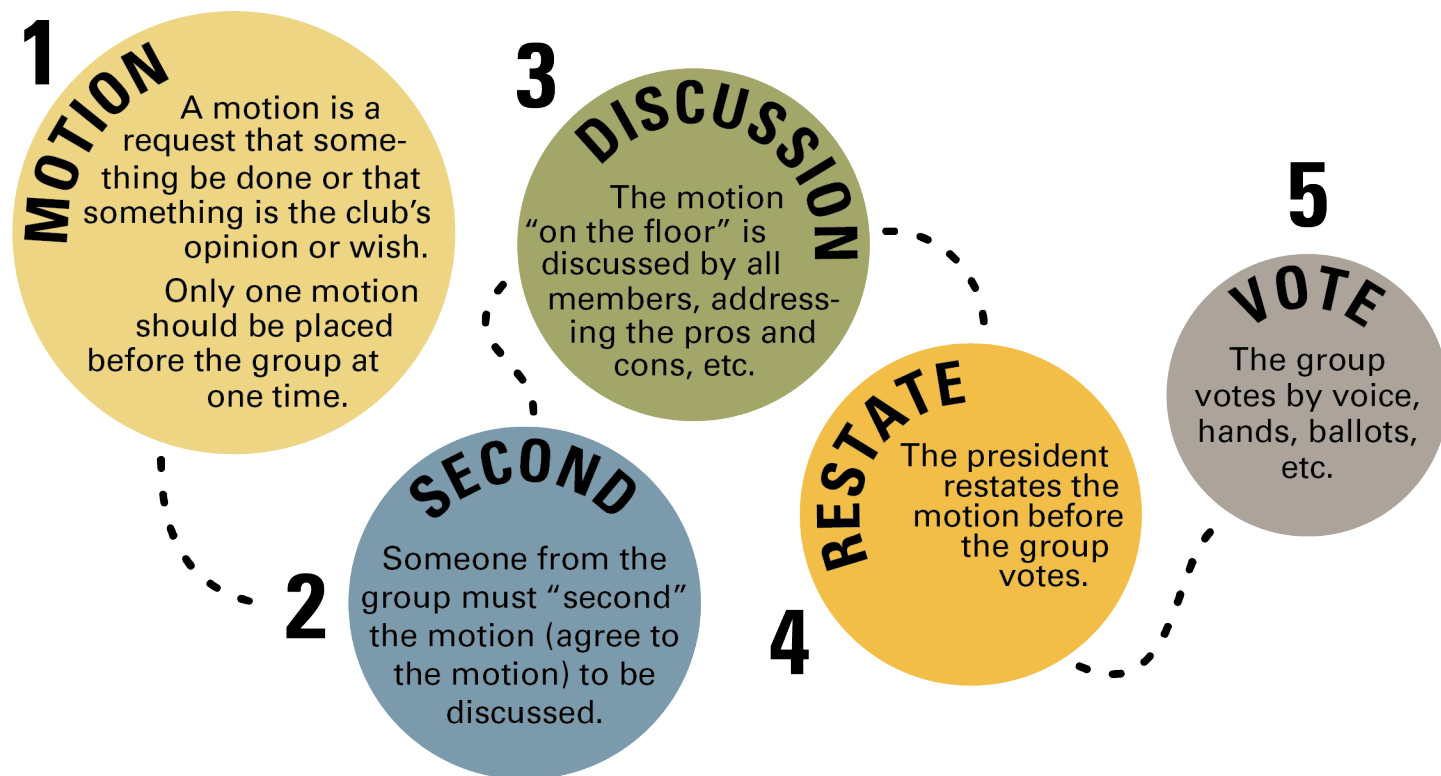
METHOD 1: PARLIAMENTARY PROCEDURE

Parliamentary procedure can be an effective way for a 4-H club to conduct business. It helps keep order by introducing structure so that only one item is discussed at a time. It helps groups reach decisions through majority rule and ensures that everyone has a voice.

For an activity to help club members understand parliamentary procedure, reference 4H 3524 Trail Mix Parli Pro at <https://store.extension.iastate.edu/product/16325>.

STEPS FOR DECISION-MAKING WITH PARLIAMENTARY PROCEDURE

There are five steps to pass a motion using Parliamentary Procedure:



A SAMPLE SCRIPT FOR USING PARLIAMENTARY PROCEDURE

Club member A: "I move the club sell soup and cookies as our fundraiser this year."

Club member B: "I second that motion."

President: "There has been a motion and a second. Is there any discussion?"

The President calls on any members who would like to discuss.

President: "That was a good discussion. Let's vote. The motion stands that the club will sell soup and cookies as our fundraiser this year. All in favor say 'Aye', all opposed say 'Nay.'"

LEADERSHIP TIP

If a motion is made but not seconded, then the motion fails. If a motion is made and seconded, it can fail by not receiving a majority vote. If a motion is made and seconded, it can still be amended (changed or adapted).

For additional information, ask for PM 1781, *Simplified Parliamentary Procedure*, at <https://store.extension.iastate.edu/product/5347>.

METHOD 2: OTHER GROUP DECISION-MAKING MODELS

Sometimes groups encounter challenges when making decisions or solving problems with parliamentary procedure may not work. When this happens in your club, you can use other group decision-making models such as brainstorming, consensus, rapid response, a suggestion box, or a buzz group. These models provide opportunities for all club members to share their voices and help keep meetings interesting.

For more information, find our resource *4H 3507 Group Decision-Making Models* at <https://store.extension.iastate.edu/product/16017>.

STEPS FOR GROUP DECISION-MAKING

Definition

- Define or explain the problem that needs a decision.
- It is helpful to be as specific as possible.

Ideas

- Discuss the suggested ideas.
- These ideas can be changed or improved as they are discussed.

Discussion

- Define or explain the problem that needs a decision.
- It is helpful to be as specific as possible.

Selection

- Decide on the best way to solve the problem.
- Everyone may not agree, but everyone should accept the solution.

Action

- Decide who will do what, by when, and how.
- It is helpful to have the secretary record this in the minutes.

Reflect

- Evaluate the success of the solution after trying it.
- Make changes, if necessary.

CLOSING

Let the fun begin! It is time to lead your club. Don't hesitate to ask your club leader for assistance at any time throughout your term. If you would like additional resources related to your position, please see below for helpful tips and activities that will help you succeed in your role. Remember, the business meeting is just one component of a club meeting. As an officer, be sure to incorporate welcome activities, educational activities, and recreational activities to make club meetings engaging for all 4-H members. Refer to our *Vibrant Clubs 4H 4004* publication for guidance at <https://store.extension.iastate.edu/product/12893>.

THIS GUIDE BOOK BELONGS TO:

REPORTER

I PLEDGE

***MY HEAD TO CLEAR THINKING,
MY HEART TO GREATER LOYALTY,
MY HANDS TO LARGER SERVICE,
MY HEALTH TO BETTER LIVING,
FOR MY CLUB, MY COMMUNITY,
MY COUNTRY, MY WORLD.***



***FOR ADDITIONAL RESOURCES, CHECK OUT
THE CLUB OFFICER RESOURCE LANDING PAGE
BY SCANNING THE QR CODE:***



Revised in 2022 by Kristina Goth, 4-H Leadership AmeriCorps Member, and the review team consisting of Brooklin Border, Shayla Lien, Maddie Leopardo, Haley Jones, Clark Colby, Cayla Taylor, Emily Damro, Morgan Farnham, Tillie Good, Alexa Groff, Lori Mitchell, Bonnie Dalager. Layout by Grace Purvis, Editorial Design Student Assistant.

4H 3324 October 2022