



Illinois *Leader*

Publication for Illinois 4-H Leaders

December 2007 – January 2008

Tips for Working with the Media to Promote 4-H



4-H members and clubs have a high impact on the local community. But, do others in your community know what projects and activities 4-H members are involved in? Here are some tips if you would like to increase the media coverage and recognition for 4-H. (Consider working with your club's reporter or a 4-H member enrolled in the Journalism project.)

Send information about your 4-H club to local media often. Consider sending: club meeting dates (including location and speakers), club events, awards or recognition that the club, individual members or leaders have received donations to the club or donations that the club gives to other organizations, fundraising activities and community service activities. Many local newspapers welcome photo submissions, so be sure to include them also.

Also consider submitting a 4-H club profile that may include names of club leaders and members, meeting location, club focus (if applicable), awards, ongoing community service projects and other details. Some newspapers will also profile individual club members, which may include a photo of a 4-H'er with his or her project, a quote about what the member likes best about 4-H or favorite 4-H project, projects taken, award received, special interests or hobbies.

Make sure you include contact information, so the news staff can get additional information. Be sure to send the information to the local Extension office too!

Look in the Journalism project book for additional ideas and resources.

Citizenship Washington Focus



Applications are still being accepted for **Citizenship Washington Focus**. With a few seats still available, the State 4-H Office would like to continue the registration period to fill the remaining openings for this exciting trip. The cost for teens is \$1,015, which can be paid in three installments. Youth need to complete an application and send it to the State 4-H office with a \$325 deposit. The youth will visit historic sites and learn about government. Teens interested in travelling to Washington, D.C., July 5-12, 2008, as part of CWF, are encouraged to apply as soon as possible to secure one of the remaining spots. If you have any questions, please contact Danielle Rice at the State 4-H Office, 217-333-0910 or email at djrice@uiuc.edu.

Illinois 4-H Jr. Leadership Conference

Green Means



The Illinois 4-H Youth Leadership Team is planning the **Illinois 4-H Jr. Leadership Conference (JLC)** for 7th and 8th grade 4-H members, February 23-24, at the Holiday Inn, Urbana. **Green Means GO!** promises to excite and engage youth in hands-on, learning activities. Youth will strengthen their leadership skills, plan personal goals, increase their project skills, improve their decision-making habits, engage in healthy lifestyles, and meet other teens.

Information and registration materials are available at your local Extension office or at: <http://www.4-h.uiuc.edu/events/annual013jlc.html>. Members may register on-line starting November 16. Registration deadline is **January 28**. Attendance is limited to 125 youth. Adult chaperones are also being recruited. Chaperones should be screened and must complete the 4-H Overnight Chaperone Orientation on-line at: <http://web.extension.uiuc.edu/4hchaperone>.

**Turn your 4-H
Members into
Engineers!**

Science, engineering, and technology is a growing area of emphasis for 4-H. Help your members experience engineering design and principles by incorporating activities from the new *The Power of the Wind* curriculum developed by U of I College of Engineering, Office of Math, Science, and Technology Education. The activities, using easy-to-find materials, introduce youth to wind as an energy source. You can access a copy of the materials at: <http://www.mste.uiuc.edu/projects/wind>.

**Valued Volunteer
Orientation Program**



More than 75 volunteers from across the state are participating in the **VALUED Volunteer Orientation Program** this year. Participants engage in six one-hour sessions on the volunteer role in 4-H, club organization, program planning, positive youth development, communications, and experiential learning. The modules will be taught via the web, telephone conferencing, self study packets, and face-to-face meetings. Recognition will be given to those who complete.

Two of the modules are offered via the Extension toll-free teleconferencing system – **Positive Youth Development** and **Communications within a 4-H club**. The PYD sessions will be offered at 7:00 p.m. for one hour on January 8, 17, and 23 while the Communications module will be conducted January 29, February 11 and 26 at 7:00 p.m. All Illinois 4-H volunteers are welcome to participate in these trainings. Please contact Sheri Seibold at sseibold@uiuc.edu or 217-333-0910 by **Jan. 2, 2008**, for registration materials and instructions.

4-H DMC



Do you have a creative 4-H member—one who likes to create photography, audio, video or mixed media on the computer or using digital technology? Or, a 4-H'er who would like to learn more? If so, encourage them to visit: <http://www.4hdmc.org>. The Digital Mayhem Challenge (DMC) is an opportunity for youth to submit electronic materials that help promote 4-H, as well as tutorials to build technology skills and learn about the video, audio and graphic production process. Submissions will be added to the web site continually, so check back often! Prizes go to winning entries quarterly.

**New Department of
Agriculture
Requirements Affect
4-H Animal Exhibitors**

The Illinois Dept. of Ag is requiring a *Livestock Premises Identification Number* for exhibition at **ALL 2008 county, state, 4-H, and FFA fairs in Illinois**. A Premises ID number is needed for entry of any beef, sheep, swine, dairy, goats, rabbits, poultry, horses, and exotic hoof stock (llamas) for these shows and will be required on the State Fair entry forms for Jr. and Open shows.

The Premises ID number is to identify the location where the animals are produced, housed, and/or raised. If animals are kept on a family farm, in order to exhibit, the farm will need to be registered. If animals, including owned or leased horses, are kept at another location (i.e. boarding stable), in order for the members to exhibit those animals, the owner of that stable would need to register the premises and provide the number to the members for their entry forms. **Members are NOT to register premises themselves without permission from the owners of the location.**

More information can be found on the Illinois Dept. of Ag website: <http://www.agr.state.il.us/premiseid/>. Owners of premises may register for their identification number on-line at that site OR by calling 1-866-299-9256 for a paper form. On-line registration will issue a number immediately; Allow 3-4 weeks for a number from a mailed form.

The Illinois Leader is your publication. Submit story ideas and comments to:
Illinois Leader, Sheri Seibold, 302 E. John, Suite 1901, Champaign, IL 61820
(217) 333-0910
www.4-H.uiuc.edu

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