Public Relations Efforts by Clubs

Instructions: Please submit a completed AA-4-H4 to the Extension office once a year. Be sure to complete both pages--- the checklist and the questions.

All 4-H clubs and activities are open to all youth and volunteers and seek to be inclusive and welcoming to everyone.*

Volunteer leaders and 4-H members are asked to assist in making contacts and in helping promote the 4-H program. This checklist has been developed to assist clubs in identifying efforts made to reach out to diverse youth and to publicize 4-H activities widely and in new places.

Please make sure that you are using a short media statement on all your poster, fliers, program announcements, etc.

"Equal Access Programs"
(Son patrones de igualdad de participación a programas)

And, that you are including an "accommodation" or "modification" statement in most cases:

"If you need assistance to participate in this program/meeting, please contact (name, number) by (date-2 weeks before your event)."
(Si tiene una incapacidad que requiera ayuda especial para su participación en la reunión/programa, por favor comuníquese con nosotros (name, agency, office) al este número (telephone number) antes de que (date)

Generally, two weeks before the event is enough time to arrange a program modification, such as an interpreter, based on any request you get.

If you have any questions about what to include on the form, ask your 4-H contact at the Extension Office. Please include all your efforts to publicize your club activities and to reach out to all kinds of kids.

Equal Access Programs

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Public Relations Efforts by 4-H Clubs

Club Name _______________________________ Date Submitted _____________________

___ Newspaper program announcement(s)
   Newspaper name(s)

___ Foreign language newspaper/newsletter/radio announcements

___ Press release/article(s)
   Submitted to ___________________________
   Printed by _____________________________

___ Announcement in church, synagogue, mosque, or other religious group bulletin, including minority religious groups

___ Community newsletter article

___ School announcement or newsletter article

___ Posters in community
   Where were they posted? ___________________________

___ Fliers distributed about club events/meetings
   Where were they distributed? ___________________________

___ Membership drive

___ Joint meetings with minority or integrated youth clubs or groups

___ Joint activities with minority or integrated youth clubs or groups

___ Moved meeting or held event in a different community specifically to make new contacts

___ Sponsored booth/poster or other activity at ethnic festival or event

___ Sponsored booth/poster or other activity at community festival or event

___ Displays and talks about 4-H
   Where were the displays/talks presented? ___________________________

___ Booths
   Where were they displayed?

___ 4-H Club Open House

___ Personal Visits (Please attach names of people visited)

___ Telephone Calls (Please attach names of people called)

___ Other (Please describe below)

How many new contacts did you make this year by race/ethnicity*? ______________
How many new contacts did you make this year by gender? ______________
How many new youth joined your 4-H club this year by race/ethnicity and gender?

Which public relations efforts were most successful for reaching out to diverse youth and adults?

* For example, Hispanic (Latino), African-American/Black, Asian, Native American, White, male, and female.

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AA-4-H4
Which public relations efforts were most successful for widely publicizing your club's activities and events?

What public relations efforts are you most likely to initiate in the next 3-6 months?

What assistance do you need to reach out to diverse youth and adults in your community?

Leader's signature

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