



4-H Club Officer: Reporter



Duties of the Reporter

1. PUBLICITY

- * Keep in contact with the county newsletter, providing reports as often as called for by the extension office.
- * Provide publicity for special events by contacting newspaper, radio, TV or Internet resources as needed.

2. BE OBSERVANT

- * All officers should make a big effort to know each member of the club. Make new members feel welcome and help them get involved by inviting them to be on committees and give their opinions. You serve as a role model to younger members, so try to make your actions reflect the high standards of the 4-H program. Your attitude should stay positive, so others become enthusiastic about the program as well.
- * Be courteous to guests and have them properly introduced to the club. Reporter is an exciting office that can lead to an exciting career! More than that, you will receive the privilege of working with the media to present your club and its activities to the community. You are the primary media contact for the club and that is a huge responsibility. When writing news releases for the media it is very important to include important factual information. Always include who, what, when, where, why and how. In addition to these characteristics, news has many more criteria. To be public news your event must be at least one of the following: recent, important, local, unusual and interesting.

When writing a news release always remember reporters A, B, C's!

**Accurate
Brief
Clear**

From: The Adams County Cooperative Extension 4-H/Youth Programs of Colorado



Duties of the Club Reporter

1. Take notes during club meetings, activities, and events for use in publicizing information about the club.
2. Compare your notes with those of the secretary to make sure the details are complete and accurate.
3. Report information about the club's activities and events and the accomplishments of club members and leaders to appropriate news sources.
 - a. Appropriate news sources include local radio stations, daily and weekly newspapers, television stations, and local community bulletin boards. Also include your school newspaper or newsletter, and yearbook staff.
 - b. Take pictures, if possible, of the club's activities and events. Be sure to include club members and leaders in the pictures. Send those along with the information reported to the news sources.

Telling Your Club's 4-H Story

There can never be too much publicity for your 4-H club and Sauk County 4-H! Talk to your club about adding some responsibilities to reporter, vice-president, or historian offices. Ask a member of your 4-H Club to be in charge of telling your 4-H story. Consider keeping the following in mind:

- ❖ Write a news release for your local paper on as many 4-H events as possible.
- ❖ Send a picture with the article.
- ❖ Tell about who was involved, what was done, and when it was done, why it was done and how the group did it.
- ❖ Wrap up with a sentence or two about your club, when you meet, what other events your club does in the community, and who to contact for more information about your club.
- ❖ If possible, have 4-H members drop the article off at the paper personally and talk to a reporter or editor about their club.



What are the key components of a good press release?

A press release should be written to make the job of the reporter or editor easier. Therefore, it should contain all the information they would be looking for to include in a news article.

The Five W's: It may sound old-fashioned, but reporters still do focus on the five W's as the crux of news stories, particularly when they involve events. Be sure your press release includes information about who, what, where, why, and when.

Inverted pyramid style: This is the style that reporters use for their news stories, and you should use it for your press releases too. The inverted pyramid style presents the most newsworthy information first, followed by less crucial details. This technique requires organizing your material in descending order of newsworthiness and importance, then writing your press release in the same order. (This style gets its name from an inverted pyramid, which is big at the top and gets smaller and smaller towards the bottom.) Reporters use this trick to catch the attention of busy readers quickly with the most important information first, and you should use it for the same reason. If a reporter only reads the first sentence of your press release, you want them to get the most crucial information first.

Quotations: Just as a newspaper story uses quotations from key individuals, so should your press release. Use quotations as a way to convey the human-interest element of a story.

Contact Information: A press release should include the name and phone number of at least one, and possibly two, contact people. This is the person who will field phone calls and requests from reporters. He or she must be readily available to reporters and must respond quickly to their requests for interviews and more information.



Sauk County Press Release Contact Information

Television

Channel 27 ABC
5727 Tokay Blvd.
Madison, WI
Fax: (608)-274-9569
www.wkowtv.com

PAX 43 TV & WRPO Radio
740 AM
407 Oak St.
PO Box 456
Baraboo, WI 53913
Attn: News Department

WISC TV 3
7025 Raymond Road
Madison, WI
Phone: (608)-271-4321
Fax: (608)-271-0800
www.channel3000.com

WMSN Fox 47
7847 Big Sky Drive
Madison, WI
Phone: (608)-833-0047
www.fox47.com

NBC 15
Phone: (608)-274-1515
Contact: Jeff Clark,
Promotion Manager
<http://nbc15.madison.com/>

Newspapers

Reedsburg Times
117 S. Walnut
PO Box 269
Reedsburg, WI

Wisconsin Dells Events
Phone: (608)-254-8327
Fax: (608)-254-8328

Baraboo News Republic
Phone: (608)-356-4808
Fax: (608)-356-0344

Sauk Prairie Eagle
Phone: (608)-693-0118
Fax: (608)-643-0120

Radio Stations

WNNO-106.9
Phone: (608)-635-7341
Fax: (608)-635-7343

WRJC – 1270 AM, 92.1 FM, CBS
News
Phone: (608)-847-6565
Fax: (608)-847-6249

WBDL FM 410
Phone: (608)-356-3661
Fax: (608)-524-2474

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