



## 2020 WI 4-H Communications Team Description

The Wisconsin 4-H Communications Team is a group of youth leaders, whose mission is to communicate the story of 4-H Youth Development in Wisconsin to 4-H Youth, Parents and Volunteers and potential 4-H members/parents and volunteers. Team members will develop a mixed-media presentation for delegates attending the Wisconsin 4-H & Youth Conference as well as photographing, and video recording performances to create promotional video clips for 4-H, WI 4-H & Youth Conference, and Fall Forum. Youth will post stories and photographs to the 4-H blog, post captioned photos on Facebook and Instagram, develop a gallery of stock photos for use in county newsletters or flyers, and much more. Fourteen to sixteen teens will be selected to be part of the Communications Team.

### Requirements

1. Must be an enrolled 4-H member in grades 9-13 at the time of application.
2. Must be mature and responsible.
3. Experience in one of the following: digital photography, videography, writing, and design preferred.
4. Past attendance at the Wisconsin 4-H & Youth Conference is preferred.
5. Must be able to participate in Spring Planning Weekend, April 3-5, 2020.
6. Must be able to participate in the 2020 Wisconsin 4-H & Youth Conference full time from 1 p.m. on Saturday, June 20, 2020.
7. In addition to completing the online application, please email the following to Lynn Pfeiffer at [lynn.pfeiffer@wisc.edu](mailto:lynn.pfeiffer@wisc.edu) by December 20, 2019 and put *Communications Team* in the Subject:
  - Description of your work in one of the following areas: design, photography, videography, social media or writing and describe how you would like to use your communication talents to tell the story of 4-H in Wisconsin.
  - Samples of your work in one of the four focus areas: design (3 design samples), photography (three digital photographs), videography (two, 2-3 minute video clips that have been edited) or writing (two 1-2 page essays you've written for school or 2, 1-2 page creative writing projects or 2 articles you've written about your 4-H club or group.) Each writing sample should be double-spaced using a 12 pt. font.
  - Two letters of recommendation.
8. Must complete and submit an electronic application by December 20, 2019. **See Application Procedures below.**

### Responsibilities

1. Support WI 4-H Communication and Marketing efforts throughout the year.
2. Participate in Spring Planning Weekend, April 3-5, 2020, at Upham Woods, WI Dells.
3. Attend Communications Team Youth Conference Preparation on Saturday, June 20 at 1:00 p.m.
4. Participate in any scheduled Communications Team Meetings or Training throughout WI 4-H & Youth Conference.
5. Participate, engage and provide support for the 2020 Fall Forum, November 6-8, 2020 (Location to be Determined).
6. Develop multi-media conference presentation for participants during conference assembly.
7. Take photos of seminars and state teams during pre-conference and performance.
8. Develop a web site gallery featuring Wisconsin 4-H Educational Events and Experiences.
9. Maintain decorum in university computer lab at all times.

### Benefit

1. Opportunity to work and share ideas with a team of youth and adults that are committed to telling the 4-H story.
2. Opportunity to work in a modern computer lab with state-of-the-art equipment.
3. Advance your skills in digital photography, videography, writing, and design.
4. Take a behind-the-scenes tour of UW-Madison communications and arts programs
5. Learn how to communicate using a variety of methods with multiple audiences (4-H youth, parents and volunteers and those who are unfamiliar with 4-H).

### Cost

- \$700 for orientation, room, meals, equipment, team tee shirts and supplies for all State Group Activities. Consult with your county 4-H office about possible sharing of expenses. Some scholarship funds will be available through the [Peter Talen 4-H Arts Endowment Fund](#).

### Application Procedures

Applicant must complete and submit an application form electronically by December 20, 2019. **Important:** Please read application information and instructions located at <https://fyi.uwex.edu/wi4harts/state-art-group-application-info/> **before** completing the online application. The application is located @ <http://wi.4honline.com>  
*Please note: Applications will be found under "events."*

For more information about the Communications Team or help applying, please e-mail or call Amber Rehberg at [amber.rehberg@wisc.edu](mailto:amber.rehberg@wisc.edu) or 608-262-1557.



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