

Ambassador and Advisor Guidebook

January 2003

Acknowledgments

Ambassador Profiles were provided by 4-H Ambassador adult advisors and county 4-H youth development agents from the following counties:

- Adams
- Ashland
- Barron
- Bayfield
- Brown
- Clark
- Columbia
- Dane
- Douglas
- Dunn
- Fond du Lac
- Green
- Green Lake
- Iowa
- Juneau
- Kenosha
- La Crosse
- Lafayette
- Lincoln
- Manitowoc
- Marathon
- Marquette
- Oneida
- Ozaukee
- Pierce
- Polk
- Portage
- Price
- Racine
- St. Croix
- Sawyer
- Sheboygan
- Taylor
- Vernon
- Walworth
- Washburn
- Washington
- Waukesha
- Waupaca
- Waushara
- Winnebago
- Wood

Information Sources

- *Communications Made Easy: A 4-H Guide to Presenting Information*, Michigan 4-H Publication
- Duane Brickson, former Exhibit Design and Production Specialist, UW-Extension
- Marshall Cook, Communications Professor, UW-Madison
- *4-H Ambassador Program Guidebook for Advisors*, by Olivia Collins, Kansas 4-H Publication
- *4-H Youth Leadership: Adult Volunteer Leader Guide*, 4-H 394, Wisconsin 4-H Publication
- *4-H Youth Leadership: Teens are Terrific Teachers*, 4-H 393, Wisconsin 4-H Publication
- *Give a Talk: Selecting, Preparing and Giving a 4-H Speech*, 4-H 136, Wisconsin 4-H Publication
- *How to Make a Speech*, International Paper Company Publication
- *Reaching People with People*, by Linda Kustka, Wisconsin 4-H Publication
- Beth Swedeen, Public Information Specialist, UW-Extension
- Sue Zellman, Public School Teacher and former Wood County 4-H Ambassador

Table of Contents

Introduction

| | |
|--|-----------|
| Ambassador Roles, Responsibilities | 1 |
| Ambassador Roles | 1 |
| Qualifications | 1 |
| Benefits | 1 |
| Responsibilities | 1 |
| Messages | 2 |
| Skills and Knowledge | 2 |
| | |
| Ambassador Advisor Roles, Responsibilities | 4 |
| Advisor Roles | 4 |
| Recruiting Ambassadors | 4 |
| Selecting Ambassadors | 5 |
| Training Ambassadors | 5 |
| Working with Youth | 6 |
| Setting Goals | 6 |
| Making Plans | 6 |
| Ambassador Resources | 7 |
| Key to Success | 9 |
| | |
| County Ambassador Program Profiles | 10 |
| | |
| Ambassador Tools | 27 |
| Public Speaking | 27 |
| News Writing | 29 |
| Radio | 31 |
| Television | 33 |
| Photojournalism | 35 |
| Slide Shows | 37 |
| PowerPoint Presentations | 39 |
| Visuals | 41 |
| | |
| Appendices | 43 |
| Appendix A: Sample County 4-H Ambassador By-Laws | 43 |
| Appendix B: Sample County 4-H Ambassador Job Description | 45 |
| Appendix C: Sample County 4-H Ambassador Advisor Job Description | 46 |
| Appendix D: Sample County 4-H Ambassador Application Form | 47 |
| Appendix E: Sample County 4-H Ambassador Interview Questions | 48 |
| Appendix F: Sample County 4-H Ambassador Planning Form | 49 |
| Appendix G: Sample County 4-H Ambassador Activity Report Form | 50 |

Introduction

Congratulations!

As an Ambassador, you are a special person, with an important mission to fulfill . . . to tell the 4-H story. As an Ambassador Advisor, you have the privilege of working with and advising the young people in your county 4-H Ambassador program. You are a special person in their lives.

4-H gives youth and adults opportunities to learn new skills, develop new interests, discover potential careers and make some special friends. Marketing research shows that satisfied customers, like you, are the best promoters of 4-H or any other product.

Through your Ambassador experience you will improve your communication skills, learn public relations techniques and gain many ideas on how to tell the 4-H story to others.

You'll want to share what you've gained with others so they can enjoy and benefit from 4-H, too. You'll have a lot to boast about. 4-H has a proud 100-year history of offering opportunities to youth and adults all over the world.

Good luck. You have a great story to tell!

Sincerely,
Wayne Brabender
Wisconsin 4-H Learning Resources Coordinator

Ambassador Roles, Responsibilities

Ambassador Roles

Ambassador roles vary from county to county. But, in general, 4-H Ambassadors are 4-H members who promote the county 4-H program to local residents. Audiences can include 4-H'ers, school groups, civic organizations, government officials, senior citizens, business people – any individual or group interested in learning more about 4-H!

The length of a term as 4-H Ambassador varies from one to three years. The number of Ambassadors in a county ranges from two to 50. Most counties have a formal application and interview process to select county Ambassadors. For profiles of the county 4-H Ambassador programs in Wisconsin, see pp. 10-26 of this guidebook.

Qualifications

Qualifications also vary from county to county. Some counties have age or year-in-4-H restrictions. All county 4-H Ambassador programs require a sincere desire to promote 4-H, willingness to interact with the general public, interest in improving your communication skills, willingness to speak in front of groups and a commitment of your time and energy.

Benefits

Being a 4-H Ambassador has many benefits. Here are a few:

- Increase your knowledge of 4-H
- Improve your self-confidence
- Improve your communication skills
- Gain new leadership skills
- Become more aware of your own strengths and capabilities
- Enjoy getting others excited about 4-H

Responsibilities

4-H Ambassadors promote 4-H in dozens of different ways. Following is a sampling of 4-H Ambassador activities around the state:

Events and Activities

- Appear in community parades
- Conduct a county 4-H dance
- Coordinate a county older youth trip
- Coordinate the 4-H information booth at your county fair
- Create and sell 4-H recipe books
- Emcee county 4-H events, such as music and drama festivals
- Hand out 4-H bookmarks at local libraries
- Hand out 4-H buttons, stickers, and pencils
- Hand out 4-H place mats to school cafeterias and local restaurants
- Help judges at annual county 4-H contests
- Host a county fair luncheon for county board, fair association and leaders executive committee members and their spouses
- Host annual county 4-H awards banquet
- Host individuals with disabilities at your county fair
- Host June Dairy Month breakfasts
- Pass out trophies and ribbons at your county fair
- Set up 4-H displays and booths at local events, businesses and libraries
- Set up 4-H Memories Day to reunite 4-H alumni

Presentations

- To community groups, such as the Rotary Club and county board
- To 4-H clubs so new members become more familiar with 4-H
- To recruit youth into 4-H at local schools

Program Responsibilities

- Assemble and distribute your county 4-H older youth newsletter
- Conduct a 4-H fund-raising activity for the county
- Instruct and assist at various summer mini-courses for youth
- Receive Friends Helping Friends training and then present the program to others
- Set up a county 4-H Speakers Bureau

Publicity and Promotion Tasks

- Be responsible for county 4-H radio programming during county fair and National 4-H Week
- Develop slide-tape programs, videotapes or PowerPoint presentations showing the wide variety of county 4-H activities
- Give 4-H bibs to babies born during National 4-H Week, along with a certificate for membership in a 4-H club in five years
- Produce public service announcements for radio
- Take 4-H news photos
- Videotape 4-H activities for airing on the local cable TV public access channel
- Write 4-H news releases and features

Messages

There are many 4-H messages that you will want to share with audiences. Following are some that have been identified by county 4-H youth development agents:

- 4-H adult leaders care about youth
- 4-H donors support the program at local, state and national levels
- 4-H encourages members to become active on county youth boards and to participate in the public life of their communities
- 4-H encourages youth to take pride in their accomplishments
- 4-H gets youth involved in service to their community
- 4-H gives you the satisfaction of working with others
- 4-H has qualified people leading projects and activities
- 4-H helps youth develop life skills through projects, activities and record keeping
- 4-H helps youth learn about careers
- 4-H helps youth learn about government
- 4-H helps youth learn to be responsible
- 4-H is a part of the University of Wisconsin
- 4-H is a unique educational program where individuals choose their own projects
- 4-H is a year-round program
- 4-H is an organization "of" and "by" youth
- 4-H is for all youth

- 4-H is supported by the government at county, state and federal levels
- 4-H offers opportunities for youth to get to know local and state political leaders
- 4-H prepares youth for work
- 4-H provides benefits for the whole community
- 4-H teaches youth how to communicate
- As youth work together through 4-H, they learn to listen well and speak confidently, to work cooperatively, and develop leadership skills
- Because 4-H clubs are lead by youth, members learn about cooperation, compromise, leadership and teamwork
- Many 4-H alumni report that they selected their careers because of something they learned when they were 4-H members
- Parents and their children learn together through 4-H, benefiting the entire family
- Planning, completing and exhibiting a 4-H project teaches work place skills, such as goal setting, responsibility, priority setting, timeliness and accountability

Skills and Knowledge

To be an Ambassador, of course, you'll want to become as skilled as you can in the areas of public speaking, news writing, radio, photography and visuals (see pp. 27-42 of this guidebook for more information on these communication tools). But you'll also need to know and understand the 4-H program so you can become an effective spokesperson for 4-H. Following is some basic information on 4-H today and 4-H in the past.

County 4-H Information

You'll need to know the county 4-H program well. Your county UW-Extension office can provide the important statistics about your county program, such as number of 4-H clubs, total number of 4-H members, number of members by age, number of 4-H families, number of adult and youth leaders, projects with top enrollments and major 4-H activities.

State 4-H Information

- 4-H reaches 250,000 Wisconsin youth each year.

- Over half of Wisconsin 4-H participants now live in cities over 10,000 people, over one fourth live in towns and rural areas, and less than one fourth now live on farms.
- 4-H is the largest youth organization in the state. Every county in Wisconsin is involved.
- 4-H'ers often join for several years because there is lots to do for older members. About 800 teens exchange ideas and make new friends each June during State 4-H and Youth Conference at UW-Madison. About 3,000 participate in State Fair each summer.
- Over 27,000 Wisconsin adult and youth volunteers give their time and talents to 4-H each year as leaders. The average volunteer donates 200 hours each year to 4-H.
- 4-H is the youth development part of University of Wisconsin-Extension. When youth participate in 4-H, they're an important part of the UW System.

National 4-H Information

- Over 6.8 million youth participate in 4-H each year around the country.
- Over 600,000 volunteer leaders work directly or indirectly with 4-H youth each year.
- 4-H alumni – all the members and leaders who have participated in 4-H since its beginning – now total 50 million.
- 4-H-type programs are truly international. Over 80 countries have similar programs which reach 4 million youth.

Early History of 4-H

It's also important to know some history of 4-H, which celebrated its 100th birthday in 2002. Here are some highlights:

- Early 1900's – Corn clubs and agricultural clubs

for boys were organized by public school educators. Tomato canning clubs for girls soon followed.

- 1911 – Four-leaf clover with an "H" on each leaf was adopted at a meeting of boys and girls club leaders in Washington, D.C.
- 1914 – Congress authorized creation of the Cooperative Extension Service with passage of the Smith-Lever Act.
- 1914 – T.L. Bewick was named first state leader of boys and girls club work in Wisconsin.
- 1914 – First Wisconsin 4-H club organized at Zenda, near Lake Geneva, Walworth County.
- 1920 – Wisconsin's first State 4-H Congress held in Madison.
- 1922 – First National 4-H Congress held in Chicago.
- 1927 – National 4-H Pledge and 4-H Motto were approved by state 4-H leaders at the first National 4-H Club Camp in Washington, D.C.
- 1936 – National 4-H enrollment passed the million mark for the first time.
- 1945 – First National 4-H Week observed.
- 1948 – International Farm Youth Exchange (IFYE) began taking 4-H around the world.
- 1959 – National 4-H Center opened in suburban Washington, D.C.
- 1969 – 4-H work began in urban areas.
- 1974 – National Collegiate 4-H Organization approved.

Ambassador Advisor Roles, Responsibilities

Advisor Roles

The adult advisor roles vary from county to county. In one county, for example, the Ambassador program has replaced a Junior Leaders group that no longer functioned very well. The advisor is responsible for advising the county Ambassador group, working with the officers to set the schedule, and overseeing the fund-raising.

In another county the Ambassador advisor assists in Ambassador training, helps with their annual program plans and assists in scheduling Ambassadors for events and activities. The advisor also serves as an adult Ambassador by making team presentations with youth as needed, promoting 4-H within and outside the organization, and helping with 4-H promotion at events and activities as needed, including National 4-H Week, parades and the county fair. Advisors make a one to two year commitment.

The advisor in yet another county is the county 4-H program assistant who schedules meetings, handles correspondence and – in conjunction with the county 4-H youth development agent – plans and conducts training sessions and programs for the Ambassadors. In addition, several Ambassador parents provide transportation, help develop teaching materials and work with the Ambassadors as they prepare their presentations.

In another county the advisor provides training and leadership for the county Ambassadors. Training includes a one-day session on public speaking, public service announcements, conflict resolution, diversity and problem solving.

Another county recruits an advisor to “provide counsel, advice and training” to the Ambassadors. His responsibilities are to:

- Call Ambassador meetings as needed
- Promote leader and community support and create an awareness of the 4-H Ambassador program among leaders and other community support groups

- Provide guidance to 4-H Ambassadors in public speaking, to include radio and television as well as speaking before civic groups
- Contact business and civic leaders and organizations to solicit their support by encouraging them to utilize 4-H Ambassadors when appropriate
- Help coordinate Ambassador attire.

For more ideas on how to establish or expand a county 4-H Ambassador program, check out the following at the end of this guidebook:

- Appendix A: Sample County 4-H Ambassador By-Laws
- Appendix B: Sample County 4-H Ambassador Job Description
- Appendix C: Sample County 4-H Ambassador Advisor Job Description

Recruiting Ambassadors

Part of the advisor’s task is to help generate so much interest about the Ambassador program that 4-H’ers will eagerly apply each year. Here are some ways to create interest:

- Periodic Ambassador columns in the local newspaper
- Periodic Ambassador information in the county 4-H newsletter
- Public recognition and visibility of Ambassadors at 4-H events
- Ambassador presentations to youth audiences
- Annual get-acquainted nights at the UW-Extension office for new Ambassadors and their parents
- Photos of Ambassadors in action used in Extension newsletters and brochures, local newspapers, bulletin boards, displays and scrapbooks
- Inter-county exchanges among Ambassador teams

Selecting Ambassadors

Consider a formal Ambassador selection process to help convey the honor of being an Ambassador.

Start with an effective application form made available through the county UW-Extension office and local 4-H clubs. See Appendix D for a sample county 4-H Ambassador application form.

Next, a selection committee can screen applicants to determine who will be interviewed. Possible members of this committee would be the advisor as chair, the 4-H youth development agent, 4-H adult and youth volunteers, and a representative of the community. See Appendix E for sample county 4-H Ambassador interview questions.

When making final selections, the committee should consider:

Number

The number of Ambassadors in a county ranges from two to 50. It is up to your county 4-H program to decide the number.

Age

Select youth of a variety of ages. Older youth might be more skilled, but also more busy.

Sex

Select both boys and girls. If only one sex is represented, the public will think 4-H is only for that group.

Ethnicity

Select an Ambassador team that reflects the racial/ethnic mix of your county.

Experience

Select a team of youth with a good mix of project backgrounds and types of participation (traditional clubs, special interest, after school).

Personal Traits

Select youth who show a willingness to work, a positive attitude and a sense of responsibility. After selection is completed, announce your new team with news releases and photos.

Training Ambassadors

State Training

Encourage Ambassadors to attend statewide training at State 4-H and Youth Conference held in

June on the UW-Madison campus. During the conference, Ambassadors will learn the basics of preparing news articles, speeches, radio spots, TV interviews, and other communications.

County Training

When training is completed at UW-Madison, teens should be prepared to take on county 4-H communications tasks. You and your Ambassadors can make specific county plans of action, schedule monthly meetings for additional training and arrange for 4-H promotional experiences as an Ambassador.

A year-at-a-glance calendar marked with Ambassador events would be a useful addition to the Ambassador training resources in your county.

The content of your county training sessions will depend on the needs of your Extension program, the needs of your Ambassadors and the resources available to you. For example, you wouldn't include extensive training on radio spots if you don't have a radio station in your county.

Your training meetings can be any day or time that's convenient for you and your group, but try to establish a regular meeting time each month. Monthly meetings help maintain interest. Two-hour meetings are a manageable amount of time, so long as they are well-planned and contain a variety of activities. Here is a sample training meeting agenda:

- 7:00 Introduce topic to be covered. Lay out expectations.
- 7:10 Get the group acquainted with a simple mixer that includes the senses and communication: tongue twisters, memorizing exercises, mime, or role playing.
- 7:30 Present material on evening's topic or introduce trainer. Encourage Ambassadors to make note of specific ideas they will want to use later.
- 8:00 Have someone introduce one or two impromptu topics for others, to help them get used to speaking "on their feet."
- 8:10 Get down to work on what was learned.

Have specific exercise or assignment to work on individually. (As speeches are being developed, this could be practice time.)

8:40 Plan ahead. At what engagements will they be appearing? What will they be doing at the next training? What should they do to prepare for their next assignment?

9:00 Adjourn.

Field Trips

A good addition to your Ambassador training agenda is a field trip – especially if it acquaints them with various career possibilities. After each trip, generate discussion on what they learned.

Tours of radio and TV stations and newspaper offices can be enlightening. Other field trips might give your Ambassadors more hands-on communications experience. For example, Ambassadors can assist in fund-raising telethons at public service stations. They might be able to sit in on a promotion planning meeting for a local United Way or Community Fund drive. They could see adults polish their public speaking skills at a local Toastmaster's Club meeting. Take them to see professionals give formal lectures at a community college or political speeches at a rally.

Working with Youth

It's important that you share responsibility with your Ambassadors. Don't assign tasks; encourage them to share in making the decisions.

Communicate clearly. Make sure everyone understands the goals of the program.

Create an atmosphere in which Ambassadors feel free to express themselves and their individual goals.

Arrange time for the Ambassadors to reflect on what they have done, what it means to them and how to make use of what they learned.

Consult the publications used in the 4-H Youth Leadership project, which spell out characteristics of youth at different stages in their lives. Youth in middle school, for example, can take responsibility in planning and evaluating their own work. Youth in high school need freedom from parental control to

make decisions. It is important to think about these characteristics so that learning experiences can be planned to fit the groups you're working with.

Setting Goals

Each county Ambassador program is unique, marked by its program goals. Generally, however, they involve team member's desires to improve or to tell the 4-H story well. The following goals are fairly typical:

- To offer special training for members in improving their speaking techniques, poise and confidence
- To provide in-depth training in making radio and TV spots and news writing
- To evaluate each Ambassador in order to measure progress periodically
- To offer assistance to each Ambassador in reaching his or her personal goals for the program
- To provide the Ambassadors with a sounding board for ideas, concerns and plans for communicating 4-H's image

Beyond the general goals for the overall program, there should be some specific goals for each Ambassador and for the Ambassador team to complete in one year. For example: make two public speaking appearances; one radio taping; one news article; attend monthly county training; and emcee or host two countywide events. These specific goals should be agreed upon by the advisor, agent and Ambassador so everyone will know exactly what is expected.

Making Plans

Ambassadors like to plan their own programs and set their own goals, but they also want your adult guidance and advice.

A successful 4-H Ambassador program needs careful planning. You can help your Ambassadors plan their program for the year (see Appendix F for a sample county 4-H Ambassador planning form). Consider the following in your county plan:

Description of the program situation

- Why is the program needed?
- Who is the program for?

Program objectives

- What will people be able to do as a result of the program (short and long term effects)?
- How will the county 4-H program be affected?

Timetable of planned activities, events and meetings

- What efforts will you need to bring the program about?
- When will the efforts be completed?

Educational materials

- What resources do you need to carry out the program?
- Where will you get the resources?

Program support

- Who will you need to help you?
- How will they help you?

Evaluation plans

- How will you determine the results of your program?
- How do you feel about the program?

Ambassador Resources

Agents

As advisor, you're in charge of the county's Ambassador program, but your county 4-H youth development agent must know what's going on. Meet with your agent to clarify what is expected of you, what is expected of the Ambassador program and what you expect of the agent. Plan to continue with periodic visits.

These visits are very important. For one thing, agents must know what is happening in the entire 4-H program, including Ambassadors. In addition, the agent can be a key person in supporting the Ambassador program. The agent can see that you get all communications; keep the Ambassador program a high priority for visibility; find additional ways to utilize Ambassador's talents; and give assistance and encouragement.

You are responsible for the Ambassador program, so you really can't expect the agent to "take over" or "fill in." The agent's role is generally one of support and consultation. But you can benefit

greatly from that support and shouldn't be afraid to remind him or her of your need for their interest. Your agent also can give you the following information that your Ambassadors will need to know:

County 4-H Program

- Events and activities
- Projects
- Program needs
- What to emphasize and promote

County 4-H Statistics

- Number of 4-H youth participants
- Number of youth who are 4-H age
- Number of 4-H leaders and other volunteers

County 4-H Volunteer Leaders

- Roles and responsibilities
- Reasons for volunteering
- Recruiting new volunteers
- Training volunteers

County Committees

Involve key members of your county 4-H leaders association and county board.

These groups should be aware of all county 4-H efforts, including the Ambassador program. Their members also represent important resources for 1) places to speak (they all belong to organizations), 2) talents to share (they all do something) and 3) motivation and recognition (they are respected, influential people).

So involve them. Invite them to the annual Get Acquainted Night. Ask them for speaking engagements. Find out their areas of expertise and ask them to share with Ambassadors and other 4-H members. Make them part of an Ambassador Recognition Dinner.

Community Organizations

Many organizations in your area need speakers for their programs. Local service and business clubs, such as Lions, Rotary and Kiwanis, have weekly meetings. This means the program chairs need to schedule speakers for as many as 50 programs a year. Professional societies, hobby groups and social clubs, including local chapters of Business and Professional Women, American Association of

University Women, pilot clubs, garden clubs, church groups and many others are looking for speakers. Your Ambassadors could help fill their program needs.

Watch for club meeting reports in your local newspaper for opportunities to speak. Ask your Chamber of Commerce for lists of local organizations and leads on speaking engagements.

Tell everyone you know about the Ambassador program – your friends, Extension staff and their families, and the Ambassadors' families, too. Many are members of groups looking for speakers; they can help spread the word.

Prepare a card file of all possible speaking opportunities in your community. Make your contacts by telephone or in person. Have on hand a list of dates the Ambassadors are available to speak. Then write a follow-up letter, confirming the date and topic of the presentation. Include a brief biography on the Ambassador who will be speaking. Finally, call the group's secretary a day or two before the speaking date to check for any changes. If slides, PowerPoint or props are to be used, check the facilities in advance.

Remind Ambassadors to arrive 30 minutes early for their speaking engagements to check facilities and meet the hosts.

The same groups that provide speaking opportunities can also make wonderful resources for your Ambassador program. Here is a list of resource people you may find in your county who could provide materials, ideas and training:

- Career possibilities – guidance counselors from school, colleges, or state job agencies
- 4-H history – 4-H agent, other Extension agents and local 4-H leaders
- Local interests – members of local service clubs (Rotary, Kiwanis, Lions, Sertoma); church groups; local governing bodies; newspaper editors; historical society
- Mime – drama teachers, local clowns, or mimes
- News writing – newspaper or magazine writers, editors or teachers

- Photography – professional photographers or hobbyists
- Public relations – public relations professionals for hospitals, fund drives, political parties, companies; community relations people for schools or Chambers of Commerce; public affairs officers for governmental agencies or the military
- Public speaking – speech teachers, Toastmasters International, community leaders and ministers
- Publicity – advertising professionals; publicity chairpersons for local events or local organizations
- Radio and TV – station personnel and instructors
- Researching – librarians (public, school, college), historical society and newspaper files
- Self-awareness – teachers, local counselors, psychologists and some Extension staff

With such a wealth of possible resources only a telephone call away, you should find it easy to line up speakers. Tell potential speakers what you want them to cover. Make sure they understand 4-H.

Parents

Parents are an important part of the Ambassador program. They help instill the values of responsibility, punctuality and team work. They should be included in your plans from the beginning, so they know exactly how much is expected of their teen and how much is expected of them.

When their teen is accepted as an Ambassador, send them a letter of congratulations. Tell them how much you are counting on their support. They can help find places to speak and may know of resource people to contact.

When you have your Ambassador recognition program, parents should be recognized for their support, too.

Key to Success

So what's the key to the success of your Ambassador program?

Some would argue that the key is motivation – keeping yourself and your Ambassadors motivated throughout the year.

Some people always seem to be motivated, to have an extra something that shows through in everything they do. They're eager, enthusiastic, excited and motivated to do a good job.

If you can consistently instill this motivation in your Ambassadors, they'll blossom! If your Ambassadors believe that they are 4-H's best salespeople and that the program needs them, your Ambassador program will be successful.

County Ambassador Program Profiles

Over 40 of Wisconsin's 72 counties currently have active 4-H Ambassador programs. Following is a profile or summary of these county programs, including information on the number of Ambassadors, qualifications, selection process, responsibilities, time commitment, resources and advisor. As you read these profiles, see if there are ideas you would like to adapt in your county 4-H Ambassador program.

Adams County

Adams County names one Junior Ambassador (grades 3-7) and one Senior Ambassador (grades 8-12) each year.

Each 4-H club is allowed to send as many applicants as they wish. Clubs select their candidates for the Ambassador judging. All candidates are interviewed by a panel of judges and selected using the following criteria: speaking ability, enthusiasm, and 4-H participation. Senior 4-H Ambassador candidates must give a two-minute presentation during the interview.

4-H Ambassadors in Adams County have a very special job. Because 4-H is changing so rapidly, the task of educating the community and even those involved in the 4-H program is difficult. 4-H Ambassadors supplement other means by which 4-H is promoted (e.g., newspapers, radio, fair exhibits, 4-H youth development agent) to increase the public's awareness of the 4-H program.

The Ambassador Adult Advisor is Sandra Jensen; the Adult Ambassador Chairperson, Mimi Stevens.

Ashland County

Ashland County does not have a program named "Ambassadors," but several youth leaders perform the same types of promotional activities, including helping at the county fair, mentoring new junior leaders and club officers, and talking to community groups. Participants also attend Ambassador training at State 4-H and Youth Conference in June.

Barron County

Ambassadors in Barron County must be in ninth grade or older and complete both an application and an interview. The size of the group varies from year to year but is typically between 12 and 15 youth. Youth must have demonstrated leadership and communication skills in their community 4-H club and show that they are able to commit to the current year's program. Their main responsibility is to promote 4-H to Barron County residents.

Activities include:

- Participate in an overnight kick-off retreat in the fall after Ambassadors are selected
- Usher and emcee at music, drama, speaking and demonstration events
- Assist at the district talent explosion, county dairy bowl and Cloverbud Super Saturday
- Provide activities for youth for the electric cooperative's annual meeting
- Serve at June Dairy Breakfast
- Participate in community parades
- Lead events and activities for community festivals
- Judge Cloverbuds
- Run the Hospitality Booth at the fair
- Make school and 4-H club promotion visits

Ambassadors serve a term of one year, but may repeat by reapplying and interviewing again. The number of activities in a given month varies widely. Late winter seems to be the busiest time with many festivals and contests taking place in which Ambassadors help out. Resources include a county handbook, general leader information, Ambassador polo shirts, jackets, nametags, county promotion brochure and 4-H pencils, balloons, tattoos and other promotional items ordered from National 4-H Supply or the Wisconsin 4-H Clovershop.

The Ambassador Advisor is the Barron County 4-H Youth Development Agent.

Bayfield County

Bayfield County now has a two-step Ambassador program. Four new Junior Ambassadors are chosen each fall through the Older Member Awards process. They serve a two-year term – their second year as Senior Ambassadors. Youth ages eighth grade and up can apply. Selection criteria include the youth's knowledge of 4-H, involvement in the local program, demonstrated leadership qualities, and the desire to serve the 4-H program in this way. The Ambassadors are "installed" at a ceremony that takes place at the Recognition Banquet in November. In January they meet with the 4-H Faculty Assistant for training and planning for the year.

Junior Ambassador activities include:

- Writing short articles to introduce themselves in the 4-H Newsletter
- Emceeding and assisting with county 4-H events, such as the Cultural Arts Festival
- Writing and submitting articles about their experiences, such as Winter Camp or Citizenship Washington Focus (CWF)
- Greeting the public at events like the Dairy Breakfast
- Writing articles and taking photos to promote the county fair
- Preparing a 4-H promotional booth for the county fair
- Presenting 4-H awards at the county fair
- Visiting elementary classrooms during National 4-H Week
- Reflecting and reporting on their year

The Sr. Ambassadors do some of the above, plus:

- Radio PSAs
- Presentations to clubs and community groups, such as the Rotary
- Presenting awards at the Leader Recognition Banquet
- Preparing a PowerPoint presentation of county 4-H highlights for the year

Ambassadors receive a personalized shirt with their name and the 4-H emblem at the beginning of the year. They also receive a packet of resources at

their training which includes a county 4-H handbook, an Ambassador Handbook, a current list of clubs and leaders, and the calendar for the current year, plus a planning calendar.

The Ambassador Advisor is Donna Ganson, Bayfield County 4-H Faculty Assistant.

Brown County

Brown County currently has nine Ambassadors. All active county 4-H members over eighth grade are eligible to attend the 1 ½ hour monthly meetings. Participants receive a county Ambassador sweatshirt.

Responsibilities include attendance at the monthly Ambassador meetings, and help with organizing and implementing one county 4-H event or community service project each month. Time commitment varies with the monthly activity.

The Ambassador Advisor is Angie Buechner, Volunteer Leader.

Clark County

Clark County has 19 Ambassadors, who promote the county 4-H program to local residents. Audiences can include school groups, civic organizations, government officials, senior citizens, business people – any individual or group interested in discovering 4-H!

In order to become a 4-H Ambassador, youth must be at least age 11. By allowing the younger youth to participate, "we catch them at an earlier age when they want to become involved and are able to grow as an Ambassador." The position requires a sincere desire to promote 4-H, willingness to interact with the general public, interest in improving communication skills, willingness to speak in front of groups, and a commitment of time and energy.

Ambassadors wear vests made from the 4-H clover printed material. They are in the process of designing a new 4-H T-shirt.

Ambassadors help at all the county events including the county fair, Music Festival, Drama Festival, Festival of the Arts, Younger Youth Lock-In, Cloverbud/Explorer's Day, and Speaking and Demonstration Contests. Their duties include ushering, planning and coordinating, emceeing, hosting, promoting, chaperoning, and camp counseling.

The Ambassador Advisors are Renee Schoen, Clark County 4-H Program Assistant, and Alan Buchholz, Volunteer Leader.

Columbia County

In Columbia County, Ambassadors must be in grades 9-12. To be selected they must complete an application form, participate in an interview process and prepare a speech about any 4-H-related subject that they would like to promote. When selected, each receives an embroidered shirt to wear when serving as an Ambassador.

The Ambassador team meets in the fall to develop their plan of action for the year. They are encouraged to attend club meetings and prepare material they can present, as well as encourage clubs to ask them to talk about specific topics of interest to club members. Ambassadors currently work to plan some family activities such as a fall hayride.

The eight current Ambassadors support the Columbia County 4-H program in a variety of other ways, including emceeing at Fashion Review, Awards Day, Music Festival, and Communication Arts and Drama Festival. They also participate in a number of activities at both the Lodi and Columbia County fairs.

Ambassadors serve for one year, but may reapply for as many years as they want to participate. At the end of each year, they give a speech along with the new Ambassadors at the Fashion Review/Scholarship Night in which they detail their experiences and contributions as Ambassadors.

The Ambassador Advisor is Karen Nelson, County 4-H Youth Development Agent.

Dane County

Any 4-H member at least 14 years old can join the Dane County Ambassador program. The number of Ambassadors ranges between 15 and 25.

Dane County Ambassadors do lots of 4-H promotion at festivals, health expositions, Chamber of Commerce receptions, etc. They are very willing to lend a hand in leadership roles whenever opportunities occur. Ambassadors are especially busy with a variety of 4-H events and activities. Some of their efforts include:

- Emcee county events
- Support, plan and participate in workshops for other youth
- Plan and lead a multi-county lock-in
- Assist with Dane County Fair foodstand and other fund raising activities
- Promote 4-H and 4-H projects
- Conduct Member Evaluation (M.E.) and record book training
- Promote special programs, such as 4-H camp, to younger members.

Ambassadors can check out visual aids from the county UW-Extension office to assist them with records training. Display pieces are also available for 4-H booths and promotions.

Douglas County

Youth and adult 4-H members and volunteers are eligible to serve as Ambassadors in Douglas County. Those interested complete an application. All are accepted under normal circumstances and serve for a one-year minimum.

The 10 that are currently serving as Ambassadors have their responsibilities spelled out in a job description. They receive a guidebook, training, and receive either an Ambassador windbreaker jacket or hooded sweatshirt.

The Ambassador Advisor is Pat Luostari, Volunteer Leader.

Dunn County

Dunn County has eight Senior Ambassadors who must be in at least ninth grade. They are selected through a two-page application form and interview.

Their responsibilities include:

- Reach the public with the 4-H story by talking to civic/service groups, talking on radio programs, writing newspaper articles and riding in local parades
- Create inter-organizational 4-H understanding through radio programs, talks at club meetings, work with leaders, production of informational slide-tape sets and videotapes, and talks to the public
- Fill "hosting" tasks by welcoming guests, serving as emcees, making signs, ushering, and presenting awards and ribbons at events
- Demonstrate leadership skills by keeping an organized personal calendar, maintaining the Ambassador notebook, presenting a positive image in manners and dress, and committing to the planned activities.

To carry out these tasks, the county UW-Extension office and Dunn County 4-H Leaders Federation provide promotional items and Ambassador shirts (currently dark blue polos with the green 4-H clover and "Are You Into It? Dunn Co. Ambassadors" on the left chest and the Ambassador's name on the right chest). The 1999-2000 Ambassadors designed these shirts.

Currently the Ambassador Advisor is the County 4-H Youth Development Educator.

Fond du Lac County

Fond du Lac County has a very active Ambassador's program that takes on many events and activities, each and every year. The organization has about 25 very involved members. The organization does not limit the number of members or involvement of each individual. The advisors feel that they need to open it up to any 4-H'er, in order to cover all the events that they participate in.

The official name of the organization is the Fond du Lac County 4-H Ambassadors. The organization

was formed in 1985 while the present advisor, Michelle Batterman, was the Co-Ambassador for Fond du Lac County as 4-H'er. Today, Batterman serves as the 4-H Staff Assistant and she has two Adult Advisors, Kathy Zoellner and Sharon Santy, who assist her with many activities.

Today, the organization is open to any youth, regardless of age. The main purpose of the organization is to promote 4-H to the general public through the media, parades, action centers, fair activities, open houses, school and civic organization presentations. The Ambassadors also have sub-committees known as the Radio Team, Print Team and Photo Team. These individuals write articles and take photos that are published in the local newspapers. They also produce a newsletter that goes to Friends of 4-H twice a year. In 2000 and again in 2002, the group produced a special insert in the local newspaper for which they collected data, took pictures, and wrote and edited articles. "It takes a lot of time to produce written material but the youth that are involved enjoy the challenge and the opportunity to write. Our Radio Team members write and produce PSA's throughout the year as well as participate in radio programs," said Batterman.

The Ambassadors schedule remains very busy, especially this year. They meet every month, they have at least one planned activity every month which is chaired by an Ambassador, and they work on community service activities. For example, the group has worked on the Pop Top Collection for the Ronald McDonald House of the Greater Milwaukee area. In recognition of their collection efforts, the group has a golden leaf placed on a tree at the House. They also do programming at the Boys and Girls club.

Besides their normal routine, this year the Ambassadors worked on a 100 Year celebration that took place in May. They made presentations regarding their community service pledges and on behalf of the Resolution to Recognize the 100 year anniversary of 4-H to the Education, Agriculture and Extension Education Committee and the county board.

The Ambassadors also have a representative on the 4-H Adult Leaders Board for Fond du Lac County. This youth holds the term for one year and may be re-elected. The purpose of this youth is to report on the Ambassadors progress throughout the year and have a vote on issues concerning the youth in the county.

The Ambassadors have many things that set them apart from others. They have nametags and business cards, and they wear a white shirt and black pants to special events.

For promotional items, the youth distribute brochures, bookmarks with projects listed on the back, and pencils. At the 4-H action centers, they distribute project cards that list a project on one side and 4-H facts on the other. The 4-H facts side also lists the 4-H contact phone number and web site. One of our members, along with another leader, is creating a Chris and Christine costume for the group. Eventually, that same leader would like to have 4-H cheerleaders for parades and the fair (she is a cheerleading coach).

The youth are encouraged to include their Ambassador-related activities on their MPE-A (Member Program Evaluation of Activities). There is no specified recognition other than self-worth by seeing their names or pictures in the newspaper. Upon graduation from 4-H, the Ambassador graduates receive a memento from the organization for their contributions.

The group of youth continues to teach sessions at Family Learning Day, run a food stand at the 4-H Basketball Tournament which teaches them how to work with money, and wear character costumes during the fair for promotional reasons. Another one of our members has sewn banners for our group as well as the banner that hangs at the state fairgrounds.

The three advisors for the group are Michelle Batterman, Kathy Zoellner, and Sharon Santy.

Green County

Two youth are selected through the awards process each year to be Green County 4-H Ambassadors.

Ambassadors are selected for a two-year term. The first year Ambassadors are Junior Ambassadors, and then they move up to Senior Ambassadors during their second term. Often youth who have served as an Ambassador continue to help with the program once they have completed their reign.

As Green County 4-H Ambassadors, they coordinate a year-long calendar of events in which they can get out into the county and promote 4-H events and activities. Some of the activities that Ambassadors participate in include: writing news articles, doing Public Service Announcements, visiting 4-H Clubs, assisting with countywide committee workshops, emceeding 4-H events, leading pledges at Adult/Junior Leader's meetings, assisting with countywide promotional events (i.e. dairy breakfast, National 4-H Week window display) riding in parades, being visible in the community, and of course being a role model for 4-H and leading by example.

The Ambassador Advisor is Alissa Grenawalt, Green County 4-H and Youth Development Agent, and Volunteer Leader Advisors Connie Heimann and Valli Brauer.

Green Lake County

Green County selects eight Ambassadors each year, or 10% of the grade 8-13 enrollment in the county. To qualify they must be in grades 8-13, with an interest in promoting 4-H and developing communication and leadership skills.

They are selected through an application process. The Leaders Association Executive Board reviews and selects the eight best-suited applicants. The time commitment is one year.

Ambassador responsibilities include promotion of 4-H in community, schools, and other events. For resources, the Ambassadors have a checking account for purchasing supplies and promotional items as needed. The purpose is to show the community what 4-H is all about and build up 4-H youth membership.

The Ambassador Advisor is currently Sharon McDowell, County 4-H Youth Development Agent.

Iowa County

Iowa County has 25 Ambassadors this year. To qualify they must be in ninth grade or older. They complete an application form and, depending on the number that apply, they may have a screening interview with the County 4-H Leaders Council. In July they participate in an interview with two adults from the community and at an evening program the Ambassador Team is announced.

The Leader's Council is encouraged to accept all who are interested. There are plenty of activities to keep them busy and not all are able to help at each event. Ambassador responsibilities include:

- Plan and assist at school Open Houses to promote 4-H
- Assist with many county fair duties (hand out ribbons, introduce 4-H'ers, host the 4-H table, draw the raffle winners)
- Conduct a community service activity
- Assist at Project Learning Day, Day in the Arts, and the Dairy Breakfast
- Introduce award winners at Achievement Night
- Speak at and attend the Leaders' Banquet
- Participate in other community events when older 4-H youth are needed – Children's Fair, Folklore Village events, parades
- Attend four meetings per year to plan activities for older 4-H youth, practice leadership skills and have fun.

Each gets an Ambassador T-shirt to wear at the fair and some other events. The time commitment varies by time of year and the youth; some help at all the events, some at a few. All are expected to assist at three things during the fair.

The Ambassador Advisor is currently Debra Ivey, County 4-H Youth Development Agent. The Summer County 4-H Assistant also helps during June, July and August.

Juneau County

To qualify as an Ambassador, Juneau County had required an application and interview. Then applicants were required to design a brochure and prepare a presentation to give to the leaders association. Now any 4-H youth grade seven and over interested in being an Ambassador may join the Juneau County 4-H Ambassadors by attending a planning meeting.

The 10 current Ambassadors must design a brochure or poster to use to promote 4-H, do at least one presentation, assist at the county fair and awards program, emcee a county event, attend two Ambassador training/planning sessions, and do one PSA per year. Ambassadors decide on T-shirts and request promotional items for their presentations.

Time commitment varies with the activities, but the County Fair takes about 10 hours.

The Ambassador Advisor is Barb Becker, Juneau County 4-H Youth Development Agent.

Kenosha County

Kenosha County has 16 Ambassadors ages 9-13. All applicants submit an application and participate in small group interviews.

The Ambassadors are asked to read and sign an expectation statement. Their responsibilities are to promote the 4-H program throughout the county. It is the goal of the team to have members remain until they graduate from 4-H. If members feel they are not able to continue after the first year, they can resign.

Diane Rusch, County 4-H Staff Advisor, says, "This is a wonderful, enthusiastic group to work with! They have been involved in a number of worthwhile projects."

- Attending 4-H club meetings to promote countywide programs
- Working at the Wisconsin Visitors Information Booth
- Participating as a team in the Relay for Life Cancer Walk

- Hosting the New Family Orientation program
- Hosting the county 4-H Public Presentation Festival
- Hosting the Girl Scouts at our county fair
- Creating their own fundraising event at the fair, "Kiss the Cow contest," which was a huge success
- Organizing and hosting the countywide recognition banquet, including a PowerPoint presentation

"They are a dynamite group and it's been a pleasure to work with them. Can you tell I'm very proud of their accomplishments?" says Rusch.

Ambassador resources include:

- Special shirts ordered from the National 4-H Supply Catalog with the "Are You Into It" logo and "Kenosha County 4-H Ambassadors" name embroidered on the shirt
- Shape of Wisconsin name badge with 4-H Ambassador and name

The Ambassador Advisor is Patty Calzavara, Volunteer Leader.

La Crosse County

The mission of the La Crosse County Ambassador program is to promote 4-H throughout the county and to represent La Crosse County 4-H by providing leadership at various activities and events. The Ambassador program is open to all youth enrolled in 4-H who are freshmen, sophomores or juniors in high school. A time commitment of one year is required and begins in May. Those Ambassadors who serve during their senior year are invited to participate in the program for the year following their senior year in a mentor role.

There is a selection process that each youth must go through. They must first complete an application that focuses on their leadership, 4-H project work, participation in 4-H and non 4-H activities and a self-written essay on why they want this opportunity. Each applicant will also go through an interview process. These applications and interviews are what determine the selection into the program.

To accomplish their mission, Ambassadors help at festivals by presenting awards, ushering, and emceeding. They also work at the county fair, do radio and/or television spots, participate in parades, and talk with community groups about 4-H.

The Ambassador Adult Advisors are Dean Bloch, Volunteer Leader, and Jenny Holm, 4-H and Youth Assistant.

Lafayette County

Lafayette County's 4-H Ambassadors range in age from 13 to 18 years. Youth volunteer to be Ambassadors; they are not selected. Their time commitment is largely during the summer and varies from individual to individual.

Ambassador responsibilities include:

- Plan Adventure & Discovery Day for Explorers and Cloverbuds
- Implement a variety of pre-fair and fair activities, including assisting superintendents, creating displays, assisting with shows and hosting events.

The Lafayette County Summer 4-H Assistant advises the group.

Lincoln County

The Lincoln County 4-H Ambassador position is open to all Lincoln County 4-H members, male and female, seventh grade and older. Several years of 4-H experience are required and a good understanding of what 4-H is about. Leadership experience on a club and/or county level and interest in promoting 4-H is a must! An Ambassador must be a mature individual and exhibit poise, confidence and dedication to 4-H. He/she must be willing and able to speak to 4-H and community groups. An Ambassador must be a good role model who is alcohol and drug free. He/she must be dedicated and willing to follow through on their responsibilities.

Youth that are interested in becoming an Ambassador must submit an application. They are

then scheduled for an interview with 4-H Leaders. The interview questions are based on 4-H project work, growth and leadership in 4-H and contributions to 4-H in the county. It is left to the Board of Director's discretion as to the number of Ambassadors for a particular year.

The purpose of the Lincoln County 4-H Ambassador Program is to promote Lincoln County 4-H on local and county levels. It is also designed to give youth opportunities to use and develop their leadership skills.

Ambassadors in Lincoln County are responsible for attending monthly Ambassador meetings and training sessions. They are responsible for leading one Ambassador meeting per year, facilitating discussion, and leading opening activities. Ambassadors assist with 4-H events and activities. They emcee county festivals and contests and assist with awards and recognition events. Ambassadors share the 4-H Story with the general public by talking to community groups and schools, talking on the radio and doing radio public service announcements, writing newspaper articles and representing 4-H in local parades. Ambassadors must create inner-organization 4-H understanding by talking to 4-H clubs, working with leaders, and contributing articles to the 4-H newsletter. They also plan countywide older youth activities. There is a one-year time commitment for Lincoln County Ambassadors. The year begins with selection in September and runs until the following September. Youth may repeat as a 4-H Ambassador by reapplying for the position.

Ambassadors are given an Ambassador Handbook during Ambassador training. Ambassadors are provided with green polo shirts and nametags, which they wear at casual events. Ambassadors dress up for contests and festivals. Girls wear sashes and their nametags, and boys wear their nametags and a tie.

Currently there are seven Ambassadors and two Ambassador Advisors, Gloria Lukes and Lori Lemke, both Volunteer Leaders.

Manitowoc County

The Manitowoc County 4-H Ambassador program is open to all youth in 4-H.

The Ambassadors are involved in many activities, such as a June Jamboree in which every youth, 6th grade and above, 4-H and non-4-H, is invited. The Ambassadors provide transportation and the children swim, dance and watch movies at Kiel High School.

Last year the Ambassadors also sent a survey to all 4-H'ers, 6th grade and above in Manitowoc County, to find out what they think about a 4-H youth group for the future. They received 65 responses out of a possible 200. This year the group will look at these responses and decide what the future group will look like.

Marathon County

Six to 12 youth are chosen to serve as Marathon County Ambassadors each year, including both Junior Ambassadors (seventh through ninth grade) and Senior Ambassadors (tenth through twelfth grade). Youth who are interested submit an application form publicized in the county 4-H newsletter in the fall. Applicants are scheduled for an interview with an interviewer hired from the community. The interviewer is given the application forms, possible questions to ask and information about the Ambassador program. Selection is based on personal interview, poise, personality and enthusiasm. Notification of selection is done through the mail and the new Ambassadors are introduced through the county newsletter. The number of Ambassadors chosen depends on the quality of the applicants. The time commitment is one year starting in January.

Qualifications for county Ambassadors include:

- Excellent communication skills, both interpersonal and public
- Several years of 4-H experience
- Understand what 4-H has to offer to youth
- Leadership experience on a club or community level
- Be comfortable working and talking with both adults and other youth

- Interest in promoting 4-H
- Maturity, poise, confidence, responsibility and positive attitude
- Good role model to other youth
- Dedicated and willing to carry out all of the 4-H Ambassador responsibilities.

Responsibilities include:

- Develop an Ambassador presentation to be given to at least two 4-H clubs or community organizations
- Emcee at 4-H functions, such as Arts-In-Action, Leaders' Recognition Program, and Wisconsin Valley Fair
- Help design a float and participate in the annual United Way Parade
- Develop hands-on activities to be presented at the Children's Festival and Community Fest
- Represent the Marathon County 4-H Ambassador program at State 4-H and Youth Conference
- Participate in a four-week public speaking program
- Develop and present a Cloverbud all-day program.

Ambassador resources include:

- Ambassador folders with a calendar of Ambassador events and duties, county 4-H information, club presentation information, etc.
- Slide presentation that Ambassadors take to clubs when they speak
- Green polo Ambassador shirt with black slacks or skirt for all Ambassador events; embroidered on the shirts are "Marathon County 4-H Ambassador" and the Ambassador's name
- Pencils, 4-H suckers and erasers that Ambassadors hand out at community events and club presentations.

The Ambassador Advisor is Linda Bentz, Marathon County 4-H Youth Development Coordinator.

Marquette County

Marquette County selects two Ambassadors each year.

The program is open to youth in grades nine through 12 who are mature and responsible, have neat appearance and leadership abilities, can speak in front of a group, and travel around the county. Applicants complete a written application and participate in interviews conducted by the Member Evaluation (M.E.) judges. Once selected, youth serve as Ambassadors until they graduate from 4-H.

The Ambassador's responsibility is to promote 4-H throughout Marquette County. Specific duties include:

- Promote 4-H through newspaper articles and radio announcements
- Visit all clubs once a year
- Attend State 4-H and Youth Conference for Ambassador training in June
- Attend Youth and Open Class Judging Events at the County Fair in July to distribute trophies and ribbons
- Assist with the 4-H booth at the County Fair
- Help at and emcee countywide 4-H events such as Clothing Revue, Speaking and Demonstration Contest, Foods Revue, and Cultural Arts Night
- Visit area schools to promote 4-H
- Participate in area parades
- Attend Marquette County Leaders Association meetings four times a year to report on activities
- Organize trip recipients to speak at Achievement Night and 4-H clubs.

Each Ambassador receives a sash, nametag, and shirt of their choosing (within budget) with their name. Brochures are available from the county for distribution at events.

The Ambassador Advisor is Virginia Dagel, Volunteer Leader.

Oneida County

Oneida County selects one to three youth leaders to be 4-H Ambassadors each year. The previous year's Ambassadors serve as mentors to the newly selected youth.

Any 4-H member who is in sixth (age 12 as of January 1) through eleventh grade can fill out an application. Preference for selection is given to youth who have not served as Ambassadors before. Qualifications include communication skills, club and county involvement, youth leadership experience, time availability, and community activities other than 4-H. Applicants are asked why they want to be an Ambassador. A panel of 4-H leaders interviews each applicant and selects the new Ambassadors.

Responsibilities include:

- Serve on Executive Committee of the Oneida County 4-H Leaders Association
- Serve as Judge's Assistants for the Oneida County Junior Fair Division
- Help design and lead programs for 4-H Action Center at Oneida County Fair
- Design and put up National 4-H Week window displays
- Promote and help host an annual Pumpkin Patch Party community event
- Emcee at 4-H Award Banquet, Demonstration Contest, Cultural Arts Day and other county events
- Help judges at 4-H Food and Clothing Revues
- Promote 4-H at area schools, parades, and meetings

The time commitment is heaviest during the Oneida County Fair and National 4-H Week celebrations. The average time is about four hours per month.

Ambassadors receive a medallion, nametag, and polo shirt. Promotional resources include brochures, displays, pencils, and buttons.

The primary Ambassador Advisor is Sally Miske, Oneida County 4-H Youth Development Agent. The Junior Leader Club's general leader, Lynn Feldman, also acts as advisor. The county Summer 4-H Program Coordinator also works closely with the Ambassadors during the Oneida County Fair.

Ozaukee County

A year-round effort of the Ozaukee County 4-H Ambassadors is the 4-H Teaching Team – a group that presents educational programs to fourth graders in area elementary schools.

After 10 years of teaching environmental topics, the Teaching Team now presents a 12-lesson program of character education in two fourth grade classrooms during the school year.

Training for the lessons on "The Circle of Courage" is done at workshops throughout the year and at small group practice sessions, as needed. The skill of facilitating discussion of classroom activities has been the focus of Ambassador training for the character education lessons.

Ozaukee's Ambassador group is open to youth in sixth grade and older. Interested 4-H members complete an application and take part in interviews in October.

The interview team includes two adult volunteers familiar with the 4-H Ambassador program as well as two experienced Ambassadors. The team listens to a short presentation by each applicant, and then conducts an informal interview.

Members are selected for rotating two-year terms. No set number of Ambassadors is chosen. The group is currently at an all-time high of 17 members. There are no term limits; several Ambassadors have served three consecutive two-year terms. Experienced members serve as mentors to the younger members and help with training.

Ambassadors are also involved in promotional activities at County Fair, assist at the New Family Fairgrounds Tour in June and at the fall 4-H Open House. Many of them also serve on the county's 4-H Promotion Committee.

A very successful "Kiss the Cow" contest at the County Fair was planned and organized by two Ambassadors who picked up the idea at Wisconsin 4-H and Youth Conference.

The Ozaukee 4-H Ambassadors wear yellow T-shirts with the "Are You Into It" clover logo and their name, screen-printed in green. Assisting Kay Buelke Schroeder, 4-H Youth Development Agent, as an Ambassador Advisor is Bridget Boehlke, a 4-H graduate and now an adult leader. Boehlke was an Ambassador for six years and a member of the 4-H Teaching Team for seven years.

Pierce County

Pierce County names six Junior Ambassadors and seven Ambassadors each year. The time commitment is one year. Each receives a Pierce County Ambassador Handbook.

Qualifications:

- Junior Ambassadors - Any current seventh, eighth or ninth grader who has been a Pierce County 4-H member for a minimum of two years
- Ambassadors - Any current high school sophomore, junior or senior Pierce County 4-H member

Selection process:

Junior Ambassadors

- Fill out application form due in July.
- Ask their organizational club leader and one project or activity leader to send a letter of recommendation to the Extension Office due in July, supporting their application to be a Junior Ambassador.
- Ask their parents or guardian to send a letter to the Extension Office due in July, supporting their decision to apply to be a Junior Ambassador.
- All applicants are interviewed after the county fair. The new Junior Ambassadors are announced at the Annual 4-H Awards Program in October.

Ambassadors

- Fill out application due in July.
- Work at one of the judging areas and 4-H Information Booth during the Pierce County Fair.

- All applicants are interviewed after the county fair. The new Ambassadors are announced at the Annual 4-H Awards Program in October.

Responsibilities:

Junior Ambassadors

- Assist the Pierce County 4-H Ambassadors with promoting 4-H throughout the county, serving as County's Public Relations Ambassadors, and selecting a special group project
- Work at the 4-H Information Booth at the Pierce County Fair
- Work at a project area at the fair
- Attend Junior Ambassador meetings
- Work at county events

Ambassadors

- Promote 4-H throughout the county
- Select a special group project
- Serve as County's Public Relations Ambassadors
- Work with other teens from around the county
- Work at the 4-H Information Booth at the Pierce County Fair
- Work at a project area at the fair
- Attend Ambassador meetings
- Work at county events

The County Ambassador Committee includes Dianne Baier (Joint Chair), Missy Shafer (Joint Chair), Jane Webb, Peggy Schumaker, and Wendy Kannel, all Volunteer Leaders.

Polk County

Polk County has about 25 Ambassadors, who promote 4-H through the following activities:

- Assist with events and activities at the county fair
- Represent 4-H at community events and activities
- Help with 4-H promotions and public relations during National 4-H Week and throughout the year
- Assist with countywide 4-H meetings, events and activities.

To be eligible for the Ambassador position, applicants must be in seventh grade and a member of a community club in good standing. Applicants

must prepare a one to two minute talk on “Why I want to be an Ambassador” and are interviewed by a panel. No one meeting the qualifications has ever been denied the opportunity to be a 4-H Ambassador in Polk County. The time commitment is for one year. Ambassadors reapply each year.

Ambassador resources include promotional shirts with name badges, monthly meetings, promotional materials, radio PSAs and a County Ambassador Handbook.

The Ambassador Advisors are Becky Dickinson and Alex Larson, Volunteer Leaders.

Portage County

To be eligible to be an Ambassador in Portage County, applicants must be 12 years old or older, have strong leadership ability and knowledge of 4-H. Up to four Ambassadors are selected each year.

Ambassadors submit an application and are interviewed by someone from outside the county. After the interviews, applicants attend a banquet during which the next year’s Ambassadors are announced. The Amherst Fair and Rosholt Fair split the cost of the banquet and take turns hosting the event.

Ambassadors start their one year service after the banquet in March or April. They are expected to attend both county fairs, participate in parades, handout ribbons and be present at 4-H and non 4-H events. Their duties are to present the 4-H story at community activities and events and promote 4-H. Ambassadors are guided by a 4-H committee and have a slide presentation to educate the public on the 4-H program.

The Ambassador Advisors are Jan Miller and Ruth Otto, Volunteer Leaders.

Price County

The Ambassadors in Price County are called youth leaders. Currently, 16-25 are active in the group.

To be eligible the youth must be 12 years of age or older and a 4-H member. There are no applications or selections to belong to the group. All qualified youth are eligible.

The youth carry out a self-determined agenda of community service projects, educational/ promotional programs, and social/recreational activities for older members in 4-H and sometimes friends. They also manage a dairy bar at the county fair.

They meet once a month for one hour and typically carry out one activity per month. Most youth leaders spend 45 to 100+ hours per year with leadership activities. The camping program and summer library program require the most intensive commitment of time and energy.

The group has its own treasury and makes its own decisions about how to spend its money. Promotional items are for the most part purchased through the county budget.

The Ambassador Advisor is Lucy Reas, Volunteer Leader.

Racine County

The Racine County 4-H Ambassador program was revitalized in 2000. It now has eight Ambassadors.

To be eligible, youth need to be mature and responsible. They need to have a neat appearance, leadership abilities, ability to speak in front of a group, and must be able to travel around the county. They are selected through a written application process and are expected to participate in a minimum of two activities.

Their primary responsibility is to promote 4-H throughout Racine County. Opportunities include:

- Promote 4-H through the local media, including newspaper and radio
- Visit all clubs once a year
- Design and implement a community service project each year
- Attend state 4-H and Youth Conference for Ambassador

- Attend youth and open class judging events at the County Fair to distribute trophies and ribbons
- Assist with the 4-H booth and call booth at the fair
- Help emcee countywide 4-H events
- Visit area schools to help promote 4-H
- Participate in area parades
- Attend Racine County Leaders Association and County Board meetings quarterly with a report of activities.

The Ambassador Advisor is Phyllis Rice, Volunteer Leader.

St. Croix County

St. Croix Ambassadors submit an application and participate in an interview. They are selected based on effective communication skills, responsibility, ability to plan activities, good organizational skills and time available.

Ambassador responsibilities are to promote the county 4-H program, conduct programs at club meetings, plan and conduct the Emerald Ball and assist at the county fair.

Resources include matching jackets and shirts, access to 4-H promotional items and financial support from the county leaders' council and county 4-H program.

The Ambassador Advisor is Shari Turvaville, Volunteer Leader.

Sheboygan County

Sheboygan County's 4-H Ambassadors "educate" county residents about 4-H. All adult parents and leaders, as well as all 4-H members are eligible to submit an application form.

Ambassadors are selected to serve one-year terms through an interview process. They begin their terms following the September county fair after a late fall orientation. An Ambassador committee of the 4-H leaders association serves as the governing board.

Ambassador responsibilities include:

- Hosting a 4-H booth at the annual UW-Extension office open house
- Hosting a county board reception and making a presentation to the entire board during their budget session
- Emceeing the annual county 4-H Leaders Banquet and Music and Drama Festival
- Presenting cable TV shows on 4-H
- Giving talks to civic groups, schools and 4-H clubs
- Promoting 4-H at the county fair.

The Ambassador Advisor is Tim Talen, Sheboygan County 4-H Youth Development Agent.

Taylor County

Taylor County has four to six Ambassadors selected through the M.E. process.

The group has primary responsibility for making such county 4-H programs work as Cultural Arts Festival, Music Festival, drama, and speaking.

They also handle ribbon and other award presentations at the county fair and often serve as camp counselors.

Vernon County

Vernon County 4-H Ambassadors must be club members in good standing and in at least seventh grade. There is no selection process. Interested youth simply come to a meeting, fill out an information sheet and wear an Ambassador T-shirt. The 30 current Ambassadors are encouraged to attend monthly meetings as well as other additional activities. Their time commitment is about four hours per month.

Ambassadors are committed to community service as well as promotion. They also have their own fund-raisers as well as social events. Most activities are open to other 4-H members and friends. Community service activities have included:

- Made benches for the county fairgrounds
- Trained and served as Cloverbud judges during the county fair

- Made radio PSAs for National 4-H Week
- Sang carols to nursing home residents
- Planted flowers in the community park.

Promotion activities include:

- Make floats for many local parades
- Run a “hands-on” promotional booth in the Youth Activity Building at the county fair
- Coordinate Super Saturday, lining up teachers, setting up the room, gathering supplies and teaching
- Prepare a brochure that is mailed to third, fourth and fifth graders during National 4-H Week on how to join 4-H
- Hold an Open House at the fair to promote 4-H
- Host awards night.

Fund raisers and social events have included:

- Held lock-ins, pool parties, teen dances, pizza parties and sledding parties
- Earned money for a trip to South Dakota to see the Badlands and Mt. Rushmore
- Raised money through a cookbook sale, candy bar sale, raffles, car washes, bake sales, selling sponsorship of benches and dances
- Hosted visiting teens from Texas.

The Ambassadors enjoy networking with each other and encouraging each other in their 4-H lives. They also award a \$50 scholarship to each graduating member who has been part of the group for at least two years.

The Ambassador Advisor is Bill Marohl, Volunteer Leader.

Walworth County

All 4-H youth who apply are eligible to be members of the Walworth County 4-H Ambassadors Program. They meet monthly and carry out our promotional activities during the year.

Their responsibilities are to represent 4-H at public events and represent the county 4-H program at club events. They receive a county Ambassador handbook, county shirt, and county 4-H promotional packet.

Washburn County

The Washburn County 4-H Ambassadors are 4-H members in grades 8-12. They are selected annually through a county 4-H interview process. Ambassadors are selected based on their responses to questions, interview score and leadership activities at club and county levels. Currently, there are 10 Ambassadors though the number may vary from year to year. Their commitment is for one year. Additional terms may be awarded if they participate in the interview process the following year. Ambassador selection is announced at Achievement Night in October.

The Washburn County Ambassador program goals are to:

- Promote the 4-H program
- Foster a positive image of 4-H in the county
- Provide leadership and public relations experience for older 4-H members
- Encourage families to get involved in 4-H
- Serve as role models for younger 4-H members.

Ambassador qualifications include:

- 4-H member in grade 8-12 who has participated in the 4-H Interview Process
- Possess a sincere desire to promote 4-H
- Is willing to interact with the general public
- Has an interest in improving one’s communication skills
- Is willing to speak in front of a group
- Can commit time and energy to the goals of the program.

Ambassador responsibilities include:

- Must attend eight of 12 meetings each year (November-October)
- One civic appearance (can be done with another Ambassador)
- One parade or dairy breakfast (group activity)
- Two newspaper articles or radio PSAs (can be one of each or two of the same)
- One club or school visit/contact
- One countywide 4-H event
- One activity of Ambassador’s choice.

Ambassadors complete an activity report after participation in an event to evaluate the value of

the activity. Time commitment averages 2-4 hours per month.

Ambassadors wear black forest polo shirts with gold embroidery on the left crest ("Washburn County 4-H Ambassador" and their name). The Ambassadors maintain a savings account with funds they have raised from which they purchase their shirts and other promotional supplies (pencils, candy, etc.).

The Ambassadors are advised by Annette Bjorklund, County 4-H Youth Development Educator.

Washington County

Washington County has 22 club Ambassadors and six adult leaders. There are eight youth and adult leaders that make up the county Ambassador team.

To qualify, applicants must be interested in working with new families and promoting 4-H at the club and county levels. Youth from third grade through thirteenth grade can be Ambassadors. They serve for one year time and work approximately three hours/month.

Youth are selected at the club level. Some are elected like a club officer; other clubs have youth volunteer.

Youth and adult Ambassadors are asked to help with open houses in the fall as well as other promotion events:

- Club new family orientation
- Club buddy system for new members
- School open houses in their community
- County 4-H open house
- County volleyball tournament
- Host at special county events where 4-H is involved
- Attend countywide training (twice a year)

Ambassador resources:

- County 4-H Ambassador polo shirt
- New training packet for Ambassador
- Promotional kits that are checked out for open houses
- Display boards

The Ambassador Advisor is Norb Yogerst, Volunteer Leader. The Washington County 4-H Youth Development Staff Assistant also works with the county Ambassador committee.

Waukesha County

Waukesha County currently has 15 Ambassadors representing five of the county's seven districts. The goal is to have three Ambassadors from each district for a total of 21.

Members must be enrolled in at least their second year of 4-H. They also need a sincere desire to promote 4-H, willingness to interact with the general public, interest in improving their communication skills, willingness to speak in front of a group, and the time and energy to commit to the Ambassador program.

To become an Ambassador youth must submit an application form to the county UW-Extension office before July 1 of the year they wish to enroll. They then participate in an Ambassador interview and give a 3-5 minute speech on the 4-H program.

Once selected, Ambassadors attend a meeting to receive materials and training, after which they give another speech using the skills they learned. Ambassadors must attend at least 50% of all business meetings and take part in promoting 4-H in at least one parade or media, one county fair, one club, one school and one county event. Ambassadors not meeting requirements are dropped and not allowed to record as an Ambassador in their record books. However they may reapply the following year.

Each Ambassador is required to purchase a green polo shirt. The Waukesha County 4-H Association pays to have embroidered on the top left hand corner of each shirt: Waukesha County Ambassadors, first name of Ambassador and a 4-H Clover.

The Ambassador Team meets each month on the third Tuesday. The team of officers consists of two co-chairs, a secretary and a reporter. Each officer has a written description of duties.

Ambassadors responsibilities include:

- Host at annual open house
- Emcee on the Youth In Action Stage at county fair
- Work in the Activity Tent at county fair
- Promote 4-H in the schools
- Help out at parades, June Dairy Month breakfasts, Rotary pancake breakfasts and county leaders banquet. Their tasks include passing out 4-H literature, making buttons, balloons, face painting and conducting games.

The Ambassador Advisors are volunteers Larry Bruce, Kristin King and Betty Otter, and Waukesha County 4-H Youth Development Agent Tamie Koop.

Waupaca County

Waupaca County's 4-H Ambassador program is open to youth eighth grade and above. They are selected through a formal application procedure with interview. Time commitment is approximately one meeting a month.

Ambassador responsibilities include:

- Assist with emceeing countywide events like Music and Drama Festival and Waupaca County Fair
- 4-H promotion
- Plan older youth and family activities like bowling and roller skating
- Plan New Family Day
- Assist with other educational workshops at the county level like the record book clinic, Officer Training, etc.

Advising the 14 current Ambassadors are volunteer Adult Advisors, but the contact at the UW-Extension office is Penny Gundrum, County 4-H Program Assistant.

Waushara County

Waushara County currently has four Ambassadors but is aiming for six to eight each year. They are selected through a written application and a review of their current record books. Once selected they must attend quarterly planning meetings and participate in chosen projects.

Qualifications:

- Participated in a variety of 4-H programs
- Clear understanding of the purpose of 4-H
- Mature
- Represents 4-H in a positive light
- Effective oral and written communication skills
- Dedicated to following through on Ambassador responsibilities

Ambassador responsibilities include:

- Submit articles and photos to local newspapers
- Submit periodic articles to the Clover Clipper, county 4-H family newsletter
- Club and school visits
- Assist with county community service projects (e.g., county safety and health fair for youth)
- Create public service announcements for local media
- Presentations to civic groups and county officials
- Plan one social event for teen members each year

Winnebago County

The number of Ambassadors in Winnebago County is based on the number of youth that apply. Any Winnebago County 4-H member in eighth grade and above can apply. They must have had a variety of 4-H experiences. Since they will promote 4-H, they need to understand what 4-H is about and have experienced many of the activities. They must be able to handle themselves maturely to represent 4-H in a good light.

Candidates fill out an application form giving information about themselves, their 4-H experiences and their desire to be an Ambassador. They are interviewed by Ambassador advisors and second year Ambassadors. Interviews and selection take place in January. They serve a term of two years. The program runs from January to October (with a break in November and December). Graduation from the program takes place at the Annual Leaders' Recognition Banquet (October) at the completion of the second year.

Each Ambassador is required to help at the County Fair and the Leaders' Recognition Banquet each

year and complete at least two of the following activities: a civic appearance, parade or festival appearance, media presentation, club or school visit. Each Ambassador is required to submit an "action report" for each activity and return it to the advisors within five days of the activity. Ambassadors are also encouraged, but not required, to complete a "4-H promotion project."

For resources Ambassadors receive the State 4-H Ambassador Guidebook, training at the State 4-H and Youth Conference, clothing attire so they are easily recognized, and a promotion project list.

The Ambassador Advisors are Tim Doolittle and Mary Kuehn, Volunteer Leaders.

Wood County

Wood County's seven 4-H Ambassadors promote 4-H to county residents, foster a favorable image of 4-H, encourage support for 4-H among community leaders, past Ambassadors and the county 4-H staff assistant. Interviews are held in October, while selections are announced at the recognition banquet at the end of October. Ambassador training is held in January or February, covering a variety of topics.

Ambassadors are selected to serve two-year terms. Retiring Ambassadors are expected to orient and assist those beginning a term. Ambassadors are provided with green polo shirts embroidered with their names.

The Ambassadors spend 5-10 hours a month:

- Giving talks to civic groups, schools and 4-H clubs
- Making radio public service announcements
- Riding in parades
- Assisting at dairy breakfasts
- Setting up displays in the library and mall
- Contributing articles to the county 4-H newsletter
- Ushering, hosting and emceeing at county 4-H events
- Promoting 4-H at the county fair and other community activities as needed.

The Ambassador Advisor is Kyli Borchert, Wood County 4-H Youth Development Advisor.

Ambassador Tools: Public Speaking

The tool that you will use most often as a 4-H Ambassador is public speaking. You don't have to be extroverted or witty to give an effective speech, but you do need to be interested in your subject and willing to prepare thoroughly.

Many organizations in your area need speakers for their programs. They want to hear about 4-H. Local service and business clubs, such as Lions, Rotary and Kiwanis have weekly luncheon or dinner meetings with informative or educational programs, which means program chairs have to recruit 50 speakers a year.

Many church groups also need speakers for their regular meetings.

To find out about these groups, watch your local newspaper for reports on club meetings and ask your chamber of commerce for a list of local organizations. Your adult advisor can help you schedule speaking engagements and find speaking resources. Also check out the new *Building Bridges* communications curriculum which includes information on public speaking. The following tips should also help make your public presentations successful.

Planning

Know your audience

- Age
- Background
- Interests
- Understanding of 4-H

Plan the logistics of your talk

- Have a clear goal.
- Find out how long your talk should be.
- Check out the facility where you will give your talk.

Select a topic

- Start early.
- Ask others for ideas.
- Gather more information than you'll need (to inspire confidence).
- Make a list of topics.
- Choose an appropriate topic.

Writing your speech

Introduction

- Start your presentation with a bang to get attention and arouse interest.

Body

- Should bring out main points.
- Main points should be clear, easy to follow and well developed.

Conclusion

- Should tie speech together.
- Should give audience a lasting impression.

Organizing and practicing your speech

- Put main ideas on 3x5 cards; use one card for each bit of information; write on one side only.
- Time your speech.
- Tape record or video your speech, review it and make changes as necessary.
- Practice alone and then in front of others; correct your grammar; explain unfamiliar terms.
- Prepare visuals that are clear, easy to see and meaningful.

Giving your speech

- Take the podium confidently and with a smile.
- Relax; remember that your audience is interested in you and what you have to say about 4-H.
- Look your audience in the eye; focus on three or four people who seem to be having a good time.
- Stand straight with feet flat on the floor.
- Speak slowly and clearly in your normal speaking voice.
- Raise and lower your voice for emphasis on important points.
- Use gestures naturally.
- Be enthusiastic, convincing and sincere.

Answering questions

- Know your topic; anticipate likely questions the audience may ask.
- Let the audience know ahead of time that there will be an opportunity to ask questions.
- Look at the person who is asking the question. Make sure you understand the question when asked; ask for clarification if necessary.
- Once the question is clear, repeat it so all can hear the question.
- When answering the question, talk to the entire audience, not just the questioner.
- Answer the question as best you can, but do not make your answer too long.
- After giving your answer, seek feedback from the questioner: Is that clear? Does that answer it?
- Prepare some people in the audience to ask questions, in case no one asks a question.
- If you don't know an answer, say so.

Wrapping it up

- Thank audience members for their attention.
- Send a followup thank-you note to the host for your speaking opportunity.
- Evaluate your presentation. Ask a communications professional and your adult advisor to critique your talks. Make changes before you give your next talk.
- Record your presentation on your Ambassador Activity Report.

Ambassador Tools: News Writing

Though reporting and news writing are skills that take years to perfect, this section should help you – with practice – to write acceptable 4-H news stories.

What is news

- Timely or current information.
- Close to home.
- Important to the reader.
- Unusual.
- Of human interest.

What facts should you report

Most news stories can be summed up by what is known in journalism as the “five W’s and an H.”

- *Who?* Who said it? Who is the subject of the story?
- *What?* What happened?
- *When?* When did it or will it happen?
- *Where?* Where did it happen?
- *Why?* Why did it happen? Why is it important?
- *How?* How did it happen?

How to write news and feature stories

News stories have a definite structure – they get to the point fast. The most important facts of the story should be presented in the first sentence or two (the “lead”), with details following in order of importance. This way of organizing facts is called the “inverted pyramid.” It is important because readers who don’t have the time or desire to read the whole story can get the most important information by glancing at the beginning. Also, when a newspaper doesn’t have enough room to print the whole story, it can easily shorten it by chopping off the end – without losing the most important facts.

Feature stories seldom follow this inverted-pyramid format of the straight news story. Feature story format is more flexible. Study some feature stories to research the styles used by professional writers.

Whether you’re writing a news story or a feature, the rules of good writing apply:

- Stick to the facts. Avoid opinions.
- Use short sentences.
- Use short paragraphs.
- Use active verbs.
- Use short, simple words.
- Be accurate. Double check your facts. Check spellings and grammar. Verify quotes.

Publishing your 4-H story

When you’re ready to submit your story for publication, type it in the standard format preferred by newspaper editors. At the top of the page, type your name, title (4-H Ambassador) and telephone

number, so the editor knows where the story came from and how to get more information if necessary. Leave the top third of the page blank so the editor can mark the copy for a headline, size of type, etc. Double or triple space your stories. If you will be submitting several stories to the same newspaper, ask the editor how he or she prefers to have the stories prepared. If you prepare your articles on a computer, you may be able to submit them as e-mail attachments.

Know your local newspaper

It's also a good idea to study the newspapers in your local area. Read them regularly to get a feel for the types of articles they print and the styles they prefer. You'll also want to get to know the staff and the newspaper's deadlines.

Learn how to interview

To write news and feature articles, you will need to learn interviewing skills. For example, to write an article about a 4-H volunteer with an interesting hobby or a 4-H member with a unique project, you'll need to talk to them for background information and quotes. Here are some hints to improve your interviewing techniques:

- Come prepared. Find out as much as you can about your subject ahead of time.
- Prepare questions in advance.
- Ask for a limited amount of time.
- Be relaxed. Be respectful. Be yourself.
- Listen actively.
- Ask *questions*. Don't make statements and expect reactions.
- Open the interview with some small talk and less important or easy questions. Save the tough questions, if any, for later.
- Always be ready to digress from your prepared questions.
- The best questions are usually spontaneous, in response to what you're hearing.
- Be absolutely open about your ignorance. Ask for clarification. Don't pretend to understand.
- Note a thorough description of your subject and surroundings.
- Close by asking, "Is there anything else I should have asked?"
- Ask permission to call back for more information or clarification.
- Don't try to write down too much during the interview. Instead, take key word and phrase notes. Then go over your notes immediately after the interview or as soon thereafter as possible.
- Hang onto your notes.
- Even if you use a tape recorder, take notes.
- Always thank interviewees for their time.

Wrapping it up

- After an article appears in the newspaper, thank the editor and anyone responsible for placing your 4-H story. A followup thank-you note works well. Periodically thank them in person.
- Evaluate your news stories and features. Ask a newspaper professional and your adult advisor to critique your work. Make necessary changes before you prepare your next article.
- Record your articles on your Ambassador Activity Report.

Ambassador Tools: Radio

Radio can be a dynamic tool for telling your 4-H story and recruiting new members and volunteers. Basically, there are three ways to promote 4-H on radio: local radio news, radio talk shows and public service announcements (PSA). Start by studying the various formats used on stations in your area. Are there programs where you can possibly talk about 4-H? Do the stations accept PSAs? When do the PSAs run? Then set an appointment to meet with the station manager, news director or program director to discuss how you can meet the station's needs for local information.

Preparing for a radio program

- Find out what kinds of questions you'll be asked.
- Find out how long you'll be on the air.
- Make notes of things you don't want to forget.
- Try to make your answers interesting. Avoid one-word answers.

Using a microphone

- Stand or sit in a comfortable position.
- Have the microphone 6 to 12 inches from your mouth. If you talk very loudly, you may need to have the microphone farther from you.
- Always stay the same distance from the microphone when talking.
- Always face the microphone. Be sure to turn away from the microphone when clearing your throat or coughing.
- Don't blow into the microphone to see if it "works."
- Keep your hands off your chin and away from your mouth.
- Keep your notes from rubbing against the microphone or microphone stand; don't tap on the microphone or table.
- Don't twist the microphone cord.
- Don't chew gum or candy.
- Watch for the director's signals to start, stop, etc.
- Remain quiet a few seconds before and after the program.
- Be relaxed and confident.

Writing a public service announcement (PSA)

- Choose a topic and theme.
- Determine the length; 10, 30 and 60 seconds are most common. Plan on two words per second.
- Read your PSA aloud several times. Measure the length. Simplify difficult words and phrases.
- Don't clutter your PSA with too many ideas or details.
- Round off numbers when possible.

Wrapping it up

- After your 4-H PSA plays on the radio or after you appear on a radio talk show, thank the station. A followup thank-you note works well. Periodically thank them in person.
- Evaluate your PSAs and radio appearances. Ask a radio professional and your adult advisor to critique your work. Make necessary changes before you publicize 4-H on the radio again.
- Record your radio work on your Ambassador Activity Report.

Sample PSAs

The following radio “spot” scripts are 10, 30 and 60 seconds in length, when read by a professional announcer. However, if you ask your local radio stations, 4-H Ambassadors may be able to provide the “voices.” Fill in the blank spaces with local information. Feel free to change the wording to meet your needs. Most radio stations want typed scripts, usually double or triple spaced, so they can mark for emphasis on certain words and phrases. Stations will seldom retype – they will toss!

10 seconds

- Now’s the perfect time to get involved in 4-H! It’s National 4-H Week and your _____ County Extension Office at _____ is waiting for you to call. Get involved in 4-H today. That number again is _____. Call today.
- From pets to bicycles to gardening to photography, whatever you want, you’ll find it in 4-H. Call your _____ County Extension Office at _____ to join. That number is _____. Join 4-H today.
- 4-H is a family affair. So why not investigate 4-H as a family? It’s National 4-H Week and your _____ County Extension Office is waiting for your call at _____. Get into 4-H today. That number is _____.
- It’s National 4-H Week – the perfect time to join 4-H. Whether you want to be a member or a volunteer leader, contact your _____ County Extension Office at _____ for more information. Join today.
- National 4-H Week is October _____. Isn’t it time you found out about 4-H for your family? Call your _____ County Extension Office at _____ for information. Make 4-H a family affair. Call _____ today.

30 seconds

- 4-H isn’t just for kids. 4-H is for families, too. 4-H gives families a chance to learn and grow together. 4-H teaches families skills and values. So get involved. Explore 4-H. Call your _____ County Extension Office at _____ for information on 4-H. It’s the best way to get kids growing and make your family the best it can be. 4-H...for kids...for families! Call _____ today to sign up your family for 4-H.
- We’re proud to salute National 4-H Week, October _____. 4-H teaches kids skills they can use for life. Explore new ideas and learn about careers. Learn responsibility and good citizenship. 4-H produces leaders and develops self-confidence. Call your _____ County Extension Office at _____ for information...to involve your family in 4-H...during National 4-H Week! Call _____ today to sign up your family for 4-H.

60 seconds

- 4-H is for kids from kindergarden to high school. How would you like to learn about computers, taking care of a pet, cooking and sewing, photography, public speaking, good grooming, rocketry, camping, gardening, veterinary science and how to be a good citizen? You can learn all these things...and more...in 4-H! 4-H is the youth program of University of Wisconsin-Extension. No matter what you’re interested in, chances are, you can learn more about it in 4-H. And while you’re “into” 4-H, you’ll be making new friends, going new places and having lots of fun, too. And it’s all in 4-H. 4-H lets you be the best you can be. So get involved today. All it takes is a phone call to your _____ County Extension office at _____. They’ll tell you all about the things you can learn in 4-H and how you can get involved. It’s your chance to be part of something special. Remember, call your _____ County Extension Office at _____ and get into 4-H today.

Ambassador Tools: Television

The average American spends several hours a day watching television, so television can be a dynamic tool for telling your 4-H story and recruiting new members and volunteers.

Basically, there are two types of television: commercial TV stations, which are usually located in larger cities, and cable TV stations. Cable companies are required to reserve channels for education and local government use. They must provide a free, first-come, first-served public access channel, which means if you want to go on the air, you can!

Like radio, you can promote 4-H on television through local TV news, TV talk shows and public service announcements (PSA). Start by studying the various formats used on stations in your area. Are there programs where you can possibly talk about 4-H? Do the stations accept PSAs? When do the PSAs run? Then set an appointment to meet with the station manager, news director or program director to discuss how you can meet the station's needs for local information.

Becoming a reliable TV news source

- A credible news source is an asset to a TV news staff.
- Know the deadlines. Make sure the media outlet has the story early in the week or workday.
- Suggest an interesting, unusual, timely or significant angle to your story.
- Be a source of story ideas. Send a weekly, biweekly or monthly tip sheet of ideas to the media. Write a paragraph about the possible news stories, giving the facts and names of potential contacts.

Preparing for a TV program

- Find out what kinds of questions you'll be asked.
- Find out how long you'll be on the air.
- Make notes of things you don't want to forget.
- Try to make your answers interesting. Avoid one-word answers.

Appearing on TV

- Stand or sit in a comfortable position.
- If there is more than one camera, direct your attention to the camera with the red tally light on.
- Stay away from very dark or very light colors; stick to conservative grays, browns and blues. A colored shirt or dress is better than a white one. Avoid loud plaids, large patterns or gaudy colors. Don't wear jewelry that makes a noise when you move.
- Talk slowly and clearly. Pretend you are carrying on a conversation with the camera operator. Keep your hands off your chin and away from your mouth.
- Don't chew gum or candy.
- If you use visuals, make sure they are easy to see. Keep them large and simple; make sure there is good contrast between words and illustrations and the background.
- Watch for the director's signals to start, stop, etc.
- Remain quiet a few seconds before and after the program.
- Be relaxed and confident.

Preparing a public service announcement (PSA)

- Choose a topic and theme.
- Determine the length; 10, 30 and 60 seconds are most common.
- Most commercial stations prefer to make their own PSAs with the information you provide. Check with the station's public service director to find out the best way to get your PSA on the air.
- You are much more likely to get a PSA on cable TV. You can use stills or video. Check with the station manager on how you can make your own PSA. Get training on how to make videos, including the basics of planning, editing, lighting, camera handling and sound.

Wrapping it up

- After your 4-H news story or PSA plays on TV or after you appear on a TV talk show, thank the station. A followup thank-you note works well. Periodically thank them in person.
- Evaluate your news items, PSAs and TV appearances. Ask a TV professional and your adult advisor to critique your work. Make necessary changes before you publicize 4-H on TV again.
- Record your TV work on your Ambassador Activity Report.

Ambassador Tools: Photojournalism

Taking 4-H publicity photos

You've heard that a picture is worth a thousand words. A 4-H publicity photo is worth a thousand words to your county 4-H program.

But where do you begin? Why not start with the 4-H photography project, which features several levels, from beginning to advanced photography. You will learn about cameras and film, photo composition, lighting, action pictures, portraits – all the tools you'll need to take publicity photos for your local newspaper and 4-H program. Following is a summary of how to take and submit 4-H publicity photos.

Getting started

- Always use a 35mm camera. Take good care of your photo equipment. Store your camera in a cool, dry place. Keep your lens and camera clean. Use fresh batteries.
- The best film for newspaper photos has traditionally been black-&-white, but most newspapers now take color. Use 100 or 200 ASA color print film. Store your film in a cool, dry place. If your newspaper accepts digital photos, take your publicity photos with a digital camera.
- Study newspaper photos. Which ones attract your attention? Why? Try to take similar photos for 4-H.
- Include people in your news photos. Pets are popular, too.
- Include action. Have people do something (pet an animal, not just look at it).
- Take lots of photos. Practice, practice, practice.

Shooting basics

- Keep circling the subject to find the best shooting angle to avoid distracting backgrounds.
- Tall subjects (people and trees) usually look best when photographed vertically, i. e., taken with the camera turned on its side.
- Keep the horizon level. If the horizon is tilted, it looks like the subject will fall out of the picture.
- If photographing small subjects, like babies and pets, get down to their eye level to take the picture.
- Get close. Go for people's "eyes." Try to capture their expressions.
- Smile and relax. It will relax your photo subjects and make better pictures. Treat everyone like royalty.
- Include the 4-H emblem or other signs to set the scene. If you include a sign saying "County Fairgrounds" in the background, people will know immediately where the picture was taken.
- Focus carefully. Make sure the film is advancing. Check often for proper exposure.
- Hold your camera steady. Camera shake is the main cause of poor photos.
- Use the whole roll of film and then process immediately. Remember, these are *news* photos.

Working with the newspaper

- The best print sizes to submit are 4x6 or 5x7, but most local papers will accept smaller prints.
- Gently write your name on the back of each photo. Don't press too hard or you could damage the picture.
- Tape the cutline to the back of the photo so that the editor can read the caption while looking at the photo. Don't paper clip cutlines to photos.
- If mailing a photo, sandwich it between pieces of cardboard and write "Photo Enclosed" on the envelope. Better yet, deliver the photo to the editor.

- Meet the editor's deadline.
- Thank the editor for considering and using your prints.

Writing the cutline

You may submit your 4-H news photographs by themselves or with a story, but all pictures should have an explanatory "cutline," the written explanation that goes with the picture. Cutlines vary in length and purpose. "Mug" shots may require only the name of the subject. Cutlines for pictures of award ceremonies should name everyone in the picture from left to right and explain the awards being presented. Candid action photos should also be explained. Some rules for cutlines:

- Write short, clear and complete sentences.
- In addition to making sure names are spelled correctly, make sure they match up with the people in the photo.
- Identify people by the position they occupy in the picture, e.g., "John Doe (left)."

Wrapping it up

- After a 4-H photo appears in the newspaper, thank the editor and anyone responsible for placing it. A followup thank-you note works well. Periodically thank them in person.
- Evaluate your news and feature photos. Ask a newspaper photographer and your adult advisor to critique your work. Make necessary changes before you take your next photos.
- Record your photos on your Ambassador Activity Report.

Ambassador Tools: Slide Shows

Creating a slide show

A slide show with either an audio tape or a script to read is very versatile. It can be used to present almost any message to almost any audience as often as you like. Following are some things to keep in mind to create an effective 4-H slide show.

Planning a slide show

- Determine your specific purpose.
- Know your audience.
- Outline your message; use the “storyboard” technique.
- Keep it lively; change slides every 10 seconds or less.
- Keep it short; no more than 10 minutes.
- Keep it specific; close-ups of people, places and things are best.

Producing the slides

- Check your county 4-H office for file slides.
- Shoot new slides as needed.
- Plan for title slides.
- Update the slide show periodically.

Producing the script

- Keep the wording simple.
- Read it aloud and make changes.
- Cue sound effects and background music.
- Beware of shuffling papers and background noise when taping a script.

Presenting your slide show

- If you can, check out the room several days before the show: Can you darken the room during your show? Where are the electrical outlets? Where will you place your projector? Is there a screen?
- If you can't see the room in advance, at least get to the room an hour before your show so you have time to set up.
- Use a projector that you know well.
- Make sure the projector is in perfect working order; bring a spare projection lamp.
- If the room does not have a screen, bring one large enough so everyone can see your slides. You can also use a white or light-colored wall as a screen in an emergency.
- Bring a long extension cord and three-prong electrical adapter (just in case).
- Try to practice in the room before you present your show; make sure all your slides are in order and right-side up. Lock your slides in the tray.
- Relax and present the show with enthusiasm.

Wrapping it up

- Thank the audience for their attention.
- Thank your host for the opportunity to share your 4-H story.
- Send a followup thank-you note to the host for your speaking opportunity.
- Evaluate your slide show and presentation. Ask a communications professional and your adult advisor to critique them. Make changes before you give your next presentation.
- Record your presentation on your Ambassador Activity Report.

Ambassador Tools: PowerPoint Presentations

Creating a PowerPoint presentation

A PowerPoint presentation is very versatile and an effective way to captivate and impress your audience. It can be used to present almost any message to almost any audience as often as you like. Following are some things to keep in mind to create an effective 4-H PowerPoint presentation.

Planning a PowerPoint presentation

- Determine purpose and topic of your presentation.
- Know your audience.
- Outline your message; use the “storyboard” technique. Like any speech or formal demonstration, your presentation should have an introduction, body and close.
- Keep it lively; change slides often. Keep it short; no more than 10 minutes.
- Update your PowerPoint presentation periodically.

Producing the slides

- Select an exciting design for your slides, including your title slide. The slides should be consistent throughout your presentation.
- The title slide should grab attention and give insight to the rest of your presentation. It should include your name and the name of your county 4-H program.
- If you use photos, close-ups of people, places and things are best. Check your county 4-H office for file photos that can be scanned. Shoot new digital photos as needed.
- Add appropriate clip art, word art, charts, and other objects to your PowerPoint presentation as needed.
- You can add pizzazz to your PowerPoint presentation with some animation and sound – but don’t overdo it! Know what your audience would like.
- Pay attention to fonts. Pick a typeface that is readable. Use no more than two typefaces in your presentation.
- Choose an effective color background for your slides. Never use a bright, garish color for the background; save it for an accent color.

Producing the script

- Keep the wording simple.
- Read it aloud and make changes.
- Cue sound effects and background music.
- Beware of shuffling papers and background noise when taping a script.

Presenting your PowerPoint presentation

- If you can, check out the room several days before the show: Can you darken the room during your show? Where are the electrical outlets? Where will you place your LCD projector and laptop computer? Is there a screen?
- If you can't see the room in advance, at least get to the room an hour before your show so you have time to set up.
- Use an LCD projector and laptop computer that you know well.
- Make sure the LCD projector is in perfect working order; bring a spare projection lamp.
- If the room does not have a screen, bring one large enough so everyone can see your slides. You can also use a white or light-colored wall as a screen in an emergency.
- Bring a long extension cord and three-prong electrical adapter (just in case).
- Try to practice in the room before you present your PowerPoint presentation; make sure all your slides are in order.
- Dress appropriately for the occasion. First impressions are important.
- Relax and present the show with enthusiasm. Make eye contact. Convey to the audience the value of your message. Most important, be yourself!

Wrapping it up

- Thank the audience for their attention.
- Thank your host for the opportunity to share your 4-H story.
- Send a followup thank-you note to the host for your speaking opportunity.
- Evaluate your PowerPoint presentation. Ask a communications professional and your adult advisor to critique it. Make changes before you give your next presentation.
- Record your presentation on your Ambassador Activity Report.

Ambassador Tools: Visuals

Visuals include posters, displays and exhibits. A visual puts you in contact with those who want to know more about 4-H. To be most effective, an exhibit or display should be staffed so you can interact with the audience. Whenever possible, add live animals or real objects to attract attention.

For more information on visuals, contact your county 4-H office. Ask to see the 4-H publication, 4H23, *Say It with Posters!* Following are some ideas on how to create effective 4-H visuals for your Ambassador program.

Elements of successful visual designs

- A big idea that compels attention.
- Well-related shapes, colors, or lettering.
- A creative method or technique.
- Know your audience.
- Know the purpose of your visual.

Start with an idea

- Too many ideas create confusion. One main focus is best.
- Avoid conflicting ideas.
- Use large, bold areas of flat tones with interesting shapes. Color selection is not as important as good contrast for legibility.
- The title should be brief and bold. What key word or two will get the attention of your audience?
- Have your story read from left to right.
- Check on the dimensions available for your visual.

Make rough sketches

- Determine amount and size of lettering.
- Determine placement of shapes.

Plan your visual on paper

- Use paper or a computer to design your display, exhibit or poster.
- Make as many drawings as you have ideas. Your first idea may not be your best.
- Experiment with arrangements. A combination of ideas may work best.

Start with a good design

- Don't include too much information.
- Arrange the information for best viewing. The best height is a line five feet above the ground. Keep your key elements within two feet above and two feet below that line.

Make a scale model

- Show it to others for feedback.
- Change it as necessary.

Simplify your subject

- Timely.
- Personal.
- Single idea.
- Include the 4-H Clover because the public wants to know who stands behind the exhibit. It's also good visibility for 4-H.
- Use an active verb in the theme.

Letter your visuals

- Separate words from the rest of the design.
- Print words horizontally. Words printed vertically are harder to read.
- Use the same style of lettering throughout your visual.
- Practice spacing before making your final copy.

Create the final visual

- Take your time.
- Have all supplies on hand.

Wrapping it up

- After you show your visual to the public, thank the host for the opportunity to share your 4-H story.
- Send a follow-up thank-you note to the host.
- Evaluate your visual. Ask a communications professional and your adult advisor to critique your work. Make changes before you prepare your next visual.
- Record your visual on your Ambassador Activity Report.

Appendix A:

Sample County 4-H Ambassador By-Laws

ARTICLE 1 — NAME

The name of this organization shall be the _____ County 4-H Ambassadors.

ARTICLE 2 — MISSION

The mission of the _____ County 4-H Ambassador program is to promote 4-H to the residents throughout _____ County. This is to be done by means of 4-H clubs, school activities and other community events.

ARTICLE 3 — MEMBERSHIP

Section 1: Qualifications – Members must be enrolled in at least their second year of _____ County 4-H. They need a sincere desire to promote 4-H, willingness to interact with the general public, interest in improving their communication skills, willingness to speak in front of a group, and commitment of time and energy to the Ambassador program.

Section 2: Application – To become an Ambassador, one must submit an Ambassador application form to the _____ County Extension Office before _____ and participate in an Ambassador interview.

Section 3: Benefits – The benefits of being a 4-H Ambassador include improving self-confidence, sharpening and improving communication skills, gaining new leadership skills, increasing knowledge of 4-H, gaining awareness of own strengths and capabilities, and the satisfaction of promoting one of Wisconsin's strongest 4-H programs.

Section 4: Requirements – Ambassadors must attend 50% of all monthly Ambassador business meetings and take part in promoting 4-H in at least one parade, one county fair event, one media publication, one club presentation, one school presentation, and one county event.

ARTICLE 4 — OFFICERS

Section 1: Responsibilities – The officers will serve and lead the membership of Ambassadors by planning and running the business and activities of the group. Officers must be available to attend meetings, planning sessions, and activities. Officers must be a good example for members and show interest in the group's welfare. Officers must attend at least 75% of all monthly Ambassador business meetings.

Section 2: Offices – There shall be four offices consisting of two chairs, one secretary, and one reporter.

Section 3: Terms of Office – Each officer shall be elected for a term of one year and may succeed themselves once for each given office.

Section 4: Election – Officers shall be elected at the October meeting by a majority vote if a quorum (at

least 2/3 of all active Ambassadors) is present. If a quorum is not present, the election will be postponed to the next business meeting when a quorum is present.

Section 5: Duties – Each elected officer shall be responsible for the following duties for their office:

- Co-Chairs – Need to be in at least their second year of the Ambassador Program. They will share the responsibilities of presiding over meetings, help plan business in advance with adult advisors, appoint committees and see that they understand their assignments. They will assume the duties of an absent secretary and attend required planning meetings.
- Secretary – Keep an accurate and complete account of the proceedings of all meetings in the Secretary’s Record Book. Keep a membership list and record attendance for all meetings and activities. Read the minutes of the previous meeting. Send out minutes of a business meeting within two weeks. Attend all planning meetings.
- Reporter – Provide information about special group activities to the county 4-H newsletter and local newspapers. Attend all planning meetings.

ARTICLE 5 — ADVISORS

Section 1: Advisors – The Ambassador Program shall have at least two adult advisors.

Section 2: Duties – Their duties shall be to guide Ambassador officers at business meetings and support Ambassadors as they plan and carry out their Ambassador activities.

ARTICLE 6 — AMENDMENTS

Any amendments or changes to be made to these by-laws will require a majority vote at a meeting that has a quorum present. A quorum constitutes 2/3 of all active Ambassadors. The amendments will be read and discussed at least one month and not more than three months before the vote is taken.

Appendix B:

Sample County 4-H Ambassador Job Description

Purpose:

To promote the county 4-H program and develop leadership skills

Membership:

Up to 12 youth selected through an application and interview process

Responsibilities:

Reach the public with the 4-H Story

- Write newspaper articles
- Represent 4-H in area parades
- Radio programs
- Talk to community groups
- Fair booth and activities

Create 4-H understanding within the organization

- Visit clubs
- Work with leaders and members
- Produce slide-tape sets for club use

Promote 4-H programs and events

- Talk to county board members
- Correspond with legislators
- Talk to the public about 4-H

Assist with 4-H event logistics

- Welcome participants to 4-H events
- Emcee events: Cultural Arts Festival, Clothing Revue, Demonstration Contest
- Make signs, usher, etc., at 4-H events
- Present awards and ribbons at 4-H events

Other activities as designated by the 4-H agent and adult advisor

Time commitment:

One year

Resources available

- 4-H agent
- 4-H literature
- 4-H adult advisor
- Community businesses
- 4-H brochures
- County 4-H clubs

Qualifications

- At least 14 years old and enrolled in 4-H in the county
- Knowledgeable about 4-H
- Possess good communications skills
- Have a strong desire to promote 4-H

Accountable to:

County 4-H youth development agent and adult advisor

Appendix C:

Sample County 4-H Ambassador Advisor Job Description

Purpose

- To give leadership and support to the county 4-H Ambassador program

Responsibilities

Oversee Ambassador program

- Assist in training 4-H Ambassadors in their responsibilities
- Support Ambassadors in developing a yearly program plan
- Assist in scheduling Ambassadors for events and activities

Serve as an adult Ambassador

- Make team presentations with youth as needed
- Promote 4-H within and outside the organization
- Assist with 4-H promotion at events and activities as need, e.g. National 4-H Week, county fair, parades

Benefits

- Improve your self-confidence
- Sharpen and improve your communications skills
- Gain new leadership skills
- Increase your knowledge of 4-H
- Become more aware of your own strengths and capabilities
- Gain satisfaction of promoting one of Wisconsin's strongest 4-H programs
- Work with a great group of youth

Qualifications

- Must enjoy working with teens
- Organizational ability
- Leadership abilities that are supportive and empathetic
- Willingness to devote time to developing youth leadership
- Good role model
- Knowledgeable of county 4-H program

Time commitment

- One to two years, approximately 10 hours per month

Accountable to

- 4-H youth development agent

Appendix D:

Sample County 4-H Ambassador Application Form

Name: _____ Age: _____

Address/City/Zip: _____

Phone No.: _____ Years in 4-H: _____

4-H Club: _____

1) What 4-H and non 4-H activities (sports, church, job, etc.) are you involved in?

2) Which of these activities would help prepare you to be an effective Ambassador? How?

3) Imagine that you are speaking to a group of people who know nothing about 4-H. What would you tell them?

4) Adult recommendation (for those under 18):

Adult Signature

Date

Appendix E:

Sample County 4-H Ambassador Interview Questions

- How long have you been in 4-H?
- Why did you join 4-H?
- What kind of projects have you participated in?
- What is your most outstanding project and tell us a little about it?
- If you were to try to convince someone to join 4-H, what would you say to that person?
- What has 4-H done for you?
- What have you done for 4-H?
- If you were to determine the future for 4-H in the United States, what would you do?
- How has 4-H prepared you for your future?
- What do you feel are the qualifications for the 4-H Ambassadorship?
- What would you like to see as some of the responsibilities of a 4-H Ambassador?
- Why do you want to become an Ambassador?
- What can you contribute to 4-H as a 4-H Ambassador?
- Why should you be selected as a 4-H Ambassador?
- What has been the most rewarding experience of your life?

Appendix F:

Sample County 4-H Ambassador Planning Form

Name(s) _____

What: List five promotion needs of your club or county 4-H program:

-
-
-
-
-

Place these needs in priority order. Put a #1 next to the item that represents your biggest need, etc.

How: List five ways that you can help meet the biggest need:

-
-
-
-
-

Place these in priority order. Put a #1 next to the item that represents your top choice, etc.

When: Decide on a possible timetable for your promotion plan:

| | |
|----------|-----------|
| January | July |
| February | August |
| March | September |
| April | October |
| May | November |
| June | December |

Who: Identify individuals who might help you carry out your plan:

Please return the completed plan to your advisor.

Appendix G:

Ambassador Activity Report Form

A report must be completed and mailed to the county 4-H office within 10 days of your Ambassador activity. Examples of activities are presentations, articles to newspapers, radio PSAs, club or school visits, and countywide 4-H events.

NAME _____

ACTIVITY _____ DATE _____

DESCRIBE ACTIVITY _____

COMMENTS/EVALUATION _____

University of Wisconsin-Extension, U.S. Department of Agriculture and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA.

Issued in furtherance of Cooperative Extension work, acts of May 8, and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Carl O'Connor, Director, Cooperative Extension, University of Wisconsin Extension, Madison, WI 53706.

If you need this material in another format, please contact the Department of 4-H Youth Development, University of Wisconsin-Extension, 431 Lowell Hall, 610 Langdon St., Madison, WI 53703; phone 608-262-1067. Visit Wisconsin 4-H Youth Development on the Web at <http://www.uwex.edu/ces/4h/>. This information is produced by the Department of 4-H Youth Development and is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by the Cooperative Extension or bias against those not mentioned.

Copyright 2003 Board of Regents of the University of Wisconsin System, Division of Cooperative Extension of the University of Wisconsin-Extension.

Wisconsin 4-H Ambassador Program: Ambassador and Advisor Guidebook



4-H Youth Development Programs
UW-Extension, Cooperative Extension

UW
Extension