

AA-4-H4
11/2002

Public Relations Efforts by Clubs

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

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

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

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

"Equal Access Programs"

(Son patrones de igualdad de participación a programas)

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

"If you need assistance to participate in this program/meeting, please contact (name, number) by (date-2 weeks before your event). "

(Si tiene una incapacidad que requiera ayuda especial para su participación en la reunión/ programa, por favor comuníquese con nosotros (name, agency, office) al este numero (telephone number) antes de que (date)

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

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

Equal Access Programs

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Public Relations Efforts by 4-H Clubs

Club Name _____ Date Submitted _____

- _____ **Newspaper program announcement(s)**
Newspaper name(s) _____
- _____ Foreign language newspaper/newsletter/radio announcements _____
- _____ **Press release/article(s)**
Submitted to _____
Printed by _____
- _____ **Announcement in church, synagogue, mosque, or other religious group bulletin, including minority religious groups**
- _____ **Community newsletter article**
- _____ **School announcement or newsletter article**
- _____ **Posters in community**
Where were they posted? _____
- _____ **Fliers distributed about club events/meetings**
Where were they distributed? _____
- _____ **Membership drive**
- _____ **Joint meetings with minority or integrated youth clubs or groups**
- _____ **Joint activities with minority or integrated youth clubs or groups**
- _____ **Moved meeting or held event in a different community specifically to make new contacts**
- _____ **Sponsored booth/poster or other activity at ethnic festival or event**
- _____ **Sponsored booth/poster or other activity at community festival or event**
- _____ **Displays and talks about 4-H**
Where were the displays/talks presented? _____
- _____ **Booths**
Where were they displayed? _____
- _____ **4-H Club Open House**
- _____ **Personal Visits** (Please attach names of people visited)
- _____ **Telephone Calls** (Please attach names of people called)
- _____ **Other** (Please describe below)

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

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

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

Internal Compliance Review, 2002

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

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

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

Leader's signature