



THERE ARE 3 INDIVIDUAL  
UNITS IN THIS PROJECT  
YOU MAY WORK ON ANY  
ONE, TWO OR THREE UNITS

*Newspaper Communication*



# 4-H Communications Project



*Radio Communication*



*Television Communication*

[1961]

## THE 4-H PROJECT IN COMMUNICATIONS

*In its program of "Training Youth in the Art of Better Living," 4-H opens new doors of opportunities through which members pass to receive inspiration, information, determination, and training to better equip them to serve as good citizens.*

*This 4-H project offers an opportunity to boys and girls interested in communications. At the same time it will serve, and serve well, one of the really great needs of 4-H—that of acquainting more people with the true meaning of 4-H and how its program serves the needs of young people.*

*This project will provide individuals conducting it with a learning process through which the 4-H Club member will learn the proper methods of communication. It will serve as a great help in securing, evaluating, compiling, and assembling 4-H records, especially long-time and achievement records. It will, at the same time, provide helpful information and training for those individuals interested in a professional career in the field of Communications.*

*L. R. Harrill  
State 4-H Club Leader*

*Club work in 4-H is the kind of activity we can be proud of; an activity we should be pleased to tell others about.*

*For several years demonstrations and public speaking have been recognized as not only tools for developing club members and spreading good information but in telling and showing others what we are doing in 4-H. This project will further enable you to tell your friends and neighbors — up and down the road and upon the city streets—what you are doing in club work.*

*In carrying out this project, I think you will be pleasantly surprised at the fun you can have in writing about 4-H Club activities, and the number of readers who will be interested in what you are doing.*

*William L. Carpenter  
Head, Dept. of Ag. Information*

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# What is Communication?

Communication is both an art and a science. As an art, there is an attempt to communicate some idea, some emotion or some image from the mind of the performer to the mind of someone who will see, feel or hear the message. As a science, communication research is rapidly discovering truths and making general laws for getting the message from one mind to another.

We are communicating something to somebody every minute of the day. Even complete silence in the presence of others may communicate lack of agreement or disfavor. However, this type of communication may be misunderstood.

It is "effective" communication we want to work with. This involves an energetic, sincere attempt to be understood so as to get a positive audience response.

Whether the attempt to communicate takes the form of a native beating out a message on a jungle drum, an artist painting a picture, two women talking, or a modern television program, the process is the same. There is always the **sender**, the **message** and the **receiver**.

Sounds easy doesn't it? It is—up to this point. The big problem comes in keeping *meaning* the same, for both the person sending and the person receiving the signal. (The word *signal* is used to emphasize that unless the **receiver** gets the same *meaning* as intended by the sender, the **message** may be lost—or at least partially lost.)

## Did You Do the Job?

There are many ways of determining if your message was understood. You could ask a question. The way the receiver answered or responded would give you a clue as to the *meaning* he had given your message. You could watch his face for an indication of enlightenment or puzzlement. Or you could watch for the action you had hoped for or expected.

Perfect communication doesn't exist. No two people ever have the same idea, feel the same thing, or give the identical meaning to things. They may be similar, but never the same. We can only strive to make them more alike.

The need for improved communication is great. Your today and tomorrow depends on it. As life becomes more varied, and making a living more complicated, there is but one solution. The solution is to make sure that your objectives are understood. In doing this you must apply the art and science of communication. This can just as easily apply to "how to get along with your friends" as to "how to establish world peace."

There is always a bright future for the person who can communicate well. This includes communication on a person-to-person basis or in terms of mass communication. Evidence indicates that as population increases and our contacts with other nations multiply, the need for able communicators, both personal and mass, increases proportionately.

## How the Receiver Receives

The person who receives your message does so through his senses. These include seeing, hearing, touching, smelling and tasting. This means that your message can take many forms. It may be in the form of words that can be heard, or words that can be seen (read), or words that can be felt (braille). Or your message may not be in the form of words at all but rather in some other form that can be touched, smelled or tasted. It may be a drawing to be seen, a facial expression or a grunt. The important thing is what meaning does it have to the other person?

We might say that meaning is influenced by the *treatment* you give the message. What then is *treatment*? We usually say that the message is what you want to say and *treatment* is how you say it. To put it another way, the message is what you want to get across or be understood. The *treatment* is how you get your message across, or how you make it understandable.

## What Determines Treatment?

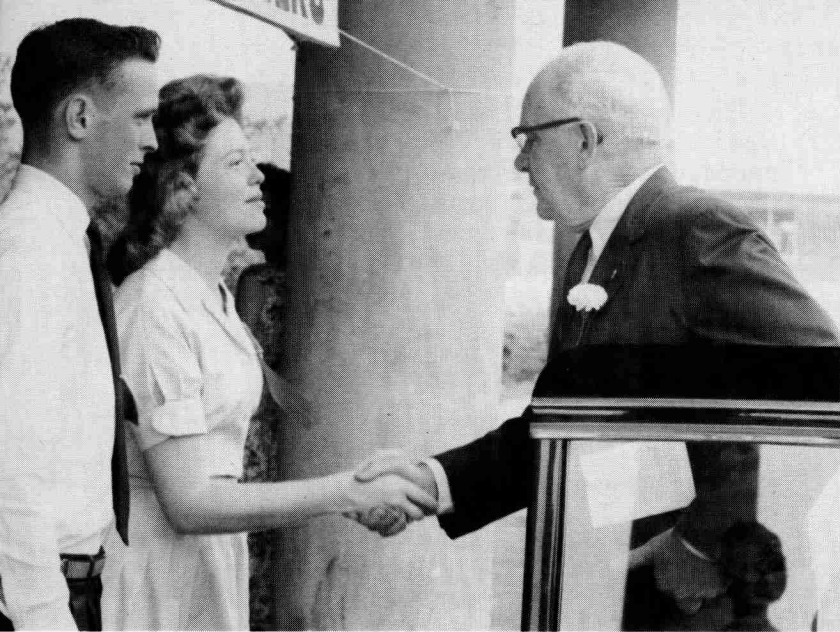
The sender decides on the treatment given the message, only after answering the following questions about the receiver:

1. What communication skills does this person have—are they similar to mine as a sender?
2. What are this person's attitudes toward me and the message I plan to send?
3. What experience and what knowledge does he have in regard to my message?
4. What has influenced this person to be like he is at this time? Which of these factors can help give meaning to my message?

## So What?

You are probably saying, "This is interesting and all, but so what?" *This is what*. You'll always be communicating something to somebody. Strive now to make that something more meaningful. Develop the art of communication.

There are three ways in which we can communicate: (1) person to person; (2) to groups or small audiences; and (3) to mass audiences. This project covers all three types of communication, although it concentrates on the mass form of communication—newspapers, radio and television. But keep in mind that when you become a better communicator in one type of communication; you also become a better communicator in other types.



## Writing 4-H Club News

You will have a chance to meet many important people as you gather information for your 4-H news stories.

### Things to Do

1. Write at least 6 follow-up stories during the year on your 4-H club meetings.
2. Write at least one *advance* story about some 4-H event to come.
- \*3. Write at least one *feature* or *human interest* story.
4. News articles from activities other than 4-H may be entered in your notebook as supporting evidence.
5. Include in your scrapbook 2 or more pictures that were taken to go with your 4-H news stories.

Writing 4-H news can be fun. It can win you a lot of new friends. As you report 4-H news, other club members, parents, city and country people will be watching the newspaper for your stories. They want to know what goes on in 4-H. It will be your job to tell them.

You don't have to be the official club reporter. You may not ever plan to become a writer or reporter. But whatever you plan to do in life, learning to write stories for the newspaper can play an important part in your future. It can help you express yourself more clearly when writing, whether for classroom work or just letters to your friends.

If you do decide to become a newspaper reporter or editor, the experience you gain through this project may prove to be quite valuable.

### What is News?

News is unusual or important happenings that interest the reader or listener. It reports timely facts that inform people of what has happened or is going to happen. At present we are interested in the reader.

\*For seniors only. Contact your 4-H advisor for information on how to write this kind of story.

### Other Important Things to Consider

1. Some counties may request that your news stories be sent to the county 4-H club advisors to be *proofread* before they go to the news editor.
2. Keep a notebook. Keep a copy of your news article after it is printed in the newspaper. Pictures of events from which your stories were written will add a lot to your notebook collection.
3. Be sure to learn the deadlines for your local newspaper.
4. Use variety in your news stories.

The first step in learning to write a news story is to develop a *nose* for news or to be able to recognize newsworthy happenings. Your 4-H club advisors and local newspaper editor can give you helpful suggestions on what the people in your club, community, county and state will be interested in. Ask them to help you.

The secret to a good news story is *what is the reader looking for*. He wants to know the 5 *W's* and the *H* of an event—**Who? What? When? Where? Why? How?** If you learn how to nose out the answers to these questions, you have accomplished the first step in becoming a reporter. Are you beginning to see how easy news writing is?

You can find newsworthy happenings right in your own club meetings. Write a story on each of your club meetings. Some meetings may be good for two stories—one before and one after. These are called *advance* and *follow-up* stories. (You will hear more about these later.) Other events and places to find news are: 4-H honor day programs, fairs, tours, summer 4-H camp, council meetings, contest winners, 4-H'ers doing outstanding project work, community projects, 4-H socials, judging teams, election of club officers, 4-H Church Sunday, and many others. There will

be one or more important things to write about for these events. Be on the look-out for them. And when they are to take place, get a story or two. Make a year's calendar of events and plan to report on as many as possible.

### How to Get Started

Now that you know what to look for and where to look for it, you are ready to start doing something. The tools required are a pencil and some paper and a nose for news.

*Take notes on the spot.* Jot down facts of the event while it is happening—tomorrow will be too late. The facts you get should be answers to the *W's and the H*. There will be times when you cannot get answers to all these questions and times when you have several answers for each. But do not let this discourage you. Get all the facts. It's better to have too many, rather than not enough.

### Writing the Lead or First Paragraph

The first paragraph of a news story is called the **lead**. It is the most important part of a news story. This part of your story will often determine whether the reader will read the rest of the story or seek points of interest. Naturally, you want him to read *all of your story*.

Study the notes you jotted down during the event. Ask yourself this question—*What was the most important thing that took place during the event?* Start your lead with *that* most important thing first. Then follow it with the things of next importance. Build your story like an inverted pyramid, with the *big important things* on top and the *small details* following. Try to answer as many of the 5 *W's* and the *H* as possible in the lead. If you cannot get all of them in, don't worry, you can put them in the second paragraph.

As we have said, the reader wants to know the answers to the 5 *W's* and the *H*. When you put the answers in the lead, the reader can get a quick picture of what your story is about. Most readers do not have time to read everything in the newspaper. They read the stories of most interest, the ones that tell as quickly as possible *Who* did it. . . *What* happened. . . *When* it happened. . . *Where* it happened. . . *Why* it happened. . . and *How* it happened.

Following are some examples of how a lead may be written. (Two or three examples identifying the five *W's* and the *H*.)

#### Example Leads Identifying the Five *W's* and the *H*

(1) <sup>who</sup> Dan Taylor received <sup>what</sup> great applause from <sup>who</sup> fellow club members <sup>when</sup> at their regular meeting <sup>where</sup> Tuesday night at Morehead Civic Center after <sup>what</sup> giving a demonstration on insect control. With

<sup>how</sup> live insects and <sup>who</sup> different insecticides, <sup>what</sup> Dan showed a <sup>who</sup> group of 4-*H*'ers <sup>what</sup> how the insects ac-

<sup>what</sup> tually reacted when the *material* was applied. Notice that this **lead** has several *who's* and *what's* in it. It is not unusual for this to happen. However, you should make sure to have the most important *W's* and the *H* in your lead. Experience will help you determine which are the most important.

(2) <sup>who</sup> Edward Hill, Broad Creek, was elected <sup>what</sup> president of the Jackson 4-*H* Club, <sup>when</sup> Tuesday <sup>where</sup> night at a meeting in the home of club leader, Mrs. J. H. Jones.

The *why* and *how* are often implied and not written. The above lead does not specifically state the *how*, but it does say that Edward Hill was elected (and not selected or appointed), implying he was elected by popular vote. Therefore, the *how* is partially implied.

The *why* is often the result of an obvious need. The club **needs** a president to lead and conduct the meetings. That is *why* one was elected—the *why* being implied.

The *who*, in many cases, is the most important member of the 5 *W's* and the *H* family. If *who* attended a meeting was more important than *what* was done at the meeting, you would **feature** or play up the *who* and may wish to start your first sentence with that person's name. If the person happens to be a visitor or is not well known, give his title and tell where he is from. Use the person's full name and be sure to spell it correctly. The other *W's* and the *H* would follow in order of importance.

Keep in mind, however, that the *who* is not always the most important one of the 5 *W's* and the *H*. The event largely determines this.

### Writing the Story

Your story should always be written in the third person. You have the first and most important part of the job done when you have written the lead or first paragraph. Don't throw the rest of your story together. If you do a good job on the lead you can do as well on the rest of the story. However, you cannot relax. You want all of your story to be good.

The things of next importance go in the second paragraph. If you do not answer all the 5 *W's* and the *H* in the first paragraph, now is a good time to do so. Leave the least important things for last.

In writing news articles for the newspaper, use *simple* words, keep your statements *accurate*, and your sentences *short* and *clear*. Be sure to follow the news style used by your paper.

**Do not give your opinion.** Write from the facts you have and not what you think. If you do give an opinion, you must let the reader know that it is an opinion. You must *credit* it to someone or tell who said it. For instance an opinion may read like this: Enrollment in our 4-H club is expected to double within the next 5 years, according to John Smith, club president. *John Smith, club president, tells who said it.*

The newspaper editor refers to your written story as *copy*. Here are some rules to follow when preparing your copy for the news editor:

1. Write or type on only one side of your paper.
2. Put your name, address, and name of your club in the upper left-hand corner of each page.
3. Number each page at top center.
4. Put date in upper right-hand corner.
5. On the first page start your story one-fourth to one-third of the way down the page.
6. Leave margins of about 1 inch on left and right sides of page.
7. Double or triple space all copy.
8. Don't split sentences between pages.
9. Don't split paragraphs when going from one page to another.
10. Avoid splitting words at end of lines.
11. Write the word *more* at bottom center of the page when the story continues on another page.
12. Use either the mark -30- or -0- in the center of the page at the end of your story.

The editor is a busy person. By observing these rules you can save him a lot of time and trouble, and your story will stand a better chance of getting printed.

It takes time to become a good reporter and you shouldn't expect all your stories to be printed in the newspaper. Even the best reporters sometime fail to get their stories printed. You must be interested in reporting 4-H club news and you must be patient.

Editors appreciate receiving copy that is neat and understandable.



## Why Write This Way?

There is a reason for writing news the way we have explained to you. For instance, when writing the lead or first paragraph, it is important that you start with the most important things first. Newspaper space is limited. If the editor does not have room to print all of your story he will cut or leave out the last part of the story. If the most important things are at the top, you still have an interesting story left. And too, the reader does not always have time to read everything in the newspaper. He wants to get a picture of the whole story as quickly as possible.

*Very important:* Write your story as soon after the event occurs as possible and get it immediately to your 4-H advisor or news editor. Your story will not be news if you wait a day or two to get it in.

## Kind of Stories

You will be concerned, for the most part, with only two kinds of stories—the *advance story* and the *follow-up story*. The advance story is written before an event occurs; the follow-up story is written after an event.

If you know beforehand of an important event taking place, you might wish to inform the public about it by writing an advance story. Start with the purpose of the event and work from there. In this kind of story you must be careful not to predict what is going to happen; you must get the facts from the right places. Here is an example of an advance story:

Only a few more days and Apple Tree County will hold its Annual Fair and Honor Day Program. Ray Boll, county 4-H council president, announced today that the county will hold its annual program November 5 at Camp Hall School.

Four-H'ers may enter their exhibits between the hours of 10:00 a.m. and 1:00 p.m. These exhibits must depict some phase of the club members' projects, according to Bob Snell, county 4-H advisor.

A tractor driving contest will begin at 1:30 p.m. behind the school auditorium. Four-H boys, 14 years old and older, who are enrolled in the 4-H tractor program may enter the contest.

Medals and certificates will be awarded to club members and adult 4-H leaders at the evening program, beginning at 8:00 p.m. Recreation is planned for everyone after the awards are given, according to the county 4-H advisor.

Exhibits will be judged and ribbons placed on them between 1:30 and 3:00 p.m. The exhibits all will be open for viewing from 3:15 to 5:00 p.m.

It is best to try your hand at writing a *follow-up story first*. You should write one after each 4-H club meeting. In this kind of story you want

to tell what happened. Here is an example of this type of story:

Atlantic 4-H'ers decided to take on a new club project Thursday, November 11, in a meeting held at Atlantic School. Judy Hill made a motion that the club do something to improve the school's bathrooms.

The president, Mary Smith, appointed a committee of three to see what could be done to improve the bathrooms. On the committee are June Duncan, Edith Mann and Bobby Still. They will report at the December meeting.

The newly elected officers had their first experience this month presiding over a meeting. The officers are President, Mary Smith; Vice President, John Doe; Secretary, Barbara Bell; and Reporter, Ben Rhue.

The next club meeting will be held December 8 at 1:30 p.m. in the Atlantic School auditorium.



Be sure to gather all the facts for a story.

## Photography

Now let's discuss photography. Photographs or pictures can add a lot to your news stories. Plan to take some pictures to go along with some of the news stories you write. However, you should not go to great expense in buying an expensive camera to take your pictures. A simple box type camera will do the job just as well.

If you do not own a camera, maybe some member of your family has one they would lend you, provided you prove to them you know how to operate it correctly.

Write the manufacturer for an instruction manual for the camera you will be using. It will serve as your best teacher and guide as to how to operate the camera, the film to use, etc. Give the model name and number of the camera when writing the company.

Local camera shops and photographers will also be able to give you helpful information on operating your camera and taking good pictures.

When taking pictures, plan beforehand on what

you want your picture to look like. Have in mind *who* or *what* is going to be in the picture. The point of interest or subject of your picture should be off center. The division of the picture, such as the skyline, should be about one-third of the way from the top or bottom, never the center of your picture.

Do not forget your *background*. Dark backgrounds are good for light subjects and light backgrounds are better for dark subjects. Where possible, use plain backgrounds such as the sky, clear walls, the ground, and distant trees and buildings. Keep the picture simple, with as few people or subjects in it as possible. Like your written news story, the picture should tell the viewer the story at a glance. Too many subjects in a picture will cause confusion.

Close-up shots usually attract more attention. The box type camera will take good pictures as close as 8 feet, and as far as 100 feet. You will probably need extra equipment for this type camera to get pictures closer than 8 feet. Your camera manual or local camera shop would be the best source for this information, and information on using flash attachments and taking indoor pictures.

Sunny and slightly hazy days are best for good pictures. But do not let the sun rays shine directly in the camera lens.

When taking pictures of animals, get your shot from an angle that will bring out the good qualities of that type of animal. That is, shoot from an angle that will make a beef-type animal look stocky and fat; a dairy cow should show slender neck and legs and large udder. Different side shot angles are best for animals. Make sure the animal is on level footing and all 4 legs are showing.

Pictures that show *action* are better than those that have the subject *posing for the camera*, or looking directly in the lens of the camera. For example, a picture of a boy and his calf would be more eye catching if it would show the boy grooming his calf, rather than the boy merely standing beside the calf, posing for the camera.

Taking pictures is like writing stories for the newspaper—you must be interested, for it takes time, practice, and patience to become good at it.

If you do not own a camera and there is not one in your family you could use, ask your 4-H leader to help you. If it's all right with him, you might ask a friend, local photographer, or newspaper photographer to take some pictures for you at special 4-H events. If you do, though, let them know well in advance when the event takes place, so they can make plans to be there. Do not be discouraged if they cannot take pictures every time you ask, for they may be busy or have other things planned for that time.

Whether you take your own pictures or have someone take them for you, you will find they add a lot to your news stories.



## 4-H on the Air

Radio broadcasts reach a vast audience and are an excellent way of telling the 4-H story.

### **Things to Do**

1. The best way to learn how to produce good radio programs is to listen to some on your local radio station. Compare their organization and content with things outlined in this section.
2. Write some imaginary radio programs—using all kinds of sound effects and openings and closings.
3. Visit and talk with your local radio station personnel.
4. Form daily radio listening habits.
5. Read at least two books on radio programming and broadcasting.
6. Write spot announcements, concerning special 4-H events, for radio. You might tape some of these in your own voice.
7. Keep daily records of different radio programs listened to.

Radio communication offers you an excellent opportunity to tell the 4-H story. It reaches more people quicker than any other means of communication. It is a good way to tell others about 4-H projects, activities and events. It also will help in getting both rural and urban people interested in 4-H club work.

You'll find that communicating with radio can be fun. It offers new educational experiences and could provide an opportunity for developing a career in radio communication.

### **Planning the Program**

Plan your program well in advance—2 to 3 weeks, if possible. Decide what your program will be about. Select a topic that will be timely and of local interest.

There are three types of broadcast you can use: *straight talk*, *interview* and *news*. *Straight talk* and *news* involve only one person. If you are doing an *interview* program, plan who will take part.

Line up everything with the radio station ahead of time. Decide whether your program will be taped or live. If you do use a tape recorder, be sure to get the tape to the station on time.

### **Preparing the Program**

To be really effective a radio program is best if it is not longer than 15 minutes. Whatever the length, *you* can make it interesting. Keep each part short and snappy. Use new, up-to-date information. *Old news is no news*. Feature one basic and timely idea—the idea you want to leave with your listener.

Begin with an opening that *grabs* attention, perhaps some lively music or other appropriate sound effects. Have a 4-H bulletin board of news. Include announcements of 4-H events. Feature an interview conversation, panel or local news.

Keep it smooth. Weave a theme or motto into your program. The 4-H motto "To Make the Best Better" would be a good theme. Carry over from one subject to another. The listener needs a mental bridge to cross from topic to topic . . . "Don't forget September first is the date for the Junior Enriched Cornmeal Muffin Bake-Off. Speaking of cornmeal muffins, two of our radio guests have been busy the last few months preparing for the big event."

Bring your program to a smooth close. Be sure to have plenty of material to fill in, but don't overrun. Make the *close* strong and friendly. You might end with a reminder of your central idea. "Join the enrichment program! Bake enriched Cornmeal Muffins."

### **Write a Script**

Regardless of the type of radio program you have, until you become an experienced radio announcer, you will need a script or a strong outline. Remember, you will be talking to many people at the same time. Your listener cannot stop you or ask questions.

Use words your listener will understand . . . "the study of plants" instead of "horticulture." Use familiar examples and comparisons, local names, places and events. Use vivid phrases, colorful words—words that paint pictures . . . "the rain as it pattered on the tin roof." Short action verbs are good . . . "plant your garden now" instead of "planting your garden now." Keep adjectives to



a minimum. Contractions make copy read easier—"can't, don't, wouldn't."

Good sentence structure is important. Complete a sentence. Use short and medium sentences for variety. Give your statements a positive value.

Make a point clear, enlarge on it and summarize it in conclusion. Write as you talk. Think of how your words *sound*.

Underline words you wish to stress when speaking. Use punctuation marks that will help you in reading your script.

Type on soft dull finish paper. Double space. Use only one side of the paper. Don't break a word at the bottom of the page. Keep pages separate. For easier reading, don't type lines over 5 inches long.

Time your script, talk it aloud and time accurately. For an 8 minute program prepare a 7 minute script, leaving time for music or sound effects.

### ***The Interview***

The interview is one of the most interesting types of radio broadcast. The best place for an interview is on the scene—in the kitchen or down at the barnyard.

Many subjects are good material for interviews, discussions and conversations. Some of these are:

*Special events*—Feature 4-H'ers participating in 4-H Club Week, Achievement Day, County and State Fair, Dress Revue, 4-H Camp, Fat Stock Shows, Health Pageant, District Day.

*Health or Safety*—What are 4-H'ers doing in health or safety?

*The IFYE Program*—Interview International Farm Youth Exchange students from North Carolina.

*Community Service*—Tell what 4-H'ers are doing in community development. Community leaders can take part.

*Adult Leaders*—Recognize and discuss the 4-H volunteer leader program.

*On the Spot Recording*—Interview boys and girls at a 4-H meeting or 4-H party, before or after the event. Pick members with potential in 4-H who have good pronunciation and pleasant voices. You'll hardly go wrong in picking a well-poised club member. Select the person who will do a good job for 4-H, because it is 4-H that you are selling to the public.

*Careers*—A 4-H member may have chosen a career because of a 4-H project.

Interesting people usually make good interviews. Select the person or persons you wish to interview and preview the broadcast with them. Explain why you want them on the show. What did they do? How they did it!

Tell your guest what you will ask him. Go over the questions with him before the broadcast. Make them short as your listeners want to hear the guest. He should do most of the talking. Ask questions which begin with how, what, when, where, who or why. Avoid questions that can be

answered with simply "yes" or "no." Stress *you* and *your* in your questions. Tell your guest to use *I, my* and *mine*.

When introducing your guest, tell where he is from and what his relationship is to the program. Make him know that you are interested in what he has to say—look at him. Be an audience for him. It will do wonders for his self-confidence.

Keep your guest on familiar ground. Don't surprise him with questions. Control your questions. Be a good listener.

Write a good opening and close for your interview. This will help get it off to a good start and end with a bang.

*On the spot* interview is an interesting type of radio program. A radio program taped at 4-H Achievement Day is an example of this.

Before or after the program begins, select the people you would like to interview, perhaps an adult leader and one or two 4-H'ers.

Approach them and preview them briefly on questions you will ask. They may want to make notes. Be sure your questions will be of interest to your audience and will feature your guests.

Make your recording in a place where background sounds of the event will be heard. However, be sure it doesn't interfere with your interview.

### ***Spots***

Brief announcements at various times before special 4-H events are an excellent means for publicity. The spot should tell who, what, when, where, why and how. It should be short, snappy and to the point. Sound effects will get the attention of the listener before and after the announcement. The spot announcement can be recorded and sent to the radio station with an explanation of what the recording is. Don't forget to tell when it is to be played. Spots may be used to:

- Announce special events
- Tell the results of a special program or survey
- Emphasize a campaign—such as health or safety
- Broadcast 4-H club facts during National 4-H Club Week
- Make community drives known

A spot announcement for Fire Prevention Week could begin and end with the sound of a fire whistle followed by a siren. . . "Maple County 4-H clubs remind you that this is Fire Prevention Week. For your family's sake—for your community's sake—for your own safety—don't give fire a place to start!"

### ***Presenting Your Program***

Rehearsing and timing are important for a successful radio program. They will help you gain confidence and allow you to talk with meaning and feeling. You will be sure of what you do and how long it will take. Also, your guests will feel more at ease if they practice ahead of time.

As a 4-H'er you will represent all your fellow club members. Thousands of people will be listening while you are on the air. It is important that you do a top notch job.

Stand or sit in a comfortable position. Keep the microphone 6 inches away from your mouth. Always keep the same distance when talking into the microphone and face it. If you have to clear your throat or cough, turn away from the mike. Keep your hand away from your mouth. Keep the script from rubbing against the mike stand. Keep the microphone cord from becoming twisted. Let the Master of Ceremonies handle the mike. Don't chew gum or eat candy. Watch signals from the director to begin talking. Remain quiet before and after the program.

Speak naturally. Put a smile on your face and enthusiasm in your voice. Parade your personality. Think of yourself as talking to one person close by. *Talk* to your audience, don't read to them. Sell your audience on what you are saying. Be sincere, persuasive and enthusiastic.

Talk at natural speed, changing once in a while. Vary your voice, making it soft and loud, high and low. This gives you variety, emphasis and attention—your sentence will not sound choppy. Pronounce each word clearly. Be chatty, be yourself, be at ease, be enthusiastic.

### **Sound Effects**

Familiar sounds can be effectively used over radio. Sounds in the background help to catch the attention of the listener.

Farm and home sounds add to the atmosphere of programs. An interview with a 4-H club member taking the clothing project might have the sound of a sewing machine in the background. When discussing automotive safety you could begin and end with the sound of a starting car. At the beginning of the program you could ask the listener if he can identify the sound and at a later time tell what it is.

Other sounds you can feature are: electric saw, drill, washing machine, lawn mower, water pump, baby crying, starting a tractor, milking machine, oinking pig, baby chicks, cat purring, cow mooing, steam iron, rain on a tin roof.



Tape recorders allow you to tape a number of programs in a short period.

### **The Tape Recorder**

The tape recorder can be very helpful in presenting your program. Your extension office probably has one and every radio station is equipped with recording facilities.

The tape recorder can be used for on-the-spot farm and home recordings. You can record special guests in your county for later broadcast. For best results read the instruction book carefully.

### **Radio Relations**

Visit the radio station. Become acquainted with the radio personnel. They will be interested in your 4-H project and will help you.

When you are on a radio program, be prompt. If you send a tape, be sure to have it there in time. Help the announcer by writing your name, date and time for the tape to be played. Name the program and the topic of your tape.

### **Spread the Word**

Tell others about your radio programs. Don't just hope they will listen, remind them! You could have a rubber stamp made of the time, station and name of program. Stamp letters and other correspondence with the rubber stamp.

*Radio will aid 4-H* if you are yourself—just talk to people, keep your broadcast simple, use names, be *sold* on what you say, have a reason for going on the air and be *down to earth*. The following script offers some suggestions on presenting a good radio program.

Background sounds on radio are effective if they tie in with the subject being talked about.

Radio Script for 4-H Program, March 1, 1961.  
Prepared by Joe Lead, Blank County.

(Record  
"Dreaming")

(Feature)

(Attention  
Getter)

(Lively music is played to catch the  
attention of the audience.)

(Station Radio  
Announcer)

This is the Farm and Home Hour, pre-  
sented by Joe Lead, Senior 4-H Club  
member from Blank County with  
radio guests Jane Council and Tom  
Dent.

(4-H member  
takes over)

Joe: Do you know what the 4-H  
Club is? Probably you have heard of  
the 4-H Club for years. Maybe you  
even have a son or daughter in the  
4-H Club. But do you really know  
what 4-H is?

(Begin record "A Place in the Sun.")

Listen to a song of the 4-H Club. It  
is called "A Place in the Sun." It was  
written by Fred Waring and is played  
by his orchestra. This song expresses  
the feeling of all people, young and  
old, who know what it is to work in  
the fields, to feel the warm sun on  
their backs, to see the small seeds  
develop into waving fields of corn,  
wheat, tobacco, cotton or peanuts. Only  
these people know the full meaning  
of "a place in the sun."

(Music fades  
away.)

Local 4-H news  
or bulletin  
board

Now for a look at our 4-H Bulletin  
Board.

1. 4-H members are busy these days  
with preparation to celebrate National  
4-H Club Week from March fifth  
through twelfth. Here are some of  
the events being planned. The club  
will hold a banquet on March eighth  
at the Agriculture Building at 7:30  
p.m. to honor outstanding 4-H adult  
leaders.

2. An exhibit featuring the 4-H  
Motto, "To Make the Best Better,"  
will be displayed in a downtown win-  
dow in Blank City. We hope you will  
go to see the exhibit.

3. At the Blank School P.T.A.,  
4-H'ers will present a program en-  
titled "The Spirit of 4-H." The event  
will take place at the Blank School  
Auditorium, March seventh at 7:30  
p.m.

4. How would you like to make a  
visit to Spain? Travel with our own  
State International Farm Youth Ex-  
change Student as he tells of his ex-  
periences in Spain. He will speak at  
the 4-H County Council Meeting  
March ninth at the Agriculture Build-  
ing at 7:30 p.m. Don't forget the  
dates . . . and if you have any ques-  
tions just call the County Agriculture  
Office.

In a minute our feature for today—  
but now another favorite 4-H song,  
"Dreaming." Our feature today high-  
lights Tom Dent, President of the  
Blank County 4-H Council, and Jane  
Council, outstanding 4-H'er of the  
Blank Senior Club. They are here to  
tell us about the purposes and aims  
of 4-H Club work. Jane, what would  
you say are the purposes of 4-H?

Jane: Through 4-H a boy and girl  
can develop ideas and standards for  
farming, homemaking, community life  
and citizenship. From our leaders we  
receive instructions in farming and  
homemaking. We learn by doing . . .  
by conducting projects and activities.  
I have learned to understand and ap-  
preciate nature through 4-H. I have  
learned habits in healthful living. I  
hope that because of 4-H, I will con-  
tinue to learn so that I may live a  
fuller and richer life. In 4-H we  
pledge our Heads to clearer thinking,  
our Hearts to greater loyalty, our  
Hands to larger service, and our  
Health to better living for our Club,  
Community and Country.

Joe: The 4-H pledge is very mean-  
ingful to 4-H members. Tom, what is  
the 4-H emblem?

Tom: Our emblem is a four-leaf  
clover with the letter H on each  
clover leaf. The meaning of the four  
H's is Head, Heart, Hands and Health.  
Jane: Our motto is "To Make the  
Best Better." We continuously strive  
to improve on whatever we undertake.

Joe: 4-H colors are green and white  
. . . green for nature's most common  
color, symbol of youth, life and  
growth. White stands for purity.

Tom: The Bible verse on which 4-H  
is based is Luke 2, verse 52 . . . "And  
Jesus increased in wisdom and stature,  
and in favor with God and man"

Joe: Tom, how does the head, heart,  
hands and health apply to the individ-  
ual?

Tom: Every 4-H member enrolls in  
at least one project and the health  
activity. Projects are in all phases of  
homemaking, farming and community  
life. Also, we have many activities  
such as safety, leadership, community  
relations and citizenship.

We wish to thank you, parents, and  
adult leaders for your guidance and  
cooperation with 4-H Club work.

Through 4-H we are helping to mold  
the destiny of the future. Let us,  
4-H'ers, encourage and inspire other  
club members to grow and develop  
into happier and more useful citizens,  
so we can all find a "place in the sun."

(Begin playing record "A Place in the Sun")

Thank you, Tom Dent and Jane Coun-  
cil, for being with me today. Don't  
forget March fifth through twelfth is  
National 4-H Club Week.

(Closing or  
sign-off)



## Televising the 4-H Story

Your first television show will be quite an experience.

### Things to Do

1. Visit TV stations, talk with announcers, watch live programs in studio.
2. Write some imaginary TV program and use different types of visuals.
3. Read at least 2 books on television production.
4. Study the organization of some of our most viewed national TV programs.
5. Give a demonstration on television.
6. Contact your nearest TV station to see if they will give you time for a special 4-H program.
7. Form daily TV viewing habits—and watch different types of TV programs. Compare the differences.

Television can be very important to you as a channel of communication. It offers many opportunities for growth and development. By taking advantage of these opportunities and learning all you can about television, you may decide to make it your career.

Television will help develop your ability to talk. Many people feel a bit shy when they have to talk before a large audience, but with practice this fear disappears. This is also true with television. As you become accustomed to presenting television programs you will gain confidence in yourself and in your ability to talk. You become a better speaker.

Television will help you develop your ability to show and to explain. Many people know how to do a task, but do not know how to show someone else. Preparing and giving demonstrations are excellent ways of learning how to do a job. Why not give a demonstration on television where more people will see what you are doing?

Every person needs to know how to make plans. We need to know how to make plans that are flexible enough to stand changes.

In preparing a television program definite plans must be made. You must make your plans clear enough so that you, the producer, the director, and the cameraman, can follow them. Your plans must be flexible enough to stand last minute changes and to allow for accidents that sometime take place when a program is actually on the air.

### Why Be on Television?

It's a known fact that people like to watch television. We also know that people are interested in young people. They like to see you perform. People want to know what you can do and what your interests are. So why not wrap all these things into one big package and present a television program?

Another very important reason for you to appear on television is to teach. There must be a purpose for your program. You should inform the public. By teaching through the use of television, you are reaching many more people than you ordinarily would. You are teaching people you have never seen and probably never will see.

### Preparing for a Television Program

*Visit the television studio:* Your first step will be to visit a television studio to observe the equipment and the way it is used.

You will find that usually two cameras and several microphones are used. The *boom mike* is the one used most. This is a microphone that is hung on the end of a pole or boom. The boom mike can be swung out over the speaker and follows him when he moves.

On your first visit to a television studio you will want to observe the control room. This is where the program director, video engineer and others perform their jobs. It is often above studio level and has windows looking out on the studio.

You will notice several television screens or monitors placed side by side in the control room. These show the picture that each floor camera is taking. The director selects the scene that he wants and the video engineer switches it on the air. By means of headphones, the cameramen receive the director's instructions on where to place their cameras, what lens to use, etc. While one camera is on the air, others are changing lens for their next *take*.

*Planning:* Planning and preparing for your first program will probably take a lot of time. As you get more experienced less time will be spent in preparation.

In planning your program you should first contact your 4-H agent. Next, contact the station.

Let them know what you have in mind. Tell them something about what type of program you want to present.

You should find out what time of day your program will be cast. The time of day determines your audience. On week-days, in the afternoon, women watch television most. School age boys and girls watch after school hours and men watch mostly at night and on week-ends. Whatever time of day you have your program, the audience will be made up mostly of town people. So, if you are planning a farm program, you must at the same time consider the town people.

### **What Type of Program Will You Do?**

*Method demonstration*—A method demonstration tells how to do something. It should be simple, short, and to the point. The television cameramen will arrange the cameras so your audience will get a close-up view of what you are doing. When giving a method demonstration, select one or two main points. Since your time and space will be limited, stress only the key points.

*Illustrated talk*—More people will be interested in an illustrated talk than in a method demonstration. An illustrated talk shows results of what has been done. It shows activities that take place in farm, home, and community life. In this type of program you can show actual things such as farm pond safety equipment, or strawberries that have been produced by the use of recommended methods. You can use films, pictures, slides or drawings.

*Discussion type program*—In this type of program you must have at least one guest. Be careful in selecting your guest. You want someone who holds the attention of the people who will be watching your program. Your guest must be a person who has something in which other people are interested. If you are having an interview with only one person don't let it last over 5 minutes. Your audience will lose interest if it is too long.

In planning your program, start with one idea. This idea should come from your own experience. What have you learned in 4-H that you feel would be helpful to other people? What has been done in your club or in your county that other people need to know about? When you select your subject be sure it is something that you and your audience are interested in. Your subject should be something that can be easily shown, and it should be timely.

Make an outline of the important steps for your program. Draw a line down the middle of a piece of paper. On the right-hand, outline things you want to talk about. On the left-hand side of your paper, list the items you want to show. At the top of the right-hand column, write **Audio** and at the top of the left-hand, or action column, mark **Video**. Be sure you list things in the order in which you plan to use them.

Now take your outline to the person who is going to direct your program. This person will give you helpful suggestions that will improve your program. After going over the outline thoroughly with the director, get the things together that you are going to show.

### **How Should You Act on Television?**

The way you talk and move around during your television program is very important. Remember that your audience is looking at you as well as listening to you. You should talk slowly and clearly. If you talk fast, your audience might get mixed up and won't understand what you are saying. Your movements must be slow and deliberate, especially when the camera is taking a close-up picture.

You should look directly into the camera and talk to it. This will give each person in your television audience the feeling that you are talking directly to him. However, if you are talking to someone on the program, look at that person.

Keep your equipment and visuals out of sight until they are used on your program. Hold visuals where the camera can get a good view of them. The visuals should be held still long enough for the television viewers to see them—at least 30 seconds.

When you are giving a demonstration, the front of your demonstration area should be kept clear so the camera can pick up what you are doing. If the area is cluttered with equipment, the camera and the audience cannot see your hands.

When you are demonstrating how to do something, show the finished product. For example, if you are showing how to make a pie, after you have finished your demonstration, show the audience what the pie will look like when it is ready to eat.

### **Use of Visual Aids**

*Live objects*—If your program is on poultry, you would use a live chicken rather than a picture of one. Live objects are the most effective visuals.

*Films and slides*—Motion pictures are effective. They can show action as it happens. Action that takes place outside the studio can be brought in by using films. If you plan to use slides, check with the television station. They will give you information on the color, size, etc., of slides that can be used.

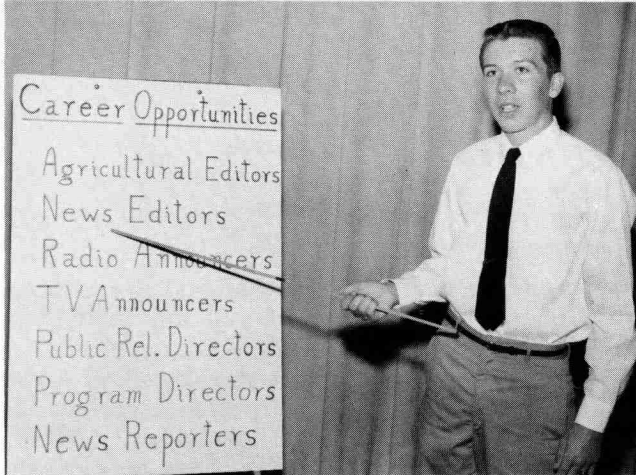
*Live graphics*—This would include any type of drawing that is done on your program. The drawing should be simple and clear, and the lines must be heavy if the television audience is to see them.

*Models*—Sometimes the real object cannot be brought into the television studio. In this case, a model may be used. Toys may be used in place of farm animals, household equipment, farm implements, etc.

*Pictures*—Pictures may also be used in your television program. Before you take the pictures, contact your television station and get information

concerning the size and type of picture that can be used on television.

*Others*—Many other visuals may be used in your television program. You may choose charts, maps, graphs, posters, placards, and others. When selecting or preparing any of these, remember that they must be simple and easy to read. The lettering must be large and bold. Use as few words as possible.



Visuals used on the program should be clear and simple.

### **Should Your Program Be Rehearsed?**

It is very important that the program be rehearsed. The more you rehearse, the more you will feel the part you are playing. This will give you more confidence in yourself and put you more at ease.

Do not try to memorize your script; however, you should be careful to follow your outline. Rehearse with the props and visual aids that you plan to use on the program.

If it is at all possible, have the television director for your program present at the dress rehearsal. He will then become more acquainted with what you are going to do. He may have suggestions for improvements that you can make.

During your dress rehearsal you should time your program. In timing your program, allow for a *time cushion*. This would include some additional information you can use in case of an accident.

### **What You Should Wear on Television?**

What you wear will be determined by what type of program you are giving. If you are giving a foods demonstration, wear your 4-H uniform, or a simple washable dress. You wouldn't wear your best dress in the kitchen at home, so don't wear it in the television kitchen. If you are preparing a garden bed, wear your regular work clothes.

Do not wear black or white. White reflects too much light and black and dark colors create white lines around you. Pale blue, or gray, is best for men's shirts. Men's suits of gray flannel or tweed are good. Girls should wear simple dresses in pastel colors. You should not wear much jewelry.

### **How Do You Prepare a Run-down Script?**

A run-down script is usually in outline form. Mark your cues carefully. This may be done by underlining or circling them. Leave space on the video side for the director's comments. The time for each section of your program should be marked on this run-down script.

### **Example of Script**

#### **Let's Hem A Dress**

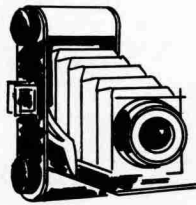
Video	Audio
Program Title Card	Theme and Announcer
Medium shot of girl wearing well-hemmed skirt	Discuss why a good hem is so important to a dress.
Close-up of girl leveling skirt on another girl	Tell what current skirt length style is. Discuss importance of being accurate when leveling skirt. Tell why it is so important for model to stand erect and still.
Medium shot of girl cutting unevenness from hem	Discuss turning up hem and evening it off by measuring and cutting away unevenness.
Close-up of hem that is properly shrunk	Discuss easing fullness at top of hem and shrinking. Tell why and how.
Close-up of girl stitching hem in skirt	Discuss types of stitch and size.
Medium shot of girl modeling well-hemmed skirt	Summary



How you appear on television is important.

# Photography Hints

Ralph A. Mills

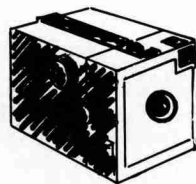
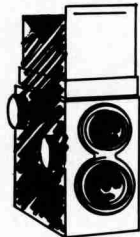


## FOLDING CAMERA

These aren't very expensive and don't require very much adjustment. It is quite easy to operate.

## TWIN LENS REFLEX

Price ranges from \$35 and up. It is probably tops in popularity with all photographers.

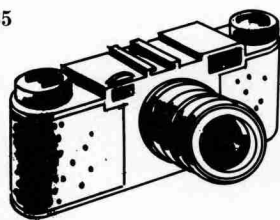


## BOX CAMERA

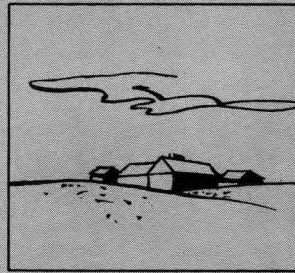
It is the cheapest of all cameras and is capable of taking very good pictures without very much effort.

## 35 MM CAMERA

Price ranges from \$35 up. It is a precision camera that requires precision operation.



## Framing For Emphasis



Here are a group of farm buildings. Though they are nicely placed in the picture area, there is still something lacking.



Here a tree is used to frame the farm buildings. Notice how it gives depth to the scene and also puts emphasis on the buildings.

## Closeup For Emphasis



Here a farmer is showing his neighbor a new gadget. It would be nice to know what he is holding but the distance is too far away.



Now the camera has been moved closer to the subject. Notice how clearly you can see the gadget he is holding in his hands.

## Arrangement For Emphasis



The subject should not be centered in the picture. Objects in the background should not detract from main point of interest.



Here the farmer is put in a more interesting position in the picture area. Notice by moving him that the subject is balanced.



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