

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY 40506

COLLEGE OF AGRICULTURE

RESIDENT INSTRUCTION
AGRICULTURAL EXPERIMENT STATION
COOPERATIVE EXTENSION SERVICE

October 22, 1974

TO: 4-H Agents
4-H Contact Agents
Area Directors
State 4-H Staff

FROM: Beverly Cole, Extension Program Specialist
Beverly Cole for 4-H

RE: Promotional Thrust

The Kentucky 4-H Expansion program is now adding a new dimension to its thrust. With our new goal of 250,000 4-H members and 40,000 leaders by 1978, it was suggested that Kentucky inform the public about 4-H. From this, it was agreed upon to begin an awareness promotional thrust which would enhance the 4-H program.

T. Jefferson Wright Associates in Louisville, Kentucky, were contacted and asked to do a full scale promotional campaign for 4-H, as a Public Service. This agency became the foundation on which many, many ideas were developed. Not only did they add new zest to the promotion of 4-H, but also got other advertising agencies to join in the cause of promoting 4-H. Radio stations, musical rock groups, newspapers, Outdoor Advertising companies, artists, and television stations all became a part of helping to bring 4-H to the public eye. All these people donated their talents and time free of charge. The results of all this effort has enabled 4-H in Kentucky to launch an awareness campaign with the theme "4-H It's Where You're At."

All the materials developed by these various agencies are now available for use in your county. It is hoped that the spirit in which this campaign was developed will continue in each one of the counties in Kentucky.

The promotional materials will be offered to you in various steps with the first step being Billboard Advertisement. The radio and television spots along with the newspaper clippings will be available at the first of the year. However, now is the time to begin securing Billboards for advertising in your county. The enclosed information should be of help to you in getting started. Remember, that all the efforts thus far, have been donated free of charge, let's see if we can keep this spirit moving.

If you have any questions concerning the enclosed materials, please feel free to contact me. Beverly Cole, 236 Agriculture Experiment Station, University of Kentucky, Lexington, Kentucky 40506

Enclosures.

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BILLBOARD DESIGNS

There are four different designs for you to choose from. However, it is recommended that you use all four of the designs and coordinate them with the activities in your county. Each design has been labeled by a letter A, B, C, or D, for your convenience in ordering. They are as follows:

- a. Woodworking
- b. Sewing
- c. Arts n' Crafts
- d. Swimming

Please indicate your selection on the Order Blank both by letter and name of the design.

HOW TO SECURE A BILLBOARD

Approaching a company or agency and asking them to sponsor a 4-H Billboard is very important. Thus far, many companies have donated time and space in their particular advertisements to the promotion of 4-H. With this in mind, it is hoped that many companies in your own county will follow the same pattern and donate to this promotional thrust.

As you know, many agencies and businesses advertise on Billboards. Most of these agencies purchase a board to advertise on for a length of time (usually anywhere from one to twelve months.) This same agency also has a sign company that actually puts their advertisement on the billboard. If you know of a company that advertises on billboards in your county, it is recommended that you contact them with the idea of sponsoring a board for 4-H.

It may be helpful if you tell the company you are approaching about the other agencies who have made donations to 4-H. These companies have not asked to be recognized in any way. They feel it has been a part of their public service.

Therefore, the following outline is a suggestion from advertising agencies in how to secure a Billboard.

- I. Find out how many billboards are in your county and which agencies advertise on them.
- II. Contact an agency who does billboard advertisement and keep the following in mind.
 - A. You are asking this agency to help in the new 4-H Promotional thrust.
 - B. Many companies and agencies have already donated to 4-H.
 1. Television stations have produced special T.V. spots free of charge for this campaign.
 2. Radio stations are giving special Public service time to 4-H.
 3. Advertising agencies have designed the billboards.
 4. Artists have done special drawings for 4-H and designed prints for newspaper clippings.
 5. Singing groups have written and produced musical arrangements for the T.V. and radio spots.

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6. Announcers have been willing to narrate the T.V. and radio spots.
 7. Many companies are letting 4-H advertise on their Postage Meter Stamp which goes on every envelope that goes out of their company.
- III. After explaining the above, ask if they would like to have a part in the new 4-H promotional thrust by donating a billboard for one month.
- IV. Many companies purchase a billboard for more than one month at a time. However, it is recommended that you ask for just one month, which will not interfere with the company's overall advertising scheme.
- V. The company that donates the board will also have an outdoor advertising agency in the area that puts the paper on the board. Ask what company this is so that either you or the donating company can contact them to put up the 4-H billboard.
- VI. Once the billboard is up, leave it up for at least one month and more if possible. At times, a billboard is not sold for the next month and the advertisement that is on the board will remain there free of charge until the board is bought by another company.
- VII. You may be asked by the donating company if they can have their name on the Board. This is called a credit line and is discouraged. Remember that many businesses have already donated to 4-H and they have not requested a credit line for their business. The law is particular on how groups can advertise so it is recommended that no credit lines be used. If a company insists on a credit line - please follow the instructions given for credit lines.

CREDIT LINES

If an agency would like their name to appear on the billboard, the following items should be followed.

1. All credit lines will read: "Courtesy of _____"
2. The letters of the credit line should not exceed 5 inches in height.
3. The lettering should be plain block letters with the color being black on white.
4. The credit line should appear on the lower left hand corner of the billboard directly beneath the illustration.
5. The credit line will cost between \$7.00 to \$10.00 to have it painted on the billboard, depending on the company you contact in your county.
6. Credit lines are discouraged and should be used only when absolutely necessary.

LENGTH OF DISPLAYING TIME

1. It is recommended that you secure a board for one month at a time. However, you may have the display on the board more than one month free of charge depending on the advertising agency. (See #6 under "How To Secure A Billboard").
2. Plan to use all four of the designs during a one year period. Perhaps quarterly would be best.
3. Do not always use the same board for all four designs. Change the location so that you will reach the maximum amount of people in your county.
4. Different agencies will advertise on different billboards. Therefore, various agencies could have the opportunity of sponsoring a 4-H board during the year.

HOW TO ORDER

1. Choose the billboards that you want and indicate this on the ordering blank.
2. Fill in the order blank with all the information requested. Remember to use both the letter and name of the design you are requesting.
3. Put your name and address (4-H Agent) in the blanks under the section SHIP TO: The Billboard paper will be shipped directly to you. Once you receive the paper, either you or the donating company should contact the outdoor advertising agency in your area to put up the billboard.
4. Make check payable to: Friends of Kentucky 4-H, Inc.
5. Make 3 copies of the order blank--
 - a. Mail one copy directly to the Naegele Outdoor Advertising Company.
 - b. Mail check and one copy to Beverly Cole.
 - c. Keep one copy for your files.
6. Please allow 3 to 4 weeks for delivery.

UNIVERSITY OF KENTUCKY
COLLEGE OF AGRICULTURE

COOPERATIVE EXTENSION SERVICE
UNIVERSITY OF KENTUCKY, U.S. DEPT. OF AGRICULTURE
AND KENTUCKY COUNTIES, COOPERATING

AGRICULTURE • HOME ECONOMICS • 4-H • DEVELOPMENT

174?

TO: 4-H Agents Area Directors
4-H Contact Agents State 4-H Staff

FROM: Conrad Feltner, Assistant Director of Extension *Conrad Feltner*
for 4-H

RE: Radio Tapes for 4-H

It's Here! Everything you've been asking for in promotional materials to add zest and sparkle to your 4-H programs is here and ready for use. What's even better is that these materials are just the first of a two year program. The tapes you are now receiving are to be used from January 1 through July 1, 1975. There will be more promotional materials ready for use throughout the year on a quarterly basis.

The theme for Kentucky's statewide promotional campaign is "4-H, It's Where You're At." Using this theme many promotional materials have been developed to help keep the public informed about 4-H. As you know, there are several steps involved in the new promotional campaign. Information on billboard advertisements has already been mailed to each county. Therefore, the next step in the campaign is using the media to promote 4-H. Television and radio tapes have been developed and donated by T. Jefferson Wright Associates and WHAS television in Louisville. These tapes are to be used to enhance your local 4-H program.

The radio tape is being mailed directly to you so that you will be able to make the contact with the radio station you work with. It is recommended that you keep in mind that all the promotional materials have been donated free of charge. I'm sure that with the splendid cooperation you have with your radio stations, the tapes will be used not only for your local 4-H programs but on as many public service announcements as possible throughout the day.

(cont'd)

Because T. Jefferson Wright Associates and WHAS television in Louisville have given much of their time in preparing all the 4-H promotional materials, it would be nice if a letter was sent to them expressing your appreciation for their fine work. Letters should be sent to:

Ms. Charlotte Tharp	Mr. Bill Loader
Community Service Director	Vice President
WHAS Radio and Television	T. Jefferson Wright Associates
Post Office Box 1084	Suite #426, Executive Park
Louisville, KY 40201	Louisville, KY 40207

The enclosed information should be of help to you in using the radio tapes. If you have any questions, please feel free to contact Beverly Cole, Extension Program Specialist for 4-H, 236 Agricultural Experiment Station, University of Kentucky, Lexington, Kentucky 40506.

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Enclosures

HOW TO USE THE RADIO TAPE(S)

1. Take the tape to the radio station that broadcasts for your county by December 20, 1974.
2. Talk with the manager or personnel person from the radio station and explain the usage of the tapes. Explain that the tape has nine different radio spots that promote 4-H, and that you would like these spots used as much as possible on public service announcements.
3. This tape is the first in a series and should be used from January 1 through July 1, 1975. There will be other radio tapes that will follow.

NUMBER OF RADIO SPOTS

1. There are a total of nine different radio spots on the tape.
2. Cuts #1 - #7 are ready for use as they appear on the tape.
3. Cuts #8 and #9 are for your own production purposes.
For example: If there is a 4-H event or general information about 4-H that you want to promote for your county, cuts #8 and #9 are for this purpose. Write on paper what you would like announced. Ask the radio announcer to use this message in junction with cut #8 or #9. The radio announcer will help you add the background music to what you want announced. Remember, cuts #8 and #9 are designed specifically for adding musical background to your announcement.

CUE SHEET

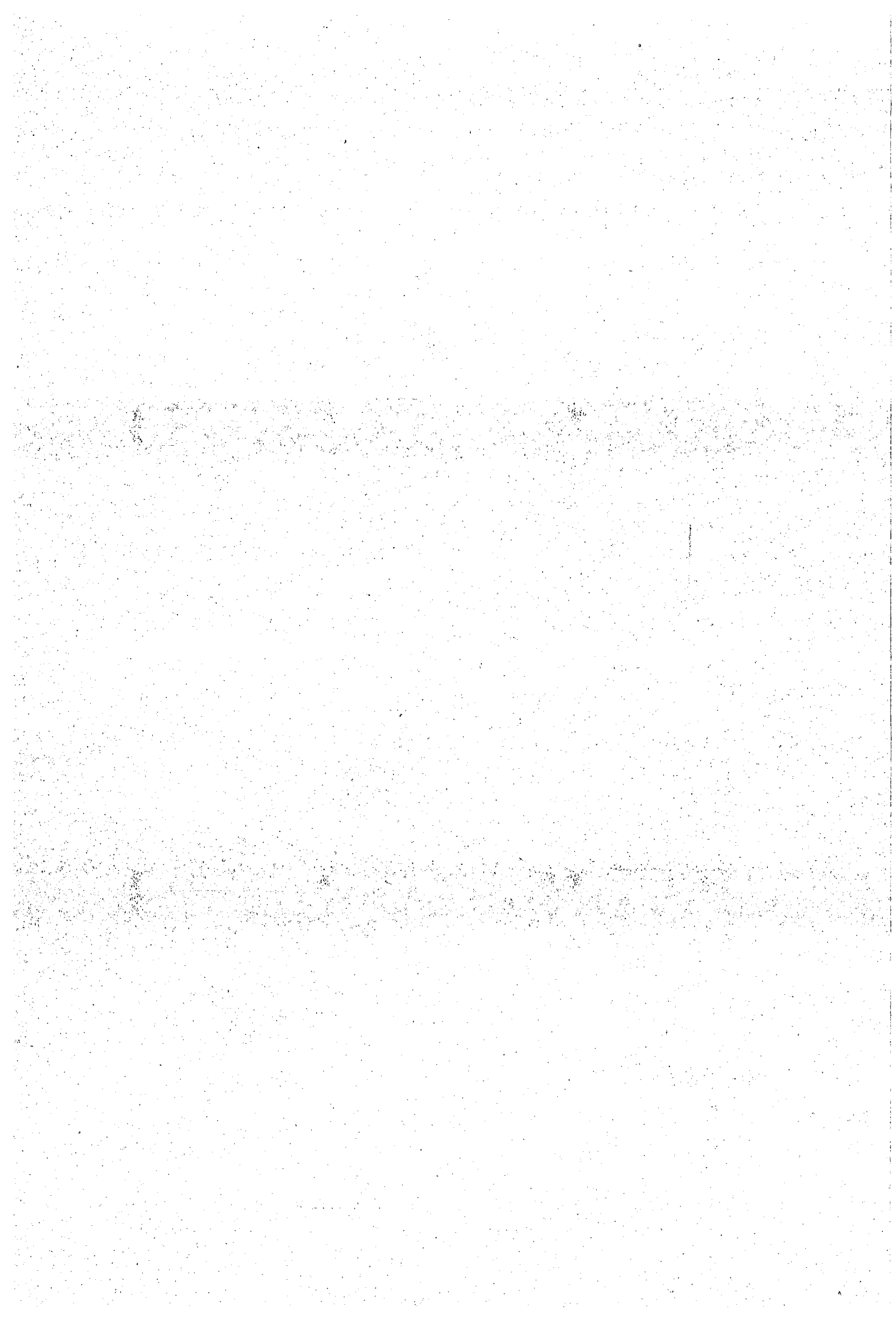
1. The cue sheet gives the length and order of each spot. It also explains what each spot includes.
2. Give the cue sheet to the radio personnel person so that he will know what each spot contains. He may also want to listen to the tape and follow the cue sheet while you are at the radio station.

LENGTH OF TIME TO BE USED

1. This radio tape is the first of a series and should be used from January 1 through July 1, 1975.
2. Ask the radio station to use the spots as much as possible.

FOLLOW-UP

1. Once the radio station begins using the tapes, contact them by phone, letter or personally and thank them for their support of the 4-H program.
2. It would also be appropriate for the County Council President to write a letter of appreciation to the radio station.
3. Four-H members and parents should also be urged to express appreciation for the radio stations interest and support of 4-H.



Jobs for Teenagers

For the past couple of years, summer jobs for Kentucky teenagers have been scarce. This summer could be different if the President comes up with employment programs that are not limited to the disadvantaged.

To find out about federal programs or what's available in the state or county, teens have two good sources, high school counselors and state employment offices located in each county seat. April is not too early to talk with school counselors and register at the state offices.

The state offices receive listings from small and large employers but a spokesman says that agriculture-related work, usually temporary, is the best bet for teenagers. Industries tend to hire relatives of employees for summer replacements.

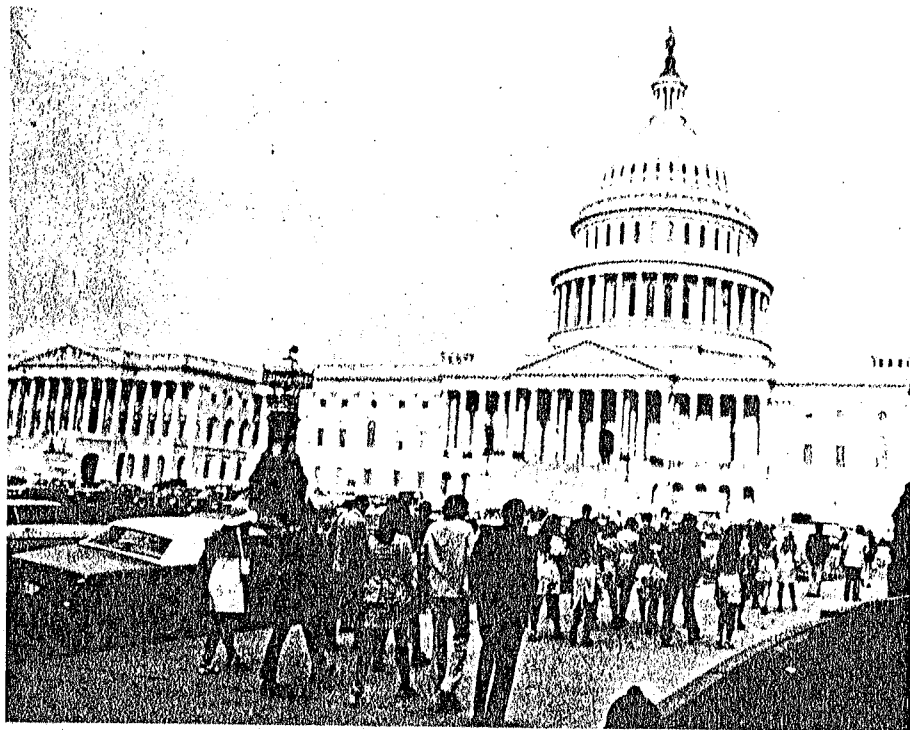
Counties and the state hire seasonal workers particularly in recreational areas.

Applications for these jobs are available at the employment offices and there's no deadline at the state level.



State jobs for teenagers are not covered by the Merit System, thereby eliminating a test, recruitment or in-depth reviews of qualifications. Each agency determines the number of summer work positions they will need and for which they have available funds. The Parks Department is the best bet because they hire numerous laborers, life-guards, clerical, maintenance, and service personnel. The Transportation Department also hires many seasonal workers.

About 300 teens interested in con-



Seniors are Packing for D. C.

They rode on a bus for over 2,000 miles, shared a bunk for six nights, walked for hours and hours on hard concrete, were led, toured, run and pushed around a crowded city for three and one-half days. But for 30 high school seniors from Kentucky, the Washington, D.C. Youth Tour was a memorable time in their lives.

Sponsored by 14 of Kentucky's Electric Cooperatives, the week-long tour in June was filled with activities.

The students met some of the 1,000 other students representing thirty-six states and six foreign countries in the city for the same program, the President, Senators, Congressmen and even a Franciscan Monk.

The students and their chaperones also won't forget the places they visited:

...serving the environment and earning money at the same time are being recruited for the Youth Conservation Corps (YCC), a federally supported work-study program.

Applicants must be 15-18, in good health, have a work permit and Social Security Number. Because some will be in a residential camp, they must also have their parents' permission. Final selection will be made by a random draw of eligible applicants. April 15th is the tentative deadline for applications, but check with school counselors or state employment offices for details.

Many federal-state employment programs are funded at the last-minute. To keep current, the state spokesman suggests stopping by the employment office regularly, checking with school

the Civil War battlefield in Gettysburg, Pennsylvania; the Capitol; the Washington Monument; the Jefferson and Lincoln Memorials and Arlington Cemetery.

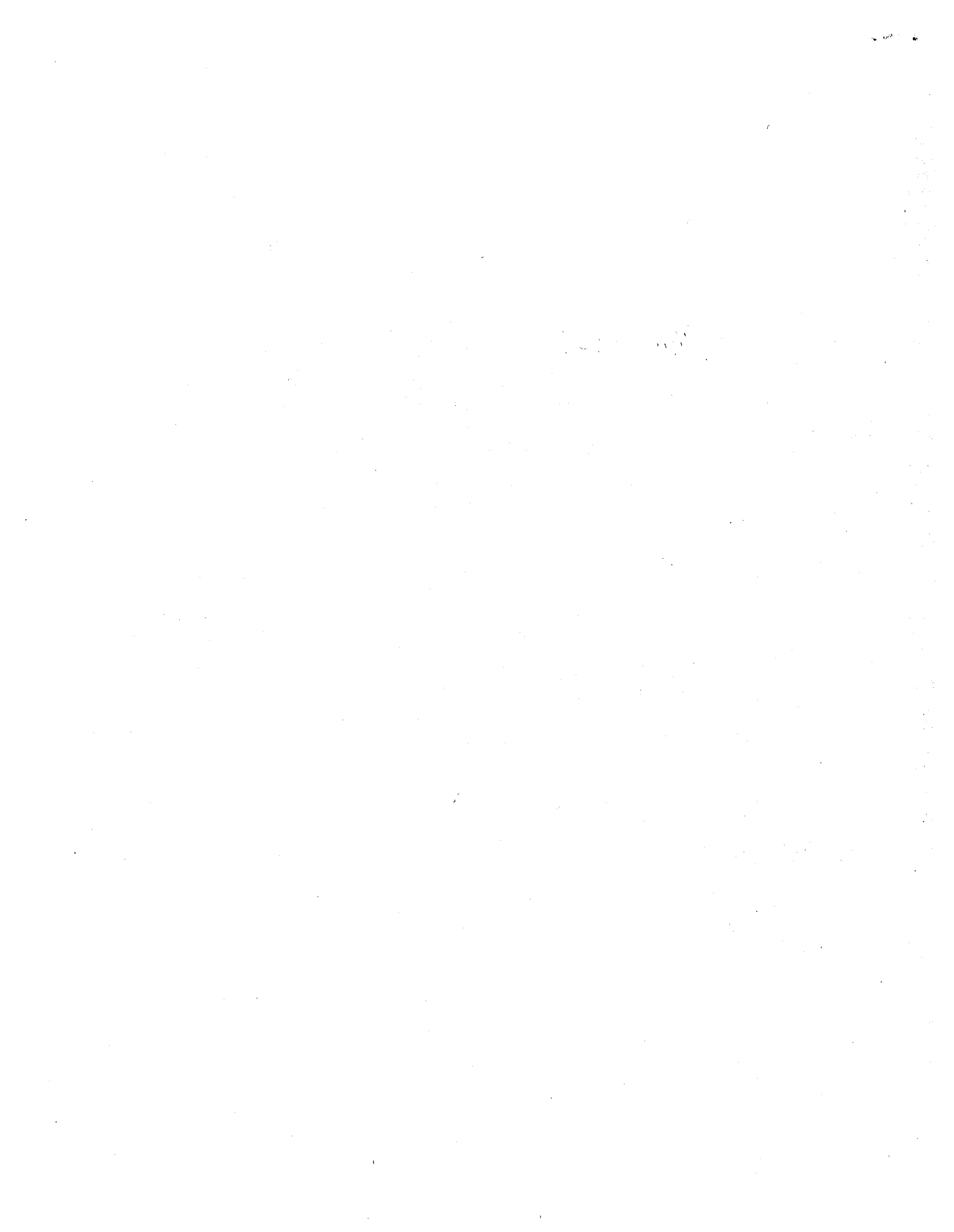
They saw Ford's theatre where President Lincoln was shot, the F.B.I.'s new building, the Senate and House Office Buildings, the many exhibits of the Smithsonian Institute, and a play at the John F. Kennedy Center for the Performing Arts.

This year another group of 30 will have the same opportunity to make the Electric Cooperative Youth Tour to Washington. Selected by various methods at 14 different cooperatives, they're preparing now for a tiring but exhilarating trip.

counselors and reading local newspapers.

As a teenager, you have to contend with child labor laws which can get pretty complex. You're limited to certain times of employment; for 14-15 year-olds, that's between 7 a.m. and 9 p.m. from June 1 to Labor Day. For 16-17-year-olds, it's between 6 a.m. and 10 p.m. Sun. - Thurs. or 12 midnight Fri. - Sat. Generally you can work no more than 48 hours in six consecutive days, and certain kinds of occupations are excluded because they're hazardous.

In spite of the restrictions and difficulties in finding summer employment, keep looking. You might consider advertising your skills, what you want to do, and availability in your newspaper's classified ads.



How

do you see 4H?



Surely, not as a "keep-out" fence! 4H has plenty of room for boys and girls, women and men. 4H provides a way to get progressive things done with fun. Based on the idea "To make the best better," 4H has projects in everything from auto mechanics and sewing to electricity and cooking. Want to make posters or repair your home? 4H has a way.

Now, 4H is here, with a place for leaders and members.



**HEAD
HEART
HANDS
HEALTH**

IT'S WHERE YOU'RE AT

SEE FOUR-H LISTING IN PHONE BOOK.

How

do you see 4H?



As an opening? You're sharp. 4H has the answer to your "nothing-to-do-blues." Whether you want to make clothes or repair buildings, fix motors or have fun at camp — 4H has a place for you. Want to lead or learn, or both? 4H is for you. Wherever you live . . . city, town, or county, you're in 4H country.



**HEAD
HEART
HANDS
HEALTH**

IT'S WHERE YOU'RE AT

SEE FOUR-H LISTING IN PHONE BOOK.

**No matter
who
you are...**

**No matter
where
you are...**

4H has just what you want to do. Pitching, picturing, printing, painting, patching. You name it. If you want to learn — or lead, 4H has a place for you.

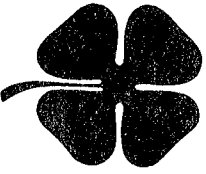


**IT'S
WHERE
YOU'RE
AT**

SEE FOUR-H LISTING
IN PHONE BOOK

How

do you see 4H?



If a growing thing is your thought, you're right on target. 4H gives boys and girls, women and men a chance "To make the best better." Whatever interests you.... bicycling, cooking, home repair, photography, electricity, posters, painting or patching, 4H has a place for you. It's here, now, looking for leaders.

If you think you'd like to help, you can.



**HEAD
HEART
HANDS
HEALTH**

IT'S WHERE YOU'RE AT

SEE FOUR-H LISTING IN PHONE BOOK.

How

do you see 4H?



Well, it is a little ladder-like. Because 4H is a climbing thing. With its motto "To make the best better," 4H helps its members and leaders give their best to whatever they do and try to improve on that. 4H is here. And it has a place for you.



**HEAD
HEART
HANDS
HEALTH**

IT'S WHERE YOU'RE AT

SEE FOUR-H LISTING IN PHONE BOOK.



**Your
best friend
is now in
town**

so don't miss connections. From sewing and swimming to sculpting and skating 4H is here offering fun and excitement. Learning or leading, whatever your interests, 4H shares them. And isn't that what friends are for?



**IT'S
WHERE
YOU'RE
AT**

SEE FOUR-H LISTING
IN PHONE BOOK



