

Kentucky 4-H Written Communication Contest *Example Entries*

The Kentucky 4-H Written Communications Contest is an opportunity for young writers to showcase their talents and develop and build upon essential life skills. This packet has examples of entries from the 2024 contest for each category. The Infographic category is new for Program Year 2025. Examples of infographics are available from your county Extension agent (agents – infographic examples are available in the Kentucky 4-H Programming Teams page).

See the Kentucky 4-H Written Communication Contest Informational Packet for guidelines and rules.

Categories

Infographic

Original Monologue

Poetry

Press Release

Public Service Announcement

Songwriting

What 4-H Means to Me Essay

Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

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Original Monologue Entry

By John Robert, Simpson County 4-H Member

Have you ever had an obstacle to overcome? Did you want to give up? We all have struggles, but the solution to overcoming our obstacles is how we react. Martin Luther King, Jr. had struggles. His reactions to difficult situations showed his strength. He worked for his dream of fairness and equality even when things got hard by not giving up. I have dreams like King did too that I have to work through in life. I can look to King's example of being a great leader who didn't give up when things get hard.

I have dyslexia and that makes reading difficult for me. My brain looks at letters and words differently than most people so I have to work hard to read well. Some people were unkind to me when I couldn't read. I became discouraged when my friends seemed to be reading easily because it's hard for me; sometimes I want to give up. But I also want to do well in school because my parents have taught me that doing well will help me reach my goals. King's parents believed education was important to his success. He was a good student who loved to read and give speeches. While I don't always love to read (or give speeches), my parents, grandparents, and teachers have encouraged me to keep working hard, practice reading and writing, and give speeches. They help me get through difficult days when I want to give up. I have to be courageous in school by asking questions when I don't understand something to keep learning so I will be best prepared for life. My dream is to be a good example in my school and community. I can do this by being respectful, being helpful, and encouraging others.

In King's speech, "I Have A Dream," he shared his dream of all people getting along, not being judged by the color of their skin, and being treated equally. It took a lot of courage to be a

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leader for equal rights, but his parents, family and friends helped him keep focused and follow his dream. In his speech he says, "We cannot walk alone. And as we walk, we must make the pledge that we shall always march ahead. We cannot turn back." This means we should keep striving for what is right and to do our best. In another speech, King said, "if you can't fly then run, if you can't run then walk, if you can't walk McCarley then crawl, but whatever you do you have to keep moving forward." King is a good example of showing determination even when situations are difficult. In my life, I hope people will learn to be kind and tolerant of others. We are all different, but we each have strengths. If we focus on each other's strengths and encourage each other our schools, communities, and world will be better.

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Poetry Entry: Summer Haze

By Lily, Christian County 4-H Member

A pilgrimage is made each summer

to a place of sunshine and life

where worry cannot touch us

and actions are free of strife

Buckets are distributed

sunscreen is applied

crickets are chased

and sorrow has died

We squat in the dirt,

old hands beside young;

sunburnt smiles,

and no story left unsung

The strawberries never saw the pail,

(but I assure you they were sweet)

Sugar snap peas will not come to the table

(they were too tempting not to eat)

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Weary, tan legs retire,
Curled upon the floor
Baseball chatters in the background
As beans are snapped to store

Even in the deepest of winters
and on the worst of days,
comfort is sought and found
in the memory of this summer haze

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Public Service Announcement Entry: Say No To Drugs
By Hudson, Allen County 4-H Member

You are a middle school boy in the bathroom of a football game. You see a group of your friends standing around vaping. They offer you a hit. You know it is wrong, but you want to feel cool. You want to fit in. One hit won't hurt, right? No big deal. The problem is, that one hit can turn into an addiction. That addiction does not stop there, it soon turns into smoking weed, drinking alcohol, and doing even more drugs. 22 teens die of drug overdoses each week. 21% of 8th graders have admitted to trying illegal drugs at least once. Don't be part of those statistics. Just say no! One moment of trying to fit in, could lead to a lifetime of addiction.

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Press Release Entry: Revolutionary Technological Discovery
By AnnMarie, Fayette County 4-H Member

FOR IMMEDIATE RELEASE

REVOLUTIONARY TECHNOLOGICAL DISCOVERY

A new technology has been found. Scientists working in the nuclear fusion generator have found new ways to use this energy source. It has been named the Anti-Magnitude Generator. After years of dedicated research, Head Scientist Issac Erinsin, Ph.D., has revolutionized energy production. In addition to his discovery on how to make fusion generators less than one inch in size, he has now found a way to apply the unlimited energy he has invented to create a way to minimally repress or increase gravity.

Erinsin explains in his second interview how he came to discover this breakthrough. "It was after hours, and after listening to one of my students ramble on to another student about anti-gravity boots and how theoretically they should be possible, for three hours, I was exhausted. Then it hit me. What if he was right?" This day was reported to be May 15th, 2448. Two years later after experimenting with his students, as a type of "pet project" as Erinsin describes it, he released the fully working prototype into the world.

The limits to the new Anti-Magnitude Generator are still undiscovered. "The possibilities are endless," Erinsin joked when asked. "You can build structures with them, and they can be a stable energy source for the building. The plus side is your building is earthquake proof." The product has also been tested in large settings in a room. The effect is loss of gravity in that space. This is being commissioned in many interactive museums where you can learn more about how the Anti-Magnitude Generator works, with the limited knowledge available.

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Possibly the most sought-after byproducts are the Anti-gravity boots and hoverboards. Many companies are buying these because of the relatively low price. Look to buy Anti-gravity products at your local store. Consumers can buy the prototype directly from Erinsin.

Commander in Chief of the American States Militia has started working with Erinsin and his students to use this new technology to defend against Oliver Ross commanding the Space Pirates raiding passenger and cargo spaceships. More discoveries are already being made, so expect another announcement soon.

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Songwriting Entry: Gilded
By Alaina, Nelson County 4-H Member

(Verse One)

It was the summer after finals.
Listening to punk pop and vintage vinyls.
I was trying to drown out the pain.
When a friend introduced us in a back alley way.
It wasn't instant.
If you know what I'm trying to say.
But something about him numbed the pain.

(Chorus)

I should have known.
Darling, your words were gilded.
Your love was just a weapon you wielded.
You glossed all over the bad.
But made me forget all the things I've ever had.

(Verse 2)

His lips used to taste bitter, but now mine are just numb.
It used to be love now it's just finished and done.
He took all my money, all my waking hours.
I feared that only dying would free me from his power.

(Chorus)

I should have known.
Darling, your words were gilded.
Your love was just a weapon you wielded.
You glossed all over the bad.
But made me forget all the things I've ever had.

(Verse 3)

He promised me peace.
Gave great speeches about our future.
But his words were just dust gilded in gold.
When I'm with him all my secrets I just spill them, spill them, spill them

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(Bridge)

I'm crying in the car,
my mind swerving off the road.
Being in love is all I've ever known.
Who am I without you?
Never had a choice, never got to choose.
Everyone told me you were a good thing to lose.
But now the gold is coming off my bracelet.
That fake Cartier you gave me in your basement.

(Ending Chorus)

Finally I'm realizing what I should have always known.
Darling your words were gilded.
Making me love you was just a weapon you wielded.

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What 4-H Means to Me Essay Entry
By Dakota, Breckinridge County 4-H Member

In 2021, my family moved. Not only to another town. Not only to another county. Not only to another state even. My family moved to an entirely different region of the country. The one thing that was the same and held it all together was being able to join 4-H. As a result, to me, 4-H has a lot of meaning. It means "friendship"; it means "learning"; it means "family". In 4-H, people are able to come together to participate in all sorts of activities. This creates friendships through learning together, which creates a family.

While having a lot of fun, 4-H teaches youth and helps them make friends. Kids get involved in new activities and show their similarities even though others in-the program may be very different. For me, coming from a different state, 4-H was a place where it didn't matter that my accent was different, or that I shot BB and archery in Shooting Sports while this club shoots trap, rifle, and pistol, or that I don't go to the same school, or haven't done the same things with the same friends that others have. In 4-H, instead, there's a place to find new friends who can be different. 4-H friendships also mean a way to show kindness to others. By making blankets for the animal shelter and the homeless, our program is helping by being friendly and caring. We also show kindness and friendship throughout clubs by hosting communities parties, dances, picnics, and wellness events for those who want to join in. Our county 4-H has group programs that invite all ages, even adults. Kids can be friends with adults through being in a club together or at activities like crochet workshops, blanket making circles, sewing tutorials, and jewelry workshops. Kids and adults make relationships and fun projects together as they learn.

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4-H means learning all different types of skills. Our county program helps keep cultures and heritage skills from the past generations alive. I have learned how to sew clothing, tie nautical and everyday knots, and even woodworking. I have also learned the benefits of raising my own animals and how to do so. Our club leaders also have taught me how to crochet and cure a country ham, which are all skills that many outside of 4-H will never learn. When no one learns these skills, they don't get passed down, and we lose part of our culture as we move on. I have learned about public speaking as well. The writing contests, speech making, and even just running our club meetings as an officer are all ways that I have become more confident speaking to others about my achievements and projects. Presenting my poultry project taught me life skills like speaking clearly and in public that I will need in the future.

Finally, the biggest thing 4-H means to me is family. At our county fair, we are allowed to show our animals that we have raised over the year as a family and taken care of daily. We show at the fair and are able to present at the auction, but the best part is that we get to keep our project animals that we show. It was not like this in my last 4-H county. 4-H cares about family, and being able to keep my animal shows that I am cared for and that I care too. 4-H cares about family, shown with lots of events for families so families get to spend time together. Each year, 4-H gives families a choice to participate in the Passport Kitchen. Families get a series of recipes from other countries to make together, then we get to share time together as we eat the meal. Caring for our animals as a family and getting the benefits of special time with our parents as we work on our fair projects show that family means a lot in 4-H.

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In the two years since we have moved here, 4-H has let me feel like I'm a part of Kentucky, like belong. Others in 4-H have become my friends through programs, what I've learned about poultry has kept my flock alive and taught me about loss, and an event my club organized encouraged families to get outdoors and spend time together in healthy activities. 4-H means all these things but most of all, it means a place you will belong.

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Kentucky 4-H Written Communication Contest Informational Packet

The Kentucky 4-H Written Communications Contest is an opportunity for young writers to showcase their talents and develop and build upon essential life skills.

This packet includes the contest rules, categories, resources, example cover page, and statement of authenticity.

General Contest Rules and Resources

1. Each county may submit two junior- and two senior-level entries per category.
2. Each category will have a Junior and Senior class. The age of a young person participating in 4-H is the age they are on January 1st of the current program year. Junior level members are ages 9-13, and senior level members are ages 14-18.
3. Each writing piece must be original. If there is a question, the participant will be disqualified. A statement of authenticity must be completed by the 4-H member and included with the entry. The statement of authenticity is included in this informational packet.
4. Each entry must include a cover page with the 4-Her's category, age division (Junior or Senior), first and last name, and county. The 4-Her's last name must be included on every page.
5. Entries that do not include a cover page and statement of authenticity will not be judged at the state level and will be disqualified.
6. All entries must be submitted by the county Extension office on 4-H Online by **February 1st**. All documents must be uploaded through the 4-H Online system by the county Extension office as one PDF document (the PDF document should include the cover page, entry submission, and statement of authenticity). The exception is Infographic entries – for Infographic entries, the cover page and statement of authenticity can be submitted as one PDF document and the Infographic entry can be submitted as a PDF or JPG file. Entries can be submitted on 4-H Online between December 1st – February 1st by the county Extension office.
7. Table 1 includes a list of the categories and notes specific requirements for certain categories (each category includes a Junior and Senior class).
8. Formatting requirements for entries: Use Calibri or Times New Roman font, set the font size to 12, and ensure the text is double-spaced (except for song and infographic entries).
 - a. Songs: single-space the text within verses, choruses, and bridges; double-spaced between each verse, chorus, and bridge. This will help keep the song section clear and easy to read.
 - b. Infographics: see Infographics Information and Rules Section (see page 3 of this packet)
9. Champions will be showcased at the Kentucky State Fair.

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Table 1: Categories

Infographic
Original Monologue
Poetry: 3 line minimum; 25 line maximum
Press Release: Maximum of 1,000 words
Public Service Announcement
Songwriting
<i>What 4-H Means to Me</i> Essay: Minimum of 500 words

Resources

These resources are available for purchase on the National 4-H website.

General Communications Resources

- Communications Curriculum – Modules 1, 2, and 3
- The Writer in You Project Guide

Specific Activities for Various Contest Categories

Monologue

The Magic of Monologue Activity is available in National 4-H Council's Theatre Arts Level 1 Curriculum (available for purchase on the National 4-H website).

Poetry

The Poet in You Activity is available in The Writer in You Project Guide

Press Release and Public Service Announcement

Extra! Extra! Activity is available in the National 4-H Council's Communication Curriculum Module 2 (available for purchase on the National 4-H website).

Songwriting

Compose Your Song Activity is available in the National 4-H Council's Communications Curriculum Module 1

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Infographic Contest Rules and Information

An infographic is a picture that shows information or data in a way that's easy to understand quickly. It uses images, charts, graphs, and just a little bit of text to make the message clear.

How to Make a Great Infographic

1. **Pick a Topic:** Choose a topic you like.
2. **Find Information:** Gather important facts and data. Make sure your sources are reliable. Add a reference section at the end of your infographic to list all the sources you used for information.
3. **Plan Your Layout:** Decide how to organize your infographic. Include an introduction, main points, and a conclusion.
4. **Use Visuals:** Add charts, graphs, icons, and pictures to show your data. Keep it simple and tidy.
5. **Choose Colors:** Pick a few colors that look good together and are easy to read.
6. **Add Text:** Use short, clear sentences to explain your visuals.
7. **Check Your Work:** Make sure everything is correct and easy to understand.

There are many websites with templates to help you make an infographic, like Canva and Piktochart. You can use these or try other ones.

Infographic Contest Rules

1. See the Kentucky 4-H Written Communication General Contest Rules (all rules apply).
2. The use of templates from websites is permitted.
3. Infographics should be clear and not blurry. A good size for an infographic is typically around 600 to 1000 pixels wide and 1200 to 3000 pixels long.
4. Infographics should be saved and submitted as a PDF or JPG file.

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Sample Cover Page

Category (Infographic, Original Monologue, Poetry, Press Release, Public Service Announcement, Songwriting, or What 4-H Means to Me Essay)

Age Division (Junior or Senior Level)

4-H Member's First and Last Name

County

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Kentucky 4-H Written Communication Contest *Statement of Authenticity*

This is to verify that the piece I entered in the Kentucky 4-H Written Communication Contest is my original work.

I further verify that the piece I entered has never been published and has not been submitted to the 4-H contest before this year.

I give permission for my writing piece:

- to be submitted for judging.
- to be published online and on social media.
- to be displayed at the Kentucky State Fair.

4-H Member Signature

Date

Parent/Guardian Signature

Date

Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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Disabilities
accommodated
with prior notification.

Kentucky 4-H Written Communication Contest Scoresheet

Name: _____

County: _____

Age Division: _____ Junior Level; _____ Senior Level

_____ Songwriting

_____ Poetry

_____ Essay

_____ Original Monologue

_____ Press Release

_____ Public Service Announcement

Ribbon

_____ Blue (16-10)

_____ Red (9-5)

_____ White (4-Below)

Class Champion: _____

Judges Initials: _____

_____ *Green Ribbon, Reasoning:*

	4	3	2	1	Score
Ideas	<ul style="list-style-type: none"> Establishes a clear focus Uses descriptive language Provides relevant information Communicates creative and original ideas 	<ul style="list-style-type: none"> Establishes a focus Uses some descriptive language Provides relevant information Communicates creative and original ideas 	<ul style="list-style-type: none"> Attempts focus Ideas are not fully developed Provides little relevant information Uses little to no descriptive language Communicates some creative and original ideas 	<ul style="list-style-type: none"> Lacks focus and development Does not provide relevant information Does not use descriptive language Lacks creative and original ideas 	
Organization	<ul style="list-style-type: none"> Establishes a strong beginning, middle, and end Demonstrates a very well-organized, orderly flow of ideas 	<ul style="list-style-type: none"> Establishes a beginning, middle, and end Demonstrates a well-organized, orderly flow of ideas 	<ul style="list-style-type: none"> Some evidence of a beginning, middle, and end Demonstrates a somewhat organized, orderly flow of ideas 	<ul style="list-style-type: none"> Lacks a beginning, middle, and end Little or no organization or orderly flow of ideas 	
Expression	<ul style="list-style-type: none"> Uses a very diverse word choice Good use of high-level vocabulary and descriptive words Strong use of sentence variety 	<ul style="list-style-type: none"> Uses a diverse word choice Good use of descriptive words Use of sentence variety 	<ul style="list-style-type: none"> Uses a limited word choice Uses some descriptive words Basic sentence structure used 	<ul style="list-style-type: none"> Uses a very limited word choice Lacks use of descriptive words Lacks basic sentence structure 	
Conventions	Few or no errors in grammar, spelling, capitalization, and punctuation	Some errors in grammar, spelling, capitalization, and punctuation	Has some difficulty in grammar, spelling, capitalization, and punctuation	Little or no evidence of correct grammar, spelling, capitalization, and punctuation	
COMMENTS					TOTAL

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Extension Service**

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Kentucky 4-H Written Communication Contest Infographic Scoresheet

Name: _____

County: _____

Age Division: _____ Junior Level; _____ Senior Level

Ribbon
_____ Blue (12-9)
_____ Red (8-5)
_____ White (4-Below)
Class Champion: _____
Judges Initials: _____
_____ <i>Green Ribbon; Reasoning:</i>

	3	2	1	Score
Content	The content is accurate and well-presented. The reasoning behind the chosen content is clear.	The content is generally accurate and well-presented. The reasoning behind the chosen content is somewhat clear.	The content is somewhat accurate but lacks clarity in presentation. The reasoning behind the chosen content is not clear.	
Visual Design	The visual elements are both attractive and suitable for the topic and audience. The ideas are well supported and are backed by specific examples.	The visual elements are attractive and mostly suitable for the topic and audience. The ideas are generally supported and are backed by some examples.	The visual elements are not very attractive and are only somewhat suitable for the topic and audience. The ideas are not well supported and lack specific examples.	
Spelling, Grammar, Punctuation	The infographic is completely free of spelling, grammatical, and punctuation errors.	The infographic has a few minor spelling, grammatical, or punctuation errors	The infographic has several spelling, grammatical, and punctuation errors.	
References	The infographic includes a complete references section with URLs/citations for all information sources used.	The infographic includes a references section, but it is missing some URLs/citations for the information sources used.	The infographic includes a references section, but it is missing several URLs/citations for the information sources used.	
Comments:				Total Score: _____

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Social Media Text:

The Kentucky 4-H Written Communication Contest is your chance to shine and boost your communication skills! Whether it's poetry, songwriting, essays, or original monologues, this contest has something for everyone.

Participating will help you enhance your writing, reading, and personal communication abilities—skills that are essential for success in all areas of life. Plus, it's a fantastic way to express your creativity and get recognized for your talents!

Don't miss out on this amazing opportunity to grow and showcase your skills. Join the contest and let your words make an impact! #amplifyky4h



The Magic of Monologue

How Can Improvisation Become The Basis for the Creation and Performance of A Monologue?

Skill Level
Beginner

Learner Outcomes
Write and perform a character based monologue based on creation of a character with one's own personal interests.

Educational Standard(s)
National Theatre Standards 5-8: Standard 1.

Success Indicator
Writes and perform a character based monologue.

Life Skill(s)

- Communication
- Conflict Resolution
- Empathy

Tags
Playwriting, Acting, Auditions

Time Needed
1 hour

Materials List

- Writing materials
- Possibly audio and filming equipment

Introduction

We have all seen plays, movies or television shows in which a character speaks on the phone in such a believable way that we truly believe another person is on the other line. This speaking part is defined as a monologue, when a character speaks without verbal response from another character. ("mono"-meaning "one").



Monologues may be delivered in many ways. One is as one side of a phone conversation as described above. Another is speech the actor directs to a character not visible on stage. The actor's monologue may be projected out over the audience, as if the person being addressed is at a distance away. Some actors deliver their monologue directly to the audience. Sometimes, the monologue is actually more of an interior monologue, (an inner reflection that is spoken out loud). A monologue could also be a letter or diary read aloud.

As you can see, you have many options to choose from in preparing your monologue. Now we will explore one of these options, and create the Magic of Monologue!

Opening Questions

What can a character reveal through a monologue? What does the monologue tell us about the character, about the situation that he or she is in? About his or her personality? What motivates or drives him or her?

Learn More

You can find additional information on this activity and more at:
www.4-H.org/curriculum/theatre2



Experience/ "What to Do"

Let's choose the option of creating a phone monologue.

A phone rings. On the other end of the phone is someone calling you to fix a problem. Who is calling you? What is the problem you are being asked to solve? What is your relationship to the caller? Doctor and patient? Mother and daughter? Social worker and client? Friend to friend?

Decide your character, your relationship to the caller, and the problem you have been confronted with. With imaginary or real phone in hand, begin speaking to the caller, with pauses representing the responses of the caller.

Here is an example:

John (you): Hello?.....Oh, hi, Sam.....You sound upset. What's the matter?.....Wow, that's a problem! What are you going to do?.....What's that?You want me to tell him you're sorry?.....

Because you are speaking without audible response from another character, you are speaking a monologue. (you alone speaking). By the end of your monologue, suggest a resolution to the problem.

For example in John's monologue, it might end with:

John: Sam, why don't you and I meet together with Jerry to let him know it was an accident and you're sorry. Would that help?.....Great, get back to me and let me know when we can meet..... You're welcome, buddy. Bye for now.

After creating your monologue, you may want to record it to hear how your voice and tone have brought life to the words. If you consider yourself a visual learner, you can write your monologue and thus capture your words for future acting. If you like drawing, you can draw a cartoon with your character's monologue in a cartoon bubble.

You have made the Magic of Monologue!

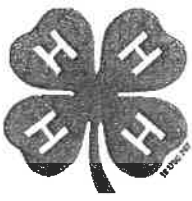
Did you know?

If you audition for a school, community, or professional theatre, you will often be asked to deliver a monologue. The monologue can be one that you have developed on your own through improvisation or playwriting, or it may be one you have selected from a script. The monologue should be 3-5 minutes long. Be prepared to deliver a comic and a dramatic monologue; the director wants to see your ability to express a range of emotions.

News & Careers

An Actor's Preparation for an Audition

Find more information at:
www.4-H.org/curriculum/theatre2



Share...

What did your character reveal about him or herself through the response to the given problem?

Reflect...

How did your character's responses relate to your own personality?

Generalize...

If the scene became a dialogue between you and the caller, what parts of your monologue would you expand, maintain, or delete?

Term Concept Discovery/Facilitator Notes...

The creation and performance of the monologue is the precursor to the creation and performance of dialogue. Having mastered the delivery of a monologue, youth move to the level of interpersonal communication with one or more other actors. Moving from monologue (solo) to dialogue (partner or group) insures that youth do not prematurely engage in ensemble group work for which they feel unprepared. From monologue to dialogue safeguards that the performance experience will be a positive one, building self-esteem and confidence.

Youth should be encouraged to perform their monologues in various ways. The monologue can be directed to one or more actors on stage. Or the same monologue can be directed to one or more people the audience is expected to visualize. In addition, the monologue can be spoken as an interior monologue. Props can be added to enhance the monologue development process; for instance, the addition of smart phones or lap tops can inspire the creation of the monologue.

Apply...

How might you apply your character's conflict resolution to situations in your own life?

Extra! Extra!

Communication Skill:
Writing a press release
or PSA

Life Skill: Communicating
with others; presents
complex ideas

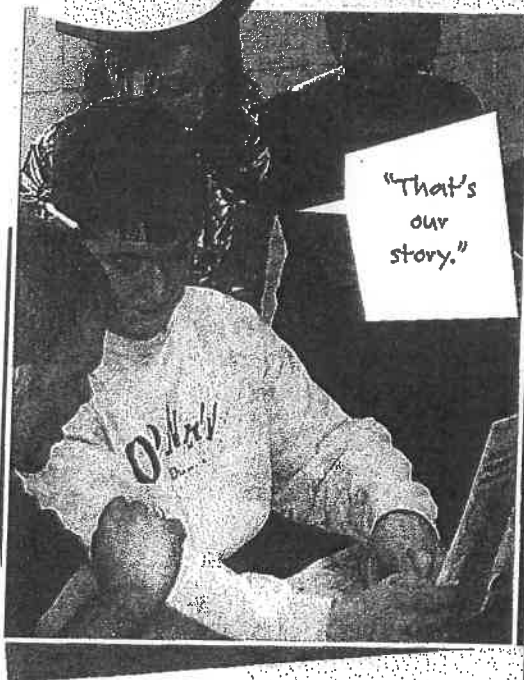
Educational Standard:
NL-ENG.K-12.6 Apply
knowledge of language
structure to create texts

Success Indicator:
Prepares a press release
or public service
announcement.

Read all about it! Even though we live in the Internet age, most people still keep track of events by reading the newspaper or listening to the radio. By learning to use the proper format, you can improve your chances of getting your news items published or aired. In this activity you will learn how to get your information released about an upcoming activity or event.

Making CONTACT

Write a press release to let others know about a recent or upcoming event. When you are finished use the checklist below to make sure you have included the necessary information. Make your revisions and get the news out! Include as many elements as possible in your press release.



Check It Off: Writing a Press Release

	Yes	No	Revisions Needed
Is the topic timely?			
Important?			
Of local interest?			
Does the story tell:			
Who?			
What?			
When?			
Where?			
Why? and/or How?			
Does the story begin with a strong informative lead?			
Is it written in newspaper style?			
Are the most important facts included here?			
Is it written in an objective way?			
Does it include the writer's contact information? (Name, address, phone number, e-mail address)			



REMEMBER:
Store your Press
Release in your
Communications
portfolio.

Chat Room

Publicize It! share

- How did you choose what to write about?
- What do you think made this event newsworthy?

Headline It! process

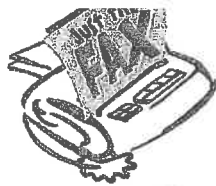
- Which of the five elements did you emphasize in your press release?
 - Why did you choose to emphasize those?
-
-

Link It! generalize

- About what topic have you written a press release or PSA in the last year?
 - Why are press releases an effective form of communication?
-
-

Network It! apply

- In what other situations could you use a Press Release or PSA?
-
-



News Stories, Press Releases and PSA's

Do you know the difference between a news story, press release and PSA? Each one of them has a specific purpose and format to get information to the public.

Five elements of a News Story (plus how)

- **Who** – who is the story about?
- **What** – what happened?
- **Where** – where did it take place?
- **When** – the date and time it happened?
- **Why** – or how did it occur?

Press Release

A **press release** is a written account of the five basic elements of a news story along with additional details and could include photos. It would be printed in a newspaper or magazine.

Share the most important information first and then work your way down to include the details that aren't as interesting or urgent. This style of writing is called an **inverted pyramid**.

On the top left hand side of your page you should start with **FOR IMMEDIATE RELEASE** followed by a few spaces and the date of writing the release. Always include the name, phone, email and fax of the contact person. Skip a few lines and title your release and then write the article covering all the main parts outlined in the checklist provided in the activity.

Public Service Announcement

A **Public Service Announcement (PSA)** is a short version that includes just the vital information of the five elements. It is usually transmitted electronically, via radio or television in a short spot of ten to sixty seconds. When writing a **PSA**, the words **PUBLIC SERVICE ANNOUNCEMENT** should be written at the top middle of your paper followed by a few spaces and then the date that you'd like your announcement to air. Next include name, phone, e-mail and fax of the contact person. Skip a few lines and title your announcement, in bold letters, by the name of the event, followed by a short, complete explanation of what you want aired. **PSA** should be sent about three weeks in advance.



Press Releases

- Inverted pyramid

NOTE IT

All newspaper articles use the **who, what, when where, and how**—occasionally the **how** is not applicable.

LINGO • Press Release • PSA

Upgrades

1. Write a PSA for your local radio station or cable access channel for National 4-H Week. Review your PSA with your helper and then have it posted.
2. Write a press release for an upcoming 4-H or other event going on in your county. Ask your helper to assist you in submitting it to a local paper.

Compose Your Song

Communication Skill:
Writing a song

Life Skill: Communicating with others - communicates appropriate verbal messages

Educational Standard:
NL-ENG.K-12.4 Youth use spoken, written, and visual language to communicate effectively

Success Indicator:
Composes and sings a song.

Singing a song, playing an instrument, making music—did you know that you can talk to others in a tune? They will hear you loud and clear. Music can help you feel happy, get energized or share your feelings. You can put your thoughts into words, tell a story, or teach a lesson. Did you ever think about being a songwriter? In this activity, you will learn how fun and easy it is to put your thoughts into words and your words into a song.

Making CONTACT

Have you noticed how song writers are able to communicate their ideas through their songs? Now, it's your turn to make your words and ideas sing by creating a song. Start by choosing a topic that will impact others in a positive way. What do you especially care about? Peace, kindness, helping others, honesty, family or saving our earth? Select a familiar song and then take the melody and replace it with words of your own. The more you practice the easier it will be. Before long, you will be able to compose a new melody to go along with your message.

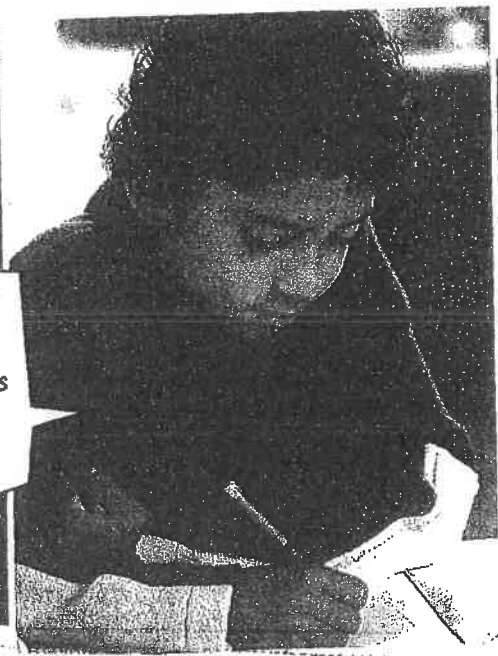
Friends

Row, row,
Row your boat,
Gently down the stream
Merrily, merrily
Merrily, merrily
Life is but a dream.

Be, be,
Be a friend
All across the land'
It's always good
To have a friend
Who needs a helping hand.

My Sample Song

Blank lined area for writing a sample song.



"Writing my thoughts into song..."

Chat Room

Publicize It! share

- What was most difficult about writing a song?

Headline It! process

- What did you learn about delivering a message through this activity?
-
-
-

Link It! generalize

- How can delivering a message in a different way help you share your feelings with others?
-
-
-

Network It! apply

- In what other ways could you communicate your message to different audiences?
-
-
-



Does Poetry Make the Song?

How well do you understand and appreciate poetry? Poetry can range from the funny limericks of Ogden Nash to the more serious works of such poets as Robert Frost or Carl Sandburg. Unlike other kinds of writing, poetry uses some type of rhyme or stress meter, has a natural rhythm and can be set to familiar melodies like nursery rhymes. Poetry creates an image that will remain long after the words are spoken or sung.

Tips to Writing a Catchy Song

A song needs to do three basic things to impress a listener.

1. Needs to draw the listener in with interesting lyrics.
2. Needs to be 'catchy', as a song must please the ear rather than just reading it like a poem.
3. Needs to have good sound structure.

Parts of a Song

1. A **stanza** is similar to a paragraph in a book. One or two stanzas making up the verse usually give the details of the song.
2. **Rhyme** patterns are the poetry of songs and should match other verses in a song. Usually rhymes come at the end of a line, but not always.
3. The chorus is a section of lines that generally contain the catchiest part of the song and often contains the title.

Upgrades

1. Read a variety of poems. Choose a poem and describe to your helper or a friend the scene or mood set by the poem. "I like to see it lap the miles" by Emily Dickinson is an excellent poem for this type of activity.

2. Listen to a favorite song. Interpret the message in your own words. Share it with your class or group.

3. Create a catchy jingle to market 4-H. See if a local radio station will use the jingle during National 4-H Week.

4. Design a campaign song for your club president that states his or her qualifications and persuades people to vote for him or her.

NOTE IT

Poetry Writing Tips (from *Poetry Starting From Scratch* by Michael A. Carey)

- Lyric • Rhyme • Stanza
- Jingle • Limerick
- Do more with less
- Start with basics—not rhyme
- Match sound with meaning
- Use rhythm & line breaks
- Compare with similes and metaphors
- Create vivid imagery
- Be specific
- Use memory
- Exploit the senses

