



# Promote 4-H Contest Guidelines

(Adapted from Utah State University Extension)

## Contest Description

The purpose of the Promote 4-H Contest is to:

- Encourage 4-H members to develop promotional and marketing skills as they market and interpret 4-H through various types of media and presentations
- Increase promotion of 4-H to non-4-H audiences in North Dakota
- Increase the number of people who join and support the 4-H program

The 4-H promotion should convey a contemporary image of 4-H in a changing society.

This contest is open to both individual contestants and teams of two. Both contestants (in teams of two) must be from the same age category. If a team works on the 4-H promotion, both members of the team are required to have a speaking role in the presentation.

Promotional methods might include radio, television, illustrated talks, method demonstrations, newspaper, posters, projected images, exhibits, photographs, slide/tape presentations, puppets, public service announcements, speeches, drama, skits, videos, computer programs and PowerPoint presentations.

Contestants identify a non-4-H audience and demonstrate a promotional method, which communicates the ideas or ideals of the 4-H program.

## Contest Rules

1. Contestants will be judged on materials chosen, message delivery (effective message and marketing power), creativity and the presentation of their promotion.
2. Parents, 4-H leaders and others are encouraged to inspire, guide and help with developing ideas for the promotion; however, the 4-H promotional items/ideas must be the work of the 4-H member or team.
3. Use of graphics created by others is allowed, but permission must be gained to use any copyrighted material.

4. Photo Release Forms must be submitted at the multiprogram unit contest for everyone appearing in the any 4-H promotional materials. Photo Release Forms can be downloaded at [www.ext.nodak.edu/4h/about/formList.htm](http://www.ext.nodak.edu/4h/about/formList.htm).

## 4-H Promotional Items/Materials

Laws regulate the use of the 4-H Name and Emblem. The basic rules to keep in mind while developing your materials are:

- Nothing can be superimposed over the 4-H Emblem. (i.e., do not use the 4-H Clover as a background image.)
- The 4-H Emblem must used in one of the following color combinations:
  - Green with white H's
  - Green with gold H's
  - Black with white H's
  - White with green H's
  - White with gold H's
- The stem of the clover must be curved to the right.
- The text "The 4-H Name and Emblem are protected under 18 USC 707" must appear on promotional items.
- The "Using the 4-H Name and Emblem" guide is a good reference when creating 4-H promotional materials. It can be downloaded from [www.national4-hheadquarters.gov/library/4-Hguidelines-v4-26-04.pdf](http://www.national4-hheadquarters.gov/library/4-Hguidelines-v4-26-04.pdf).
- The complete 4-H Name and Emblem guidelines (22 pages) and approved 4-H Emblem graphics can be downloaded at [www.national4-hheadquarters.gov/emblem/4h\\_name.htm](http://www.national4-hheadquarters.gov/emblem/4h_name.htm).

## Resources Available

National 4-H Council – Communications Toolkit: Fun Skill Building

National 4-H Cooperative Curriculum System online project resources, [www.4hccsprojects2.com/communications/](http://www.4hccsprojects2.com/communications/)

Books and magazines

Internet sites

Resource people in your community

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Visit North Dakota 4-H on-line at: [www.ext.nodak.edu/4h/4-H.htm](http://www.ext.nodak.edu/4h/4-H.htm)

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