

D1 4-H Media Team Guidelines 2020-2021

Description & Purpose:

To assure that the District 1 4-H Program is *youth led* and *youth driven*, more leadership opportunities for our senior age 4-H members are being created. This is a great leadership opportunity for youth who have a specific skill set and/or interest in the media industry. This is an opportunity to be trained by media industry professionals, acquire hands-on experience, and build unique portfolios of your work. Youth will attend, cover, and create media content for District 1 4-H events. Ideally this team will be made up of 8 members. You can apply for multiple positions (just check the boxes accordingly on the application). **The 2020-2021 D1 4-H Media Team will serve from June 2020 – May 2021.**

Photographers – will be expected to take pictures at events, edit pictures, and work to provide pictures for the videographers & writers to use. You will also need to work with District Council Members to get these pictures posted on social media. Camera will not be provided. Memory cards will be provided.

Videographers – will be expected to get video footage at events, edit videos to make “hype” or “promotional” videos for events and contests. Will need to work with the P.R. team members to conduct interviews from time to time. Camera and editing software will not be provided. Memory cards will be provided.

Writers- will be expected to create press releases promoting and recapping events, create radio PSA scripts, and will need to work with photographers to get necessary pictures.

Public Relations personnel - will be expected to work with local media outlets to promote 4-H events, this will include radio interviews, TV interviews, and interviewing other 4-H members for promotional videos.

Guidelines & Expectations:

- Must currently be enrolled in 9th-11th grade
- Must attended the Media Team Training (Date TBD, we will work as a team to find a date that works for all of us).
- Must attend and “cover” at least 4 of the following events:
 - Senior Power Camp & Jr. Leader Lab
 - Gold Star Banquet
 - Fall Big Fun in D1
 - District Council Winter Social
 - Spring Big Fun in D1
 - District Archery Contest
 - District Rifle Contest
 - District Trap & Skeet Contest
 - District Horse Show
- Transportation will be the responsibility of the team member
- You will need to be able to work on projects at home on your own time (editing photos or videos, writing press releases, practicing for media interviews, etc.)
- Must be able to work in a team environment and work closely with the District 4-H Specialist



Texas A&M AgriLife Extension Service
6500 Amarillo Blvd. West | Amarillo, TX 79106
Tel. 806-677-5600 | Fax. 806-677-5644 | d14-h@ag.tamu.edu

The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife.

The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

D1 4-H Media Team Application 2020-2021 – Due to bailee.wright@ag.tamu.edu by April 6th

Name:

Grade:

County:

Which position are you applying for: videographer writer photographer public relations

List your skills and experiences that you believe will be of use in the position:

Why do you want to be a part of the D1 Media Team?

Share an idea you have for the Media Team:

Do you agree to abide by the guidelines and expectations if accepted onto the Media Team? Yes No

Applicant Signature: _____

Date:

Parent Signature: _____

Date:

CEA Signature: _____

Date:

****If applying for...**

Videographer: please email a short example of your work to bailee.wright@ag.tamu.edu

Photographer: please email a few pictures you have taken to bailee.wright@ag.tamu.edu

Writer: please write a short example (less than a page) press release promoting Spring Big Fun in D1 and email to bailee.wright@ag.tamu.edu

Public Relations: please record a 60 sec example radio promotion/advertisement/PSA of you promoting Spring Big Fun in D1 and email to bailee.wright@ag.tamu.edu