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So You Are News Reporter of Your Club  
Michigan State University Cooperative Extension Service  
4-H Club Bulletin  
N.A.  
Issued N.D.  
3 pages

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SO  
you  
are



# NEWS REPORTER OF YOUR CLUB



4-H—YOUTH PROGRAMS  
COOPERATIVE EXTENSION SERVICE  
MICHIGAN STATE UNIVERSITY

510 C-5

## What Is Your Job?

1. Spread the good news of 4-H.
2. Visit with local papers, radio, and TV stations to find out what they want and will use.
3. Write colorful news stories for their use.
4. Be alert for news of all kinds concerning your club and 4-H.
5. Report accurately all meetings and events.
6. Get public recognition for a job well done by members, leaders, or parents through publicity.
7. Keep leaders, members, and parents abreast of what the club is doing.
8. Make a collection of clippings and news items for the secretary's permanent records.
9. Send special items to the County Extension office for them to use.
10. If the club has a news sheet, take charge to see that it gets done, using only the best items.
11. Keep in close touch with the program committee.

## How To Write Good News Stories

1. Use the WHO, WHAT, WHERE, WHEN, HOW, WHY questions as guides for writing.
2. Report only news that is *RECENT, IMPORTANT, OF INTEREST LOCALLY, UNUSUAL, INTERESTING and/or SEASONAL*.
3. Study all facts. Arrange them in order of importance.
4. Use a lead sentence that summarizes the entire story or points up a most important thing.
5. Organize the story with the most important facts first.
6. Use simple language, including only those details that are essential to the story.
7. Be sure to use first and last names. Always check spelling! Names make news.

8. Use short sentences and concise paragraphs.
9. Write in the third person.
10. Leave out your own opinions.
11. Remember that rumors or jokes do not make good news.

## How To Be A Successful Reporter

1. Get stories in on time. Old news is seldom news.
2. Keep your copy neat and readable. Type if possible.
3. Study other news stories so you can improve yours.
4. Look everywhere for up-to-date news items of interest.
5. If possible, use good pictures with your story.
6. Recognize that your story might be cut or changed.
7. Keep close contact with the newspaper, radio, or TV station which uses your materials.
8. Arrange for special interviews when needed.
9. Be accurate.
10. Be brief.
11. Be concise.

## Suggestions For News Items

1. Regular and special meetings of the club.
2. Unusual experiences of members and leaders.
3. Special achievements or recognitions.
4. Exhibits, judging activities, demonstrations.
5. Reports of speakers and special guests.
6. Exchange programs.
7. Coming events such as parties, dinners, achievement days.
8. Community service activities.

## Where To Get Help

1. Your English teacher.
2. News reporters in your community.
3. Radio and TV commentators.
4. Your County Extension office.

# NOTES