

**NAE4-HA Communicator Awards**  
**Published Photo Abstract**  
**Submitted by Meagan Daniel, 4-H Youth Development Agent I**  
**UF/IFAS-Union Extension**  
**4-H Youth Development Program**  
**15120 SW 84<sup>th</sup> St, Lake Butler, FL 32054**

**Objectives:**

The goal of this entry was to capture and promote the engagement and educational impact of 4-H demonstrations through a compelling image. This photo highlights two 4-H members presenting "How to Line a Fishing Pole" at a district event, emphasizing public speaking, leadership, and skill-building opportunities available through 4-H. It is also evident in the image that the members have collaboratively planned and are building teamwork through their demonstration. The image was used to encourage youth participation in future demonstrations by showcasing an active and engaging learning environment.

**Target Audience:**

The primary audience for this entry includes Union County youth, parents, and educators interested in 4-H programs. Additionally, the photo targeted social media followers and community members to raise awareness about 4-H demonstration events.

**Current Population:**

Union County has a population of approximately 16,000 residents, with over 300 youth actively involved in 4-H programs. The publication reached 689 social media followers and was featured in promotional flyers distributed to 4-H families and local schools.

**Methods Used:**

This image was captured during a live 4-H district demonstration event using a high-resolution digital camera. The photo was selected based on composition, clarity, and storytelling elements. It was then edited for optimal lighting and clarity before being published on social media and printed in a promotional flyer.

**Impact Results:**

Since publication, the post featuring this image has reached over 1,500 individuals on social media, resulting in increased engagement and inquiries about 4-H demonstrations. Additionally, interest in public speaking and project demonstrations has risen, with more youth expressing interest in participating in next year's event. The number of youth in from 2022 to 2023 completing a demonstration rose from 72 to 88, a participation increase of 22%.

**Role of Applicant in the Entry:**

The applicant was responsible for capturing, selecting, editing, and publishing the image. The applicant also developed the promotional flyer and managed its distribution to maximize audience reach.

**Publisher's Requirements:**

The image was formatted for high-quality digital and print use, ensuring clarity and sharpness. Social media publication followed 4-H branding guidelines, including the use of appropriate logos and captions. The flyer was printed in color on 8.5x11 paper and distributed at community meetings and school events.

**Production Costs:**

The total production cost was minimal, with no expenses for digital publication. Printing costs for flyers were approximately \$0.10 per copy, with an estimated 250 copies distributed. The value of time invested in photography, editing, and promotion was approximately three hours







## 4-H Excellence in Hands-On Demonstrations Supporting Documents

### Printable Flyer for Families:



### Facebook Post Recognizing Participants:



UF IFAS Extension Union County 4-H

Published by Meagan Daniel

May 15, 2024 · 🌐


We are so proud of our members who competed at District V Events last Saturday: Paisley Schmitt-Theus, Clay Emery, Kylee Thomas, Ryker Sellers, Lyle Neuhofer, Shaw Daniel, Everett Emery, Braxton Johnson, Klayton Neuhofer, Raylan Dyal, Sawyer Dyal, Baler Gill, and Cadence Collins.

A special shout-out to Baler Gill for winning the top individual demonstration in the junior division, Cadence Collins for the top individual demonstration in the senior division, and Clay Emery fo...

[See more](#)



Insights from Recognition Post: Raising Community Awareness



Boost

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We are so proud of our members who competed at Distric...

May 15, 2024, 10:58 AM

ID: 975152197732361

Interactions

22 reactions

2 comments

3 shares

Overview

Performance

Feed preview

Performance

Overview

Reach ⓘ

Impressions ⓘ

Interactions ⓘ

Link clicks ⓘ

689

790

27

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📈 This post received more reach compared to your recent Facebook posts.

Reach ⓘ

689

From followers

424

From non-followers

273