

## **NAE4-HYDP Video Program Entry**

### **Discover Alachua County 4-H! Promotional Video**

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- **Objectives**

The main objective of this video program was to promote Alachua County 4-H to potential families, as well as to educate about the types of projects offered through 4-H. More specifically, the aim of the video program was to:

- Highlight the impact of the Alachua County 4-H program and show how 4-H teaches youth essential life skills.
- Promote the diversity of the program by showcasing projects and opportunities including agriculture, leadership, and creative arts.
- Engage families by encouraging them to learn more about the program by visiting the website and enrolling.

- **Target Audience**

The target audience was families of youth eligible to participate in 4-H programs in Alachua County, FL.

- **Current Population**

There are approximately 45,000 school-aged children residing in Alachua County. Around 10% of those youth participate in 4-H programs.

- **Methods Used**

First, a script was created for the video. There were five main sections – an intro, a youth fair section, a citizenship/leadership section, a public speaking section, a creative arts section, and a closing. Four youth recorded the audio of each section. Youth were chosen based on their participation in projects under each category. Next, videos and photos were collected to represent the variety of projects and activities 4-H'ers do. Then, the videos/photos were edited to go along with the audio, and additional animations were included to highlight some key words and themes throughout the video. Once complete, the video was uploaded to both YouTube and Facebook, and the Facebook version was shared to local word-of-mouth groups with a link to the Open House event for people to learn more.

- **Impact Results**

The video has been viewed over 4,600 times, and it has been shared 45 times. While it is difficult to track the direct impacts of the video, interest in the Open House did increase

after posting, and there has been an increase in first-year members in the 2024-2025 4-H year, which is likely tied to the increased marketing efforts including this video program.

- **Information on the role the applicant had in the entry**

Mary Lee Sale designed, recorded, and edited all elements of the entry. AseyeShika Nukunya, Jerick King, Abigail Pruden, and Calum Greaser provided the voices and stories for the audio of the video.

- **Publisher's Requirements**

UF/IFAS Extension requires proper use of organizational logos, including the 4-H clover, and for the video to align with branding standards including proper fonts, colors, graphic elements, etc. Additionally, youth included in promotional materials must have a signed media release.

- **Production Costs**

There was no cost to develop this entry. Recordings were done via cell phone, and a free nonprofit version of Canva Pro was used to create and edit the video.

- **Other information**

<https://www.youtube.com/watch?v=gLYcTvKyWIE>

## Discover Alachua County 4-H! Video Script

**Narrator (AseyeShika):** "Welcome to Alachua County 4-H, where youth find their passions, develop leadership skills, and make a difference in their communities. Whether your child loves animals, wants to be a leader, or has a creative side, 4-H has something for them."

**Narrator (Jerick):** "One of the highlights of our year is the Alachua County Youth Fair & Livestock Show. This is where 4-H'ers proudly show the animals they've worked hard to care for, like my project, dairy goats, and showcase their projects. It's more than just a fair—it's about responsibility, dedication, and teamwork."

**Youth Speaker (Abigail):** "I've been in 4-H for six years, and what I love most is the opportunity to lead and give back. From citizenship projects to leading club meetings, 4-H helps youth become confident leaders who make an impact."

**Narrator (Calum):** "4-H clubs are where friendships are made, and confidence is built. Our members work on projects in areas like agriculture, science, and the arts, all while learning life skills like public speaking. Through 4-H, I've learned how to present my ideas and speak in front of an audience—skills I'll use for the rest of my life."

**Narrator (AseyeShika):** "4-H is also about creativity. From arts and crafts to photography, there's a place for every interest. Our 4-H'ers have the chance to express themselves and develop their talents in fun and meaningful ways."

**Narrator (Abigail, AseyeShika, Jerick, Abigail again, Calum):** "Join us in shaping the future! Whether your child dreams of showing animals, leading projects, or creating something new, Alachua County 4-H has a place for them. Enroll today at [4honline.com](http://4honline.com) or visit our website at [go.ufl.edu/alachua4h](http://go.ufl.edu/alachua4h) to learn more. Let's Make the Best Better, together!"