

NATIONAL 4-H CLUB WEEK

National 4-H Week was observed in all North Carolina counties the week of September 24 to October 1. 4-H Club members, parents, sponsoring committees, Community 4-H Club leaders, project leaders and business people joined in to point up the accomplishments and values of the 4-H program.

Aims of the week were to:

- . Encourage young people, 9 to 19 years, to join 4-H.
- . Acquaint the public with today's changing and expanding 4-H educational program which fits the needs of all modern youth.
- . Acknowledge the support of donors and publicly express appreciation to them.
- . Report the year's 4-H accomplishments.
- . Recognize the contribution of parents to the 4-H program and ask for their continued cooperation.

A summary of the different methods, programs and activities used in the counties in observance of National 4-H Club Week is shown below.

1. Club Week Observance Programs presented at:	<u>Number</u>	<u>Attendance</u>
(a) Home Demonstration Meetings	83	1,107
(b) P.T.A. Meetings	7	328
(c) Civic Club Meetings	35	710
(d) School Chapel Programs	42	5,847
(e) Other Meetings	102	2,961
2. Number of Special News Articles written by: Agents 208; Club members 359; Leaders 73; Total:		640
3. Number of Special Pages for 4-H in Newspapers:		104
4. Number of Special 4-H Editions of Newspapers:		27
5. Number of special 4-H posters displayed:		2,423
6. Number of 4-H window displays and 4-H exhibits:		319
7. Number of 4-H radio programs presented by: Agents 192; Club members 287; Leaders 54; Total:		586
8. Number of 4-H television programs presented:		12
9. Number of 4-H banquets held (attendance 355)		9
10. Total number of 4-H members participating in observance:		16,468
11. Total number of 4-H leaders participating in observance:		3,395
12. Total number of donors and friends of 4-H participating:		1,409
13. Number of 4-H billboard signs used:		65
14. Number of 4-H postage-meter ads purchased:		21
15. Number of 4-H place mats distributed:		37,601

Additional activities emphasizing the values of 4-H Club work included:

- . Flying of 4-H Flag over courthouse
- . Erecting welcome banners over the main street in small towns
- . 4-H Flag flown over schools
- . Grace cards at schools and restaurants
- . 4-H'ers wore uniforms to school
- . Booth at community fair
- . 4-H stickers on outgoing mail
- . The book, Images of 4-H, presented to 5 libraries
- . Citizenship tour of city and county government offices
- . Posters placed in libraries
- . 4-H Bumper Stickers