

#### 4-H REPORT-TO-THE STATE

A new public relations effort was launched during 1966. Patterned after the National 4-H Report-to-the Nation program our North Carolina 4-H Report-to-the State was designed to: (1) Focus attention of the general public on 4-H in North Carolina; (2) Give a current status report on the 4-H program; and (3) To point out some of the changes that are taking place in 4-H to make it more adequately serve the needs of today's youth.

A team of five reporters was chosen. They were: Janie Shipley, State 4-H Vice-President; Nancy Landen, State 4-H Secretary-Treasurer; Curtis Booker, State Citizenship winner; Kathy Gentry and Charles Williams. The first three listed above gave oral reports while the latter two entertained with vocal solos.

The team was officially launched and sent on its mission by the President of the University, William C. Friday. The following ten cities were visited: Raleigh, Elizabeth City, Greenville, Wilmington, Fayetteville, Charlotte, Asheville, Hickory, Winston-Salem and Reidsville. At each site the team presented its program to either a civic club with specially invited guests or at a special meal arranged specifically for the group. At each city arrangements were made for very complete coverage by the news media. Members of the team appeared on a total of 27 radio and television stations during the five days.

The state owned plane, The Carolina Cardinal, was chartered to fly the group to the various cities. Expenses for the trip were provided by The Transcontinental Gas Pipe Line Corporation of Houston, Texas, and the N. C. 4-H Development Fund.