



Audience Development

4-H Council Handbook Tip Sheet

Recruitment for 4-H youth programs occurs throughout the year. Recruitment for particular programs may be focused at a special time of the year, but the total program recruitment should take place year round. Therefore, program opportunities need to be available for newcomers having short-term interests.

Program visibility and program development make recruitment more successful.

It may be advisable for a 4-H Youth Development Council to focus an audience development effort toward a specific group of young people or adults. Intentionally promoting the 4-H Youth Development Program to new audiences will likely be necessary as the demographics of a community and family lifestyles change.

4-H youth development needs to be available to all members of a community to assure non-discrimination and open access to the 4-H Youth Development Program.

The 4-H Youth Development Council is responsible to guide and aid in promoting the total 4-H Youth Development Program. There should be a written public notification plan that focuses on audience development and identifies specific promotion tasks for each council member to complete.

To learn more about Audience Development, please visit the 4-H Youth Development Council Function section of the Indiana 4-H Youth Development Council Handbook, #2. (<http://bit.ly/AudDevt>).

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