

4-H

Environmental Conservation

What's It All About? How You Can Help!



A PROPOSAL . . . for the production of a 4-H TV series on environmental conservation for 9 to 13 year old youth.

- To create an awareness of the environment around us.
- To involve youth in activities which will promote understanding and develop the tools and attitudes for **action**. Man can and should manage the natural resources for a healthy, attractive, and productive home and community—now and for the future.

ENVIRONMENTAL CONSERVATION—A philosophy or way of life put into action through which man can manage his environment by choice and in harmony with natural laws.

Man is the only animal with the ability to consciously manage the elements of his environment. We do this based on values—economic, human, aesthetic, and others.

Our growing concern regarding air and water pollution, technological ability to make drastic environmental changes, preservation of a genetic pool, population pressures, demands for leisure activities, wildlife management, outdoor aesthetics, wilderness areas, depletion of natural resources, . . . have focused attention on man's strained relationship with nature's world. We have not answered the question "What is Man's relationship with his environment?"

Decisions regarding "what we can and are willing to live with or live without" must be based on knowledge and concern—**Choice not Chance.**



WHY YOUTH?

Youth is concerned about many of today's problems, and the kind of world they have inherited. They are responsive. They are dissatisfied in many ways with the world we "older and wiser" adults have created. **They want to be active now.** Youth want their energies to count for something and to know a sense of fulfillment.



Youth need involvement . . .

They need responsiveness from the adult community—an opportunity to work with adults in becoming a constructive force in society. This is true throughout the country—rural and urban, rich or poor, white or black.

4-H can provide this constructive activity. The TV series in environmental conservation can help youth become involved immediately and provide a perspective for decision making in constructively managing the environment now and as they become adults.

Shouldn't we provide a positive approach to the expression of "Youth Power"? Support of this 4-H TV series is one way.



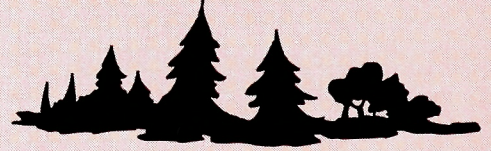
. . . in their own communication.

Approach youth at their own level of understanding. Relate to their own background—the situation they can see around them. Long speeches and unsolicited advice from “wiser” adults will not do the job. Switch positions and look at the world from their viewpoint. Aim the communication at their lively interest, their itch to do something, their desire for involvement. Do it with color, action and challenge designed just for them in a format they can see as their own.

Show dynamic situations and add the plus factors of imagination and music moving together with the message to create images in pace with the lively youth tempo. Include opportunities for **action**.

Pop in animation to create interest and clarity to the message.

A **moving** picture with **moving** music and information pertinent to youth can excite young hearts and minds.

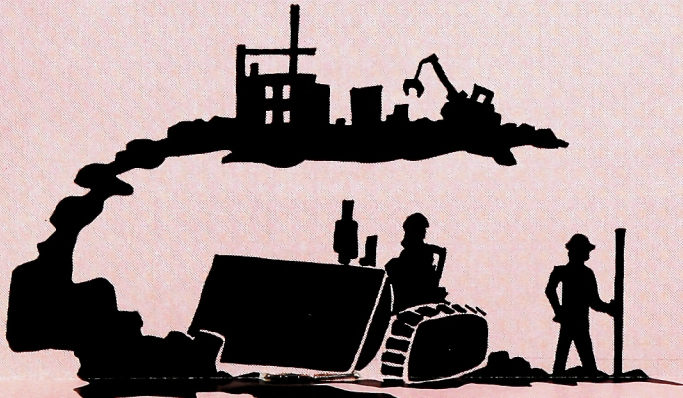


Man's Relationship with His Environment

This is the central focus. The theme is "A Perspective for Decision Making." As such, there are certain core concepts that must be understood to reach decisions about the environment:

- Life has requirements.
- Life has order.
- Life is interdependent.
- Life is change.
- Life is energy-flow.

A youth-centered, action oriented, approach to decision making will be based on these points:





A youth-centered, action oriented, approach to decision making will be based on these points:

MAN—determines values, and his values affect his actions.

MAN—is dependent upon his environment.

MAN—gives definition to resources.

MAN—can recognize the interrelationship of the environment as he changes any one characteristic of it.

MAN—can make decisions to correct environmental problems.

MAN—can establish goals for his environment.

MAN—can establish priorities.

MAN—can identify alternatives for meeting priorities and be knowledgeable of the consequences.

The **key** is involvement and knowledge for reaching decisions affecting our environment—not pat answers, not a list of do's and don'ts. It's a look at our space ship—**Earth!**

BUILDING THE SERIES

Structure and Treatment

- Ten 16 mm films, 26½ minutes each, produced with imaginative sound, youth music and the message “tuned in” to youth.
- Designed just for youth. Relate the information to the background of youth—environmental approach.
- Support materials to add depth and follow-up to the TV presentation for a total learning experience.

- Audience involvement . . .
 - ... Local promotion
 - ... Enrollment of youth
 - ... Assigned individual and group activities
 - ... 4-H TV Club association
- A systematic approach to education in environmental conservation.
- Pre-testing for effectiveness.
- Technical and cartoon animation.
- Location photography.
- Contemporary styling.
- Color, harmony and excitement paced for action and reaction.
- Opportunities for action—now and for the future.
- Nationwide **evaluation** of the series.

Background of Extension TV

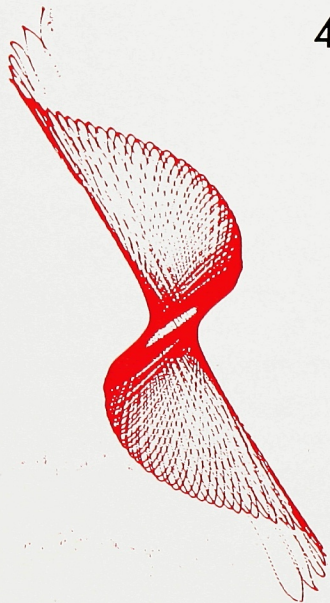
Results of the initial 4-H TV series produced for nationwide use

- The series was used by over 150 stations.
75% were commercial stations.
Over 800 hours of prime time for youth viewing were donated by the television industry.
- Over 1.5 million youth enrolled.
80% were new to 4-H.
Most new participants came from urban areas.

Projection—4-H Environmental Conservation Series

- Over 250 stations on first use.
- At least 5 million youth enrolled in the special series joining forces with over 300,000 youth already enrolled in “4-H Conservation of Natural Resources” program.
- Universal interest with participation from rural and urban areas including inner city or ghetto youth.
- Reach $\frac{1}{4}$ to $\frac{1}{3}$ of all youth in 9 to 13 year age bracket. Currently 2 out of 3 have no connection with youth programs of any kind.
- Big plus from multiple use
 - General TV viewing by youth and adults without enrollment.
 - Viewing by other youth groups.
 - In-school use as part of the curriculum.
 - Conservation camps and workshops.
 - Homemakers groups.
 - Closed-circuit systems.
 - Many other uses with organizations and individuals.

4-H TODAY



The 4-H program is a unique partnership of volunteers and local, state, and federal governments, together with industry, in a youth development program. It is directed by the Cooperative Extension Service based in the State Land-Grant Universities.

Ways to belong to 4-H

- Clubs
- Special interest groups
- Short-term projects
- TV members
- Individual

Who belongs to 4-H

- 32% suburban-urban youth
- 33% rural non-farm youth
- 35% farm youth
- Over $\frac{1}{3}$ of members come from families with incomes of less than \$3,000 a year

4-H is a people's program. It is flexible. The "learning-by-doing" philosophy can be directed into either of two major areas: project emphasis or program emphasis (such as this proposal for a television series). Either can be applied to the individual, club, or community situation.

CONSTRUCTIVE YOUTH POWER ---

It must be built . . . You can help . . .

This 4-H TV Series is a unique opportunity—but it won't just happen!

\$350,000 is needed to produce the series and accompanying materials

Funding for this effort may come from—

Business—Industry

Foundations—Individuals

Organizations—Government

all joining in the cause of youth development and environmental conservation.

Organizations and agencies cooperating in developing the series:

Cooperative Extension Service

Land Grant Colleges and Universities

United States Department of Agriculture

National 4-H Club Foundation

National 4-H Service Committee

won't you help?

