



# National 4-H History Preservation Program

May, 2015 Newsletter  
Volume VI Number IV

## “Filmfest4-H” Brings Imagination To Life



Active learning can change dreams to success stories, and teens from across the country will soon gather at “FilmFest 4-H” to do just that. Those who enjoy acting, filmmaking, and stagecraft will learn techniques from a unique group of professionals that they are unlikely to find anywhere else. “FilmFest presenters are all involved in different parts of the film industry,” said Bradd Anderson, a Youth Development Specialist with Missouri 4-H, which produces the national film festival with the Missouri Film Office. “If you’re a creative person between the ages of eleven and eighteen, it’s a chance to meet the professionals and learn how to do amazing things on a teenager’s budget.”

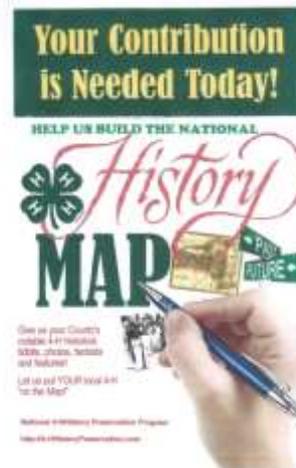
The fifth annual “FilmFest 4-H” takes place June 14-17, in St. Louis, Missouri. Workshops include such topics as prop creation, life as a working actor in Hollywood, improvisation techniques, production success, and much more. Previous years presenters have included the editor of the ABC television series Nashville, a makeup artist from the Star Trek series, an Emmy-winning photojournalist, the extras casting director from *Hannah Montana: The Movie*, cinematographers working with National Geographic and the Outdoor Channel, and many others.

Participants also have the opportunity to “take a meeting” with the presenters, visiting one-on-one to ask questions and received personalized advice. Equally exciting is the chance to connect with new friends from across the country, who share their technical and artistic interests. “FilmFest 4-H” also features screenings of films made by teen filmmakers, many of whom attend the event. Categories for films this year are Narrative, Animation, Documentary, Promotional and “Voices of 4-H History.” Prizes are awarded to the top films in each category, and the deadline for submissions is May 15, 2015. The 4-H History Preservation Team is again sponsoring the “Voices of 4-H History” Category.

The costs to attend FilmFest 4-H include an all access pass (\$119) for each teen and one chaperone, and a hotel room (\$119/night at the conference rate). Finally, lunches are provided on Monday and Tuesday as part of the event, but participants are on their own for breakfasts and dinners.

For complete information on “FilmFest 4-H,” please visit <http://4h.missouri.edu/filmfest>

## “Map Your 4-H History” Goes Public: Seeking your input on locations in your county/state



Ever wonder about

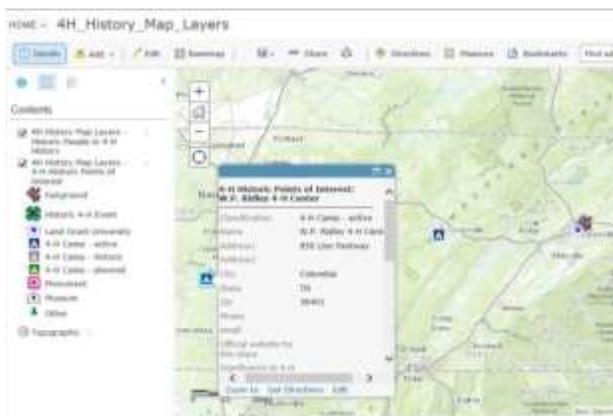
- Where the first 4-H club or camp in your county or state was located?
- What communities in your state are home to celebrities who were 4-H members?
- Which 4-H Camps in your state served as Prisoner-Of-War camps during a world war?
- If elected officials in your state or national government were members of 4-H in your state?

On April 28, 2015, “Map Your 4-H History” went live: an internet-based national atlas of sites that are historically significant to 4-H families. To take a look at how the new National 4-H History Map will operate, click on or paste the following web address into your web browser:  
[http://4-HHistoryPreservation.com/History\\_Map](http://4-HHistoryPreservation.com/History_Map)

We hope that every 4-H club will ask the question, “Do we have a historically significant site in our county or state that should be nominated for the National 4-H Map/Atlas?” All 4-H members, staff, volunteers, alumni and supporters are encouraged to nominate locations that are significant to the 4-H history of your county, state or the nation.

What type of sites are we looking for to be nominated for the National 4-H Map? Some of our pilot test team members who have helped develop the National 4-H Map project, suggested the following sites – among others – as being historically significant:

- 4-H history museums;
- 4-H camps;
- 4-H fair grounds;
- locations of the first 4-H club in your state;
- the longest continuous 4-H club in your state;
- the first club of its type in your state; and
- famous 4-H alumni in your county or state.



As you consider nominating a site, ask yourself, “Would a 4-H family traveling through our area find the site or location interesting to visit?” The National 4-H History Map will be viewable on mobile devices used by 4-H families as they travel the country. Equally important, the Map visually documents historically significant people, places or events – all pieces of the rich 4-H history – for all to see.

To view the publicly-accessible 4-H Map, click on or paste the following web address into your web browser: <http://arcg.is/1QBM4qf>

To nominate a site for the 4-H History Map, click on or paste the following web address into your web browser: <http://arcg.is/1bvGogV>

Each month, nominated sites will be reviewed, and approved sites will become publicly-viewable on the 4-H History Map/Atlas.

We encourage you to get involved in nominating historically significant sites from your county/state.

Put YOUR 4-H History on the Map!

### Historical 4-H Dates in May

**May 8, 1914:** President Woodrow Wilson signs the Smith-Lever Act authorizing the establishment of the Cooperative Extension Service.

**May 12, 1961:** 4-H Peace Corps begins in Brazil, followed by similar programs in El Salvador, Uruguay, Venezuela and Malaysia.

**May 22, 1928:** The Capper-Ketcham Act is passed by Congress expanding Extension work and encouraging agriculture and home economics in 4-H Clubs.

**May 24, 1922:** Westinghouse Radio Service broadcasts the first network 4-H radio programs, coordinated by the National Committee on Boys' and Girls' Club Work; it was broadcasted every Monday, Wednesday and Friday.

**May 26, 1959:** Dedication of the Albert Hoefer Lounge and Dining Area in Warren Hall at the National 4-H Center.

**May 31, 1984:** National 4-H Council's Board of Trustees meet at the White House with their honorary chairman, President Ronald Reagan.

## 4-H Promotion through Radio Began in 1922

The following story is from the *National Compendium of 4-H Promotion and Visibility on the National 4-H History Website* at [http://4-HHistory.com/?h=4-H\\_Promotion](http://4-HHistory.com/?h=4-H_Promotion)



When the National Committee on Boys' and Girls' Club Work (later National 4-H Council) was started in late 1921, it basically consisted of a staff of one person – Guy Noble – working at a "desk on loan" in the Chicago headquarters offices of the American Farm Bureau, with the assistance of a part-time secretary – also on loan. With some help, contributions were secured in 1922 from Meredith Publishing Company, Wilson and Company, International Harvester Company, Montgomery Ward and the Chicago Board of Trade.

In addition to the overwhelming burden of raising funds in uncharted waters, and, planning and managing the major national 4-H annual event, the National 4-H Congress, Guy Noble also knew that it was critical to promote the concept of 4-H to broader audiences if it was to grow. During the World War I years, 4-H enrollment dropped by over 50 percent. Noble was intrigued by this new media called "radio." So, as early as 1922, before it was even a year old, the National Committee on Boys' and Girls' Club Work became a radio pioneer.

Noble made arrangements with the Westinghouse Radio Service of Chicago for news of boys' and

girls' club work to be presented each Monday, Wednesday and Friday at 6 pm. In 1922, there were only 30 radio stations in the country and a quarter million receiving sets scattered across the nation.

Meredith publishing gave the radio broadcasts prominent play in its special publication, Boys' and Girls' Club Leader. "Club members having wireless receiving sets and others who can arrange to listen in on a neighbor's set will hear something interesting and spicy about club work," the magazine promised in the May, 1922, issue. Within a couple of years the National Committee on Boys' and Girls' Club Work, partnering with Extension, USDA, were providing boys' and girls' club work programming on a regular basis on all three major networks. Every evening program at National 4-H Congress was broadcast across the country "so that delegates' parents, neighbors and friends could listen in."

In 1929, a National 4-H Radio Party was held during National 4-H Camp, including a welcome by Dr. C. W. Warburton, director of Extension, and music by the United States Marine Band. The long program was broadcast over the National Broadcasting Company. Additional National 4-H Radio Parties were held for several years.

1926 seemed to be the start of many state college radio stations, particularly land-grant institutions, offering their 4-H staffs air time to promote boys' and girls' club work and 4-H events around the state. Throughout most of the 1920s, National 4-H News was carrying the schedules of radio broadcasts, and now also included the state programs. For decades, county Extension staffs and state information staffs embraced radio, providing regular programs or information to nearly every rural radio station in America. Stations which had farm broadcasters on staff also became 'best friends' with 4-H. 4-H and radio, in some aspects, grew up together and radio is one of the integral parts of 4-H history.

Starting in 1965, the National 4-H Service Committee started distributing 4-H celebrity spots for radio, a popular service that lasted for a number of years. In 1978, the full year after the merger, the National 4-H Council Communications Division subscribed to a national radio network service. The resulting feature placement was nearly \$100,000 worth of additional national coverage, reaching a potential audience of

79,800,000 people in the United States and overseas. 1978 also saw the beginning of quarterly mailings of live radio public service copy to every station in the country.

For the complete history of 4-H and Radio, visit the section on the 4-H history website, visit <http://4-HHistoryPreservation.com/History/Radio/>

**YOU can be part of the 4-H History Preservation Program. Give a Tax Deductible Gift.**

Mail a check payable to **National 4-H Council** at:  
National 4-H History Preservation Program  
National 4-H Council  
PO Box 37560  
Baltimore, MD 21275-5375

Please write **4-H History Preservation Program** on the memo line of your check.

**1890 Land-Grant Institutions to Document 4-H Youth Development History**



Delegates discuss nutrition and rural health at the first Regional 4-H Camp in 1948.

2015 marks the 125th year of the passage of the Morrell Act of 1890, which established U.S. Congressional authority for the 1890 Land Grant Institutions of Higher Education. Youth development has been an important part of the 1890 mission since the very beginning. 1890 leaders have called for a special effort to document the rich history of the youth development programs and accomplishments based at the 1890 institutions.

On April 29, 2015, L. Washington Lyons, Executive Administrator of the 1890 Extension Administrators,

convened the first conference call of staff from 1890 4-H institutions in Virginia, Georgia, South Carolina and North Carolina. This initial call began the multi-month effort to design, develop and implement a multi-media collection of 1890 institution-based educational resources and activities to be incorporated into the National 4-H History Preservation program, to serve as the foundation for future Youth Development programs in all land-grant schools.

Initially, the 1890 Youth Development History Team will explore a wide variety of information sources to tell the 1890 youth development history. They have identified potential sources of files and records from:

- Out-reach offices at the 1890 campuses and field offices where it is systematically organized by the library system on each campus;
- Private collections of former 1890 staff, volunteers and supporters; and
- In the memories of the former 1890 staff and clientele.

The vision for the next year is to design several approaches that capture the significant history of the 1890 youth development story, and organize it for sharing in a variety of ways, including publications, online archives and multi-media presentations. Initial ideas call for the story to identify important milestones and pioneers highlighting the needs, efforts and progress, across the past, present and future of 1890 youth development.

Dr. L. Washington Lyons encourages this effort to reach out to all who can help contribute information and assistance to the celebration of 125 years of progress of 1890 youth development.

The 1890 Youth Development History design team meets again on May 21, 2015.

Please direct your interest in helping with this important work to L. Washington Lyons, at [Lwlyons@ncat.edu](mailto:Lwlyons@ncat.edu)

**Link your website to 4-H History Preservation website**

If you manage a website related to 4-H, we would appreciate a link on your site pointing to 4-HHistoryPreservation.com. Just click on <http://4-HHistoryPreservation.com/connect/> to pull down a variety of buttons and banners.

## From a 4-H Clover Poster to 4-H StoreFront

For those who shop on the 4-H Mall, you'll be happy to hear that this 90-year-old 4-H institution has created a "mini-store" called the 4-H StoreFront that now accepts PayPal as well as other major credit cards. The 4-H StoreFront features a small selection of the 4-H Mall product listing, but the list of products available there will continue to grow over the coming months. To visit their new shopping channel, visit [www.4-HStoreFront.com](http://www.4-HStoreFront.com)

Additionally, the 4-H StoreFront site also allows for the purchase and redemption of gift cards. These gift cards can only be purchased and redeemed on the 4-H StoreFront site. The gift cards are digital and are available in increments of \$10, \$25, \$50, and \$100.

The National 4-H Supply Service was launched in 1925 by the National Committee on Boys' and Girls' Club Work as a central, non-profit source of supplies, furnishing members and leaders with the pins, labels and stickers they needed to foster a sense of belonging and public awareness of the 4-H movement.

The Supply Service's very first item was a color poster of the 4-H clover which had gained support through the efforts of Gertrude Warren and other extension leaders as the insignia of boys' and girls' club work.

To learn more about the history of this important resource to the 4-H Program; visit [http://4-HHistoryPreservation.com/History/Supply\\_Service/](http://4-HHistoryPreservation.com/History/Supply_Service/)

## Tell Us YOUR 4-H Story

The National 4-H History Preservation Team and our expanding group of 4-H history volunteer consultants, are busy continuing to research and document all facets of 4-H history at the national level. While most of us are retired, and as a group, represent well over 1,000 years of 4-H experience, there still are many aspects of 4-H history where we need additional help - particularly from those who for a number of years worked (or are now working) in 4-H as professionals or volunteers.

If you would like to help us, please contact us at [Info@4-HHistoryPreservation.com](mailto:Info@4-HHistoryPreservation.com)

While we would welcome your help in writing some of the national 4-H history segments, simply sharing your recollections, or reviewing copy on a particular section that others have written, would also be helpful.

Perhaps you served on the committee for the National 4-H Dress Revue, or National 4-H Awards Judging Committee; helped plan National 4-H Conference, National 4-H Commodity Marketing Symposium or National 4-H Dairy Conference; maybe you were involved in Volunteer 4-H Leader Forums, had an IFYE experience or were a host family; perhaps your programming experiences included work in urban 4-H programs, or Native American 4-H, after school programs or working on military bases. We need help in documenting stories in all of these areas and many more. We look forward to hearing from you.

Thanks!  
National 4-H History Preservation Team.

### Contact the 4-H History Preservation Team:

**Sue Benedetti, Chair**; *4-H National Headquarters, USDA, retired*  
**Larry L. Krug, Vice Chair**; *National 4-H Council, retired*  
**Eleanor L. Wilson**; *4-H National Headquarters, USDA, retired*  
**Jim Kahler**; *4-H National Headquarters, NIFA, USDA*  
**Chad Proudfoot**; *West Virginia University*  
**Kendra Wells**; *University of Maryland 4-H, retired*  
**Tom Tate**; *Extension Service, USDA, retired*  
**Melvin J. Thompson**; *National 4-H Council, retired*  
**Ron Drum**; *National 4-H Council*  
**David E. Benedetti**; *National 4-H Council, retired*  
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