Introduction
This interactive online resource for 4-H will help middle school and high school students sharpen and improve their professional communication skills in a fun and engaging way.

It will also serve as a helpful, communication “refresher” to 4-H youth educators and any adults who volunteer.

The publication focuses on media literacy, ethics, and citizenship.

Purpose
- Improve students’ writing and visual communication skills
- Introduce students to the range of agricultural communication careers
- Make students aware of the crucial relationship between journalism and democracy

Need
This interactive online resource will help youth improve their professional communication skills with a focus on the importance of media literacy, ethics, and citizenship.

Youth participants will gain confidence and 21st century skills needed in the modern workplace, as well as a deeper understanding of the role and importance of mass communication in their lives.

A Look Inside
The table of contents will introduce various subjects that are important for our youth to understand. It will have an emphasis on democracy in the news and media world:

- The First Amendment
- Public’s right to know
- Ethics and values of journalism
- Inverted pyramid writing style
- Agricultural photography
- Watchdog role of media
- News determinants
- Interviewing techniques
- Copyright
- Social media etiquette

As they complete guided lessons on these topics, youth will gain confidence in their writing and visual communication skills.

Contact Us:
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