

VOLUNTEER POSITION DESCRIPTION:

Kentucky 4-H Youth Development Program
Kentucky Cooperative Extension Service
The University of Kentucky College of Agriculture

POSITION TITLE:

Public Relations/Media Coordinator

TIME REQUIRED / DURATION OF APPOINTMENT

- 2-3 hours a month
- September-August
- Prep Time 30 minutes to 1 hour a month

LOCATION:

Extension office or other meeting places as needed or arranged.

GENERAL PURPOSE:

Serve as a liaison between county Extension office and local media sources to promote the 4-H program. Inform the media of all 4-H activities and events.

SPECIFIC RESPONSIBILITIES:

- Provide updated pictures and articles to local paper
- Secure proper releases to publish photographs in paper
- Provide monthly public service announcements for local radio stations or newspaper to promote or highlight an upcoming event
- Write and distribute agent's newsletter to target audience
- Formulate a plan to coordinate 4-H calendar of events and activities
- To stay informed of 4-H events and activities

QUALIFICATIONS:

- Must complete the Kentucky 4-H volunteer application and screening process and be accepted by the Youth Protection Committee.
- Must provide own transportation to meetings and activities.
- Self starter; be able to work with minimal supervision from professional staff.
- Effective communication skills.
- A sincere interest in working with extension staff, volunteers, parents, and youth.
- Organizational skills; ability to organize information and materials in a timely manner.
- Have knowledge of local media sources
- Past public relations experience helpful, but not necessary
- Ability to organize information and materials A willingness to become familiar with and work with the philosophy and guidelines of the University of Kentucky CES, Kentucky 4-H program and county 4-H program

BENEFITS:

- The opportunity to work with youth and/or adults providing positive support and growth experience.
- Receive intrinsic and extrinsic rewards at volunteer recognition events.
- Volunteer development opportunities.
- Opportunity to share your skills, talents, and interest.
- Orientation provided by extension staff.
- Research shows that volunteering promotes improved health.

SALARY:

Unsalaries; volunteer. This position does not imply employment with the University of Kentucky

MENTOR/SUPERVISION PROFESSIONAL:

Name:

Title:

Address:

City, State, Zip:

Phone:

Fax:

Email

"I have read, understand and agree to fulfill the purpose and responsibilities of this volunteer position and further agree to accept guidance and direction from the supervisor. I am committing to involve individuals regardless of race, color, age, sex, religion, disability or national origin in educational experiences in cooperation with other Extension volunteers and Extension personnel. I also understand that failure to fulfill the purpose and responsibilities of the volunteer position and to accept guidance and direction from the supervisor could result in suspension of my position. I also understand that this volunteer position is renewable annually; I will notify the supervising professional if I am no longer interested in serving."

Signature of Volunteer

Date

Signature of Extension Professional

Date

Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
Lexington, KY 40506



Disabilities
accommodated
with prior notification.