YOUTH PSA #1—30 seconds
It’s National 4-H Week and that’s reason to celebrate. 4-H got its start in rural fields, but today it’s everywhere—from city streets and schools, to neighborhoods and universities. That’s why 4-H has stayed important for more than 100 years. It changes with me and you. Don’t worry. 4-H is still here in small towns across America and stronger than ever. Adventures Await you in 4-H.

YOUTH PSA #2—30 seconds
It’s National 4-H Week and I’m one of 6 million other 4-H members who is celebrating. Why? Because 4-H is teaching me to be a better person, one who cares about the environment and my community. 4-H is teaching me about careers I may want to have. 4-H is helping me learn to be more confident and more organized. Through 4-H, I’ve learned to be a problem solver. Why don’t you give 4-H a try! Call XXX-XXX to learn more.

YOUTH PSA #3—30 seconds
Want to know why I like 4-H? Because I feel welcomed at my club meetings; like I finally fit in some place. I know my leader really cares about me and wants me to be successful. 4-H isn’t about ribbons and trophies and prizes; it’s about learning to be a leader—for my club, my community, my country and my world. I think the world needs good leaders, don’t you? Join 4-H during National 4-H Week. It’s one adventure after another.

YOUTH PSA #4—30 seconds
I joined 4-H because I like science, and I heard that 4-H is big into robotics. I “googled” Illinois 4-H and found the number for my local 4-H office. Within a week, they called back and asked if I wanted to build a robot! Well, yeah. I get together with other kids—some are older and some are younger than me—and we work together until we figure out how to make the robots work.
That’s just the kind of job I want to do for the rest of my life. I’ve started on the quest of a lifetime in 4-H. Join me.

**YOUTH PSA #5—30 seconds**
It’s National 4-H Week, and we want you to join us in 4-H. Some of us are in 4-H clubs where we focus on being a teen leader and helping our community, while some of us are in special interest clubs where we explore things we like, such as archery, cooking, or computer coding. Some of us study 4-H projects in our school and others do 4-H as part of an after school program. Regardless how we got here, we’re all 4-H members. You can be a 4-H member, too. Call XXX-XXX to learn more.

**YOUTH PSA #6—30 seconds**
In 4-H, it’s just one adventure after another. I have met other kids from around the state and learned to embrace new cultures and ideas. I’ve learned to speak in public, solve problems and make decisions as a team. And, I’ve gained skills which will help me be successful in the career I choose. 4-H helps me be a better person. It’s never too late to join 4-H. Call XXX-XXX to learn more.

**YOUTH PSA #7—30 seconds**
4-H is in EVERY county in Illinois. Wherever you live, 4-H is there. Kids like me join 4-H because it’s fun. We stay in 4-H because we love the adventure of meeting new people, learning new things and traveling to new places. Whatever you like, 4-H will help you learn more about it and get better doing it. ... and the best part is, you’ll have fun doing it. Adventures Await You in 4-H. Call XXX-XXXX to join.

**YOUTH PSA #8—30 seconds**
Now! Right Now 4-H clubs are starting a new year. I want you to have as much fun as I do in 4-H. This year, I’m going to learn about woodworking and computers and cooking. I may even go to 4-H camp where I can boat and shoot an arrow! My 4-H leader helps me learn new things
like how to give a speech. It was scary at first, but everybody cheered for me. I felt really good about that. Call XXX-XXXX to join.

**YOUTH PSA #9—30 seconds**
I thought I was too old to join 4-H. I thought most of the kids were in grade school. I thought they wouldn’t have anything to interest me. What I thought was WRONG. More and more teens are joining 4-H to build their leadership skills and add experiences that will help them get into college and get the job they want. It’s never too late to join 4-H. Call XXX-XXXX.

**TEAM YOUTH PSA #1—30 seconds**
Youth #1: 4-H is the place where YOU BELONG and are part of the club.
Youth #2: It’s where YOU DECIDE what matters to you.
Youth #3: It’s where YOU SERVE in the community where you live.
Youth #4: and it’s where YOU LEARN and succeed at what interests you.
Youth #1: One thing is for certain, 4-H is always an adventure.
ALL: This year, our Mission is Adventure.
Youth #2: Call XXX-XXXX to learn more.

**TEAM YOUTH PSA #2—60 seconds**
Youth #1: I just joined 4-H
Youth #2: You don’t live on a farm. You can’t be in 4-H.
Youth #1: You can join 4-H no matter where you live.
Youth #2: You don’t have animals. You can’t be in 4-H.
Youth #1: You don’t need an animal. There are lots of projects like photography, robotics, archery, cooking, and arts. AND, yeah, there are animals, too.
Youth #2: You don’t have any money. You can’t be in 4-H.
Youth #1: It’s only $20 to join for a year, and there are people willing to help if I don’t have money to do my 4-H work.
Youth #2: Wow. Maybe you can be in 4-H …. And if you can be a 4-H member, then I CAN, TOO!
Youth #1: Now is the time to join... It’s a brand new 4-H Year. We can start together!
Youth #1: Call XXX-XXXX to learn more.

TEAM YOUTH PSA #3—60 seconds
Youth 1—There is nothing to do in this town.
Youth 2—I know. It was so boring all summer long. What did you do this summer, Joe?
Youth 3—I learned to grow my own food in a community garden my 4-H club started. We all had a say in what vegetables we planted, and then the leader watched as we worked the ground and planted. It was a busy summer making sure the garden was watered and cared for. The best part ... we got to eat what we grew. I gave some of my tomatoes to my next-door neighbor. It’s hard for him to get to the store, and I had plenty to share. He really appreciated it.
Youth 1—Do you think I could come to 4-H or is it all over?
Youth 3—Sure you can. We’re always doing something cool. I’ll come by before the next meeting and pick you up!
Youth 4—You can learn about a 4-H club near you by calling XXX-XXXX.