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Public Relations

Contributed by: *Bergan Morris, Nebraska FCCLA Vice President of Public Relations*

We all use public relations every day without knowing it. We use our own feelings and beliefs about the FCCLA organization to tell our friends, classmates, families and community leaders. We talk in passing about how the FCCLA organization has impacted your own lives, as well as others. This is how we promote the organization without even knowing it.

You might have a lot of questions about public relations: what is public relations, why do I need to know about public relations, and why is it important? So, let's answer some questions.

What is Public Relations?

The dictionary definition of public relations is the professional maintenance of a favorable public image by a company or other organization or a famous person. According to the Public Relations Society of America, this means that "Public relations is a communication strategy that builds mutually beneficial relationships between organizations and their publics." The goal of public relations is to deliver information to the public. In the case of FCCLA, this could mean our members, potential members, parents,

teachers and administrators, or community members. This delivery could take place through face-to-face interactions, articles, reports, or social media posts.

So what does a good "PR" need?

When providing information to the people who need it, good PR must effectively get information across to others. This includes delivery and word choice. When delivering any sort of message, you need to have reliable sources, know the correct information, and be effective in the delivery. However, what is most important is a passion for the subject. Having a positive attitude, being high energy, and caring about the message that you send will make the message more effective.

How is Public Relations used in FCCLA?

FCCLA members spend a lot of time outside in the community completing activities and projects, competing in events, and attending conferences. For the members that cannot attend we use public relations to keep them connected so they too can benefit from the great information, speaker's motivations, or tools and tips given at the workshops. This

need to inform others about what is happening or what they missed is where public relations can be most effective. PR provides an overview of what happened through press releases, social media posts, and chapter newsletters. FCCLA also has a way for you and your chapters to be involved with public relations. Last year's State Officer Team worked together to create the Public Relations Award. This information can be found on the Nebraska FCCLA Website or right here at <http://www.nebraskafccla.org/awards/chapter>. You can fill out the award application and may qualify for an award at our State Leadership Conference (SLC).

Why is public relations important?

PR can become an important issue once you put yourself in a position of public visibility. People such as celebrities, sports superstars, politicians and businessmen use public relations to increase following and get information out to their fans. Public relations is an important factor to the success of certain careers as well. Movie stars and musicians need their fan base to patronize their movies and shows and help them. Public

relations works the same way for organizations including FCCLA as being a member puts us in a similar situation within the community and school. With good PR provided to members, FCCLA looks good and can be promoted well. In order to promote just how awesome the FCCLA organization is we all need to

get involved in the PR of the organization. The public needs to see exactly what we believe, how we support our communities and what we do to better the future. It is not just one person's responsibility; it is all of ours.

pride! Remember that you need to pay attention to what is going on, be able to communicate with everyone facts about the organization and inspire others to see what FCCLA is all about.

Public relations starts with you!

Hopefully you can now go on promoting this great FCCLA organization with



Congratulations to all the Nebraska FCCLA students recognized at the Commissioner's Recognition on November 14. The top 3 finishers in all National STAR Event competitions were recognized along with outstanding national finishers in all other CTSOs.

Program Highlight: Career Connection

Career Connections is a National Program that focuses on students' future careers. This National Program includes six units: Plug In, Sign On, Program, Link Up, Access Skills, and Integrate Work. These units each focus on a specific part of having a career from being productive at work to finding and applying for a career. These skills are beneficial for FCCLA students when they are looking for careers in the future.

There are both state and national award recognition opportunities for students who complete all the modules. These applications can be found on the state website (<http://www.nebraskafccla.org/>) and the national website (www.fcclainc.org) under the Programs tab. Winners could receive up to \$1,000.

Program Ideas:

- Host a career day in the school gym
- Have people from various careers speak to your school about their jobs and answer questions students may have about their field
- Set up job shadowing opportunities for students to experience what a day in their prospective career path may look like.
- Participate in the A Day in Your Future Nebraska FCCLA job shadow experience to learn more about family and consumer sciences and related occupations.



Picking Family Over “Things”

Contributed by: Tracy Wamsley, Nebraska FCCLA State Secretary

Picture this...

October 31st is officially over, which means no more costumes and parents walking their children around town saying “trick-or-treat” over and over for hours. Then, all of a sudden it is the start of a new month and everyone has a ton of candy on their hands, literally. So, this means you have to deal with children on a “sugar high” and also children a pound or two heavier. (Candy is not like eating an apple).

Yes, this may have been a little exaggerated and comical for the laughs and giggles, but it is still true. People associate Halloween with candy, and not with the family bonding time you gain from it. After the crazy month of October, the month of November starts. Food! Food, food, and more...food. November is also the month where everyone puts on a few pounds eating nothing but turkey, pie, and stuffing while taking naps in between. Thanksgiving is most certainly the month every one associates with eating, rather than giving thanks to what we are thankful, which is in most cases, your family and friends. Right after November,

you enter the month of December. Christmas! The month of presents, snow, and Christmas break! No teenager or child alive would not look forward to the month of December. Similar to Halloween, people tend to associate Christmas with presents, rather than family, love, and faith.

As you may have noticed by now, there is a point to what I am saying, or in others words, a trend. Family. The trend all leads back to family. When it comes to holidays, people are not excited because of family anymore, but rather the physical things they gain out of it whether it be food, candy, or presents. Someone once said that “The most important things in life aren't things” and at the end of the day, “physical things” mean nothing without people to share them with. “I want to live with a thousand cats and die of an old age alone” said **no one** ever. From the famous Lilo and Stitch, “ohana” means family, and during the holidays, family is everything. Yet, people still forget the importance of family until something happens and they figure it out too late.

With that being said, Thanksgiving break is coming up soon, and I for one am excited to spend some time with my family. But, I did not always feel this way. Every family goes through some hard times and my family has had a long year full of drama, death, and separation. This made me want to get as far away from family as I could get till I figured out my close-knit family is the only thing that has got me through the hard times. Without them, it is

hard to say if I would have got the courage and strength to become the Nebraska FCCLA State Secretary, which has been the most amazing opportunity I have ever had and for that, I am grateful. So yes, I may only be spending my Thanksgiving with my mother and 2 little sisters out of my whole family, but it is more than enough and means everything to me.

Along with that, my local FCCLA chapter and the state of Nebraska has become my family as well, especially this past year being a part of the State Officer Team. FCCLA is an amazing organization that directly focuses on family ties, which is something all of you Nebraska FCCLA members, officers, and advisers need to keep in mind. As Thanksgiving arrives, I challenge you all to set aside the thoughts of just food and write down what you are thankful for, spend time with your fellow FCCLA chapter, and above all, enjoy the time you are able to spend with your family. Take a few hours, sit down, talk, and share. It is as simple as that. Just remember, always pick family over things and with that, happy early Thanksgiving and Merry Christmas guys!



**Nebraska FCCLA wishes all of you a
Happy Thanksgiving!**

We are thankful for our members who make positive contributions to their communities every day.

Get Your MADD On!

Contributed by: *Kassie Jorgensen, Nebraska FCCLA State President*

Two out of three people will be impacted by drunk driving in their lifetime.

Every day, twenty-eight people are killed by drunk driving.

Every two minutes someone is injured in a drunk driving crash.

MADD is a nonprofit that works to protect families from drunk and drugged driving, and underage drinking. This organization was founded by a mother whose daughter was killed by a drunk driver. This nonprofit, the nation's largest, that works against drunk driving also protects victims and survivors at no charge. MADD's mission states, "To aid the victims of

crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving." MADD provides many services for victims including education and assisting victims through the court and legal processes.

This year the State Peer Officer Team is working with MADD for their annual Peer Education Conference. There are also a number of things you can do to get involved with MADD, such as making a donation, signing a pledge, volunteering, or even working with the organization for a local STAR event.

Now here's a few tips you can share with others during this holiday season:

- Find a designated driver that will abstain from drinking so that everyone makes it home safely.
- Inform local authorities if you are aware of someone driving drunk or you see something that concerns you.
- Call an Uber, or a taxi. Arriving while paying someone is better than not arriving at all.

For more information on MADD, visit www.madd.org

Email your Chapter Spotlights to nebraskafccla@gmail.com. All entries submitted in a month will be featured in the following month's Red Leader.

Awards are Coming!

It is hard to believe that the first quarter of this year is complete and many of you are probably knee-deep in STAR Events already. While this time of year comes with its own challenges and to-dos, Nebraska FCCLA would like to take a moment to ask you to put one more on your list.

Nebraska FCCLA and National FCCLA offer a wide variety of adult and adviser recognition to celebrate the outstanding work of individuals in the organization. The following awards are some to consider.

Adviser Awards <http://www.nebraskafccla.org/awards/adviser/>

- ACE Award
- Nebraska Distinguished Service (forwarded for National consideration)
- Master Adviser
- Adviser Mentor
- Integration of Core Academics Award

Adult Awards <http://www.nebraskafccla.org/awards/adult/>

- Nebraska Distinguished Service (forwarded for National consideration)
- Nebraska Honorary Membership (forwarded for National consideration)
- Alumni Achievement
- National School Administrator Award
- STAR Events Volunteer Awards
- National Outstanding Media Award

For more information on these awards, please visit the websites next to each category. Many are due about February 1st so if you put in on the to-do list now, it's much more likely you will get it done. There are many questions where you will need assistance from your adviser to complete, so it may as simple as encouraging them to complete the application. If you have any questions about eligibility or applications, please don't hesitate to contact State Adviser, Allison Kreifels at allison.kreifels@nebraska.gov.

We look forward to celebrating the outstanding adviser and adult leaders of Nebraska and National FCCLA at the State Leadership Conference April 2-4.

Skill Demonstration Events

Each year National FCCLA offers a variety of Skill Demonstration Events that take place at the National Cluster Meetings. Nebraska was lucky enough to have a Cluster Meeting in Denver, Colorado and as a result, we had many individuals who were able to compete.

Check out the list below that features the top 3 in each event from Nebraska.

Event	Name(s)	School	Place
LifeSmarts Knowledge Bowl	Kassie Jorgensen Lukas Doyle Rylie Brown RJ Tutlam-Hazen Haylee Evans	Medicine Valley	National qualifier
Occ Knife Skills	Jaden Klein	Milford	3 rd
Occ Knife Skills	Brandon Caha	Lincoln Southwest	1 st
Sr Early Childhood Challenge	Isabel Small	David City	2 nd
Sr FCCLA Knowledge Challenge	Andrea Jackson	Franklin	2 nd
Jr Consumer Math Challenge	Claire Harrison	Franklin	1 st
Jr Impromptu Speaking	Rashell Neefe	Hemingford	1 st
Sr Interior Design Sketch	Cole Martinez	David City	1 st
Jr Interviewing Skills	Amanda Juracek	Creighton	3 rd
Jr Interviewing Skills	Sydney Erickson	Pierce	1 st
Occ Interviewing Skills	Sophie Kripal	Lincoln Southwest	3 rd
Sr Science in FACS Challenge	Skyler Saathoff	Franklin	1 st

Nebraska Family, Career, and Community Leaders of America

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We're on the Web!

See us at:

WWW.NEBRASKAFCCCLA.ORG

About Our Organization...

Nebraska Family, Career and Community Leaders of America (FCCLA) is a dynamic student organization which holds the family as its central focus. We promote leadership and service in the

family, career, school, and community and help members improve themselves and the world in which they live.

FCCLA is a national Career and Technical Student Organization that provides personal growth, leadership development, and career preparation opportunities for students in Family and