



# Public Relations Award

**Official Rules:** To receive this award, a chapter must meet basic required standards and self-report at least 100 total points in any combination of the chapter activities listed below. Each activity is worth 5 points and the essay question responses are worth up to 15 points. The application must be received by the State Adviser by March 1. Content of the application must have taken place between July 1 and February 28. This award, open to any FCCLA Chapter in Nebraska, may be received as often as the standards are met. **Documentation of each item must be provided and could include a copy of the article, statistics from social media, a photo, etc.**

**Chapter:** \_\_\_\_\_

## ELECTRONIC MEDIA

### Website:

- Have a Chapter website
- Have links on the website to national and state FCCLA websites
- Have a Chapter Program of Work including Nebraska Program of Work items
- Post a story with pictures about a service project or activity your chapter completed

### FCCLA Blog:

- Have a Chapter Blog
- Post to Chapter Blog once a month
- Contribute to the Nebraska or National FCCLA blog

### YouTube:

- Have a Chapter YouTube account
- Have at least two FCCLA videos posted
- Have STAR demonstration video/videos posted

### Pinterest:

- Have a Chapter Pinterest
- Have at least two separate FCCLA boards
- Follow the National FCCLA Pinterest account

### Snapchat:

- Have a Chapter Snapchat account
- Have 50% of able members as friends
- Have Nebraska FCCLA (nefccla) as a friend

### Twitter:

- Have a Chapter Twitter
- Tweet once a week
- Use #nefccla once a month
- Use #makeitcount or a conference hashtag in five different months
- Retweet 5 Nebraska FCCLA tweets
- Include an FCCLA picture in a tweet once a month
- Have 50% of able members following Nebraska FCCLA

### Facebook:

- Have a Chapter Facebook
- Share 5 Nebraska FCCLA posts
- Post to Chapter Facebook once a week
- Post an FCCLA photo once a month
- Have 50% of able members like Nebraska FCCLA

### Instagram:

- Have a Chapter Instagram
- Use #nefccla in at least three posts
- Post to Chapter Instagram once a week
- Have 50% of able members following Nebraska FCCLA
- Post a picture in official dress/polos

## WRITTEN MEDIA

### **Newspaper:**

- Send at least three articles about FCCLA events to the local newspaper
- Have an article on the front page
- Submit a photo to go with an article

### **School Newsletter/Announcements:**

- Have an article about your chapter published
- Be featured on your school TV/radio broadcast

### **Red Leader:**

- Submit a Chapter Spotlight to the *Red Leader*
- Submit a Flash to the Past article to the *Red Leader*
- Submit an article that was published in *Red Leader*

### **Teen Times:**

- Submit an article that was published in *Teen Times*

### **Radio/TV:**

- Record a radio Public Service Announcement or be featured on the radio

### **Program/News:**

- Be featured on a television news report

### **FLW:**

- Have one or more members attend the Public Relations session

## ESSAYS

This year's Nebraska FCCLA theme is *Endless Opportunities*. What opportunities have members gained through promoting their chapter's public relations? (worth up to 5 points)

Describe one public relations/social media project your chapter has accomplished in the past year. (worth up to 10 points)

**Total Points Awarded:** \_\_\_\_\_

Due March 1<sup>st</sup> to:  
Nebraska FCCLA State Adviser  
[awards@nebraskafccla.org](mailto:awards@nebraskafccla.org)