



# 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:** \_\_\_\_\_

<b>ELECTRONIC MEDIA</b>	
<p><b>Website:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter website</li> <li><input type="checkbox"/> Have links on the website to national and state FCCLA websites</li> <li><input type="checkbox"/> Have a Chapter Program of Work including Nebraska Program of Work items</li> <li><input type="checkbox"/> Post a story with pictures about a service project or activity your chapter completed</li> </ul> <p><b>FCCLA Blog:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter Blog</li> <li><input type="checkbox"/> Post to Chapter Blog once a month</li> <li><input type="checkbox"/> Contribute to the Nebraska or National FCCLA blog</li> </ul> <p><b>YouTube:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter YouTube account</li> <li><input type="checkbox"/> Have at least two FCCLA videos posted</li> <li><input type="checkbox"/> Have STAR demonstration video/videos posted</li> </ul> <p><b>Snapchat:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter Snapchat account</li> <li><input type="checkbox"/> Have 50% of able members as friends</li> </ul> <p><b>TikTok:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter TikTok account</li> <li><input type="checkbox"/> Make at least one post using #neFCCLA</li> <li><input type="checkbox"/> Repost at least one video from Nebraska FCCLA</li> </ul>	<p><b>Twitter:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter Twitter</li> <li><input type="checkbox"/> Tweet once a week</li> <li><input type="checkbox"/> Use #nefccla once a month</li> <li><input type="checkbox"/> Use #incredible or a conference hashtag in five different months</li> <li><input type="checkbox"/> Retweet 5 Nebraska FCCLA tweets</li> <li><input type="checkbox"/> Include an FCCLA picture in a tweet once a month</li> </ul> <p><b>Facebook:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter Facebook</li> <li><input type="checkbox"/> Share 5 Nebraska FCCLA posts</li> <li><input type="checkbox"/> Post to Chapter Facebook once a week</li> <li><input type="checkbox"/> Post an FCCLA photo once a month</li> <li><input type="checkbox"/> Like &amp; Follow Nebraska FCCLA</li> </ul> <p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Have a Chapter Instagram</li> <li><input type="checkbox"/> Use #nefccla in at least three posts</li> <li><input type="checkbox"/> Post to Chapter Instagram once a week</li> <li><input type="checkbox"/> Have 50% of able members following Nebraska FCCLA</li> <li><input type="checkbox"/> Post a picture in official dress/polos</li> <li><input type="checkbox"/> Share at least one Nebraska FCCLA post to your story</li> </ul>

**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

**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 *Aspire to Inspire*. How have members inspired others 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:** \_\_\_\_\_