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**Public Relations Award**

**Description**

The purpose of this award is to recognize Nebraska FCCLA chapters who utilize a variety of media formats to promote FCCLA and their local chapter. This award is open to any FCCLA Chapter in Nebraska and may be received as often as the standards are met.

**Requirements**

To receive this award, a chapter must document four (4) different uses of media per quarter related to the quarterly theme. Chapters are encouraged to use the Quarterly Communications Resources developed by national FCCLA, but their use is not required. The quarterly topic areas are as follows:

* Quarter 1 (August, September, October): Membership Recruitment
* Quarter 2 (November, December, January): Community Service
* Quarter 3 (February, March, April): College & Career Readiness

Content of the application must have taken place between August 1, 2023 and February 29, 2024. **Documentation of each item must be provided and could include a copy of the article, statistics from social media, a photo, etc.**

**Guidelines for Quarterly Communication Efforts**

* Three (3) different examples of electronic media use per quarter related to the theme/goal; any combination of Chapter Website, Twitter, Instagram, Facebook (each platform can only be used once per quarter)
* One (1) example of written media use related to the theme/goal per quarter; can be Newspaper, School Media (website, newsletter, newspaper, broadcasting channel, etc.), Radio, TV

Due March 1st to:

Nebraska FCCLA State Adviser

awards@nebraskafccla.org

**Quarter 1 – August, September, October**
[**MEMBERSHIP RECRUITMENT**](https://fcclainc.org/communications/quarterly-communication-plan/quarter-1-membership-recruitment)

**Use (3) different forms of Electronic Media:**
*(each platform can only be used once per quarter)*

[ ]  Chapter Website

[ ]  Twitter

[ ]  Instagram

[ ]  Facebook

**Use (1) form of Written/Broadcast Media:**

[ ]  Newspaper

[ ]  School Media (website, newsletter, newspaper, broadcasting channel, etc.)

[ ]  Radio

[ ]  TV

*Include documentation for each use of media for the quarter after this page!*

**Write a 2-3 sentence reflection about how media use helped you** **increase chapter membership.**

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**Documentation of Quarter 1: Membership Recruitment media use.**

**Quarter 2 – November, December, January**
[**COMMUNITY SERVICE**](https://fcclainc.org/communications/quarterly-communication-plan/quarter-2-novdecjan)

**Use (3) different forms of Electronic Media:**
*(each platform can only be used once per quarter)*

[ ]  Chapter Website

[ ]  Twitter

[ ]  Instagram

[ ]  Facebook

**Use (1) form of Written/Broadcast Media:**

[ ]  Newspaper

[ ]  School Media (website, newsletter, newspaper, broadcasting channel, etc.)

[ ]  Radio

[ ]  TV

*Include documentation for each use of media for the quarter after this page!*

**Write a 2-3 sentence reflection about how media use helped you make a positive impact with community service.**

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**Documentation of Quarter 2: Community Service media use.**

**Quarter 3 – February, March, April**
[**COLLEGE & CAREER READINESS**](https://fcclainc.org/communications/quarterly-communication-plan/quarter-3-febmarapr)

**Use (3) different forms of Electronic Media:**
*(each platform can only be used once per quarter)*

[ ]  Chapter Website

[ ]  Twitter

[ ]  Instagram

[ ]  Facebook

**Use (1) form of Written/Broadcast Media:**

[ ]  Newspaper

[ ]  School Media (website, newsletter, newspaper, broadcasting channel, etc.)

[ ]  Radio

[ ]  TV

*Include documentation for each use of media for the quarter after this page!*

**Write a 2-3 sentence reflection about how media use helped you showcase college & career readiness developed through FCCLA involvement.**

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**Documentation of Quarter 3: College & Career Readiness media use.**