



Public Relations Award Application

Official Rules: *To receive the 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 response is worth up to 15 points. The application must be received by the State Adviser by March 1. Content of the application 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: _____ Adviser: _____

ELECTRONIC MEDIA

Twitter:

- Have a Chapter Twitter
- Post to twitter once a week
- Use #nefccla once a month
- Retweet 5 Nebraska FCCLA tweet
- Post an FCCLA picture on Twitter once a month
- Have a member participate in #SOTChattime
- Have 50% of able members following Nebraska FCCLA

Facebook:

- Share a Nebraska FCCLA post
- 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 the #nefccla
- Post to chapter Instagram once a week s
- Repost from Nebraska FCCLA Account
- Have 50% of able members following Nebraska FCCLA
- Post a picture in official dress/polos

Website:

- Have a Chapter website
- Have links on the website to national and state FCCLA websites
- Have a program of work including Nebraska Program of Work items

Snapchat:

- Have a chapter Snapchat account
- Have 50% of members as friends

Pinterest:

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

YouTube:

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

Tumblr:

- Utilize a Chapter Tumblr

FCCLA Blog:

- Contribute to the Nebraska or National FCCLA blog

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
- Be featured in your school TV/radio broadcast

Red Leader:

- Submitted a chapter spotlight to the Red Leader
- Submitted an article that was published in Red Leader

Teen Times:

- Submitted an article that was published in Teen Times

Radio/TV:

- Recorded a radio Public Service Announcement or featured on a radio

Program/News:

- Was featured on a television news report

FLW:

- Had one or more members attend public relations workshop

ESSAY

Describe one public relations/social media project your chapter has accomplished in the past year.
(worth up to 15 points)

Total Points Awarded

Submit to:
Kristin Vest, Nebraska FCCLA State Adviser
301 Centennial Mall S
PO Box 94987
Lincoln, NE 68509
Or email to: kristin.vest@nebraska.gov