



Family, Career and Community Leaders of America, Inc. ® 2012 National Chapter Public Relations Award Application

The National Chapter Public Relations Award recognizes chapters who have excelled in planning and implementing an exemplary public relations campaign to increase public awareness of Family, Career and Community Leaders of America and Family and Consumer Sciences education.

DEADLINE:

All applications are due to FCCLA NATIONAL HEADQUARTERS postmarked by March 1, 2012.

Applications sent after the March 1, 2012 postmark deadline **will not** be considered.

Award:

National FCCLA will award one chapter the following award: National Winner - \$500

Criteria:

Judges will evaluate:

- clarity of goals and member's ability to identify needs related to the project
- project creativity, resourcefulness, results achieved, and evaluation process
- use of Family and Consumer Sciences education skills
- overall presentation of application information
- impact on behaviors and attitudes targeted by the project
- extent to which the project promotes a better understanding of Family, Career and Community Leaders of America and Family and Consumer Sciences education
- use of *The Guide to Promoting FCCLA*.

Official Rules:

- Projects must be carried out between March 1, 2011 and March 1, 2012.
- A chapter project may be submitted for only one FCCLA national award.
- A chapter may submit one application for each national award.
- Applications must reflect the work of FCCLA members. All applicants must be nationally affiliated with FCCLA by March 1, 2012. National FCCLA will verify affiliation at national headquarters.
- Entries must be typed (**except signatures**) on the application form available on the FCCLA website.
- **This form may not be altered!** The amount of space used to answer each question must match the space on this original application.
- **Font type must be Times New Roman with a minimum of 10-point font size.**
- All referenced public relations information must be attached. Please include newspaper clippings, VHS tapes of newscasts, cassette tapes of radio interviews, and copies of all other public relations coverage gained.
- Winners will be selected based on their written presentation. Judge's decisions are final.
- For award consideration, applications must be postmarked by March 1, 2012, and sent to FCCLA National Headquarters. Do not send any other applications with this application. Mark envelope "**Attn: National Chapter Public Relations Award.**"
- Projects will be disqualified for award consideration for failing to submit the required forms or follow the guidelines listed.
- All entries become the property of FCCLA which reserves the right to publish names, pictures, and quotes from entries in national materials to the public.
- All winning project entries will be asked to submit photos from their chapter for future use if they have not already done so.
- A chapter project that is similar in concept may not be submitted consecutively for award consideration.

All National Chapter Public Relations Award applications must be submitted directly to FCCLA National Headquarters.

Attn: National Chapter Public Relations Award
FCCLA, 1910 Association Drive, Reston, VA 20191-1584
(703) 476-4900 • Fax (703) 860-2713
www.fcclainc.org • natlhdqtrs@fcclainc.org

2012 FCCLA National Chapter Public Relations Award Application

Chapter Name: _____ School Name: _____

School Address: _____

City: _____ State: _____ Zip: _____

School Phone: _____ School Fax: _____

Adviser's Name: _____ Adviser's Email: _____

Please check whether you are submitting your project as a high school chapter or middle school chapter entry:

High School Middle School

Please provide us with the following numbers:

Affiliated chapter members: _____ Population of community: _____

Chapter members participating in project: _____ Total enrollment of school: _____
(number should not exceed number of affiliated chapter members)

Number and size of media outlets (examples: radio, television/access cable, bulletin boards, websites, newspapers, etc.) in your community:

Please read and sign:

*I understand that by submitting this form, if selected as the Public Relations winner, our chapter must have at least one representative attend the 2012 National Leadership Conference and present information about our project at Spotlight on Projects and the National Connection Team training. If a chapter representative is unable to attend, our award will be forfeited. All information is correct to the best of my knowledge. (**Signatures are required below.** Typed names will not be accepted.)*

Chapter representative's signature: _____

Chapter adviser's signature: _____

Project Title: _____

Completely answer all parts of the six questions that follow. Be concise, but give as many details as possible.

I. Project Summary (10 Points)

Briefly summarize your public relations accomplishments in the space provided below.

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II. Needs, Goals, and Objectives (20 points)

- A. Describe the need(s) your project was designed to address. (Why did you want to promote your FCCLA chapter and Family and Consumer Sciences?)
- B. List your project's goal(s). (What results did you WANT to achieve?)
- C. List your project's objectives? (What specific measurements/statistics/information did you select to indicate if you were achieving your goal?)

III. Activities and Resources (20 points)

- A. Briefly summarize the major activities and time schedule used to carry out the project. Include the number of chapter members involved, number of participants in events, number of people reached with information, etc.
- B. List resources used and how they were gathered. Show use of the Public Relations section of *FCCLA...The Handbook to Ultimate Leadership* and the FCCLA national website.
- C. Chapter should attach its plan of work for the year including how public relations are part of the total program of work..

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V. Public Relations (35 points)

- A. Briefly describe the media coverage that your chapter received in your campaign. (Example: media used, such as radio, television/access cable, bulletin boards, websites, newspapers, etc.) List the number of articles or publications with the total circulation of each and the number of radio or television stories with the approximate listening/viewing audience of each. Attach samples of each.
- B. Describe how your project promoted a better understanding of Family, Career and Community Leaders of America and Family and Consumer Sciences education.
- C. Describe the impact on attitudes and behaviors your project had on promoting FCCLA in your school and community. Include specific measurements/numbers found during your evaluation and achieved results.

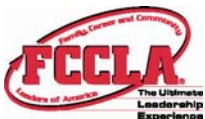
VI. Family and Consumer Sciences Skills (10 points)

Describe how members used their Family and Consumer Sciences education skills during this project. List specific skills used, including use of the Planning Process.

VII. Presentation (5 points)

Up to five points may be awarded for the overall presentation of this application, including format, conciseness, grammar, spelling, and neatness.

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