



The Guide to
**BRANDING &
PROMOTING
FCCLA**

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Additional resources available on the FCCLA national website at www.fcclainc.org.

What is FCCLA?

Family, Career and Community Leaders of America (FCCLA) is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education, or as determined by the state department of education. FCCLA has more than 150,000 members and over 5,300 chapters from 48 state associations, Puerto Rico, and the Virgin Islands. The organization has involved more than ten million youth since its founding in 1945.

FCCLA: The Ultimate Leadership Experience is unique among youth organizations. It is the only career and technical in-school student organization with the family as its central focus. Participation in national programs and chapter activities helps members become strong leaders in their families, careers, and communities.



FCCLA History Timeline

June 1945

Future Homemakers of America was founded at a convention in Chicago, Illinois.

July 1948

The first national convention was held in Kansas City, Missouri.

1966

Future Homemakers of America's membership peaked at 607,175.

July 1973

The organization's first male national officer, Toney Bingham, from Washington, DC, was elected.

December 1977

Rhode Island was the last of the 53 state associations (including the District of Columbia, Puerto Rico, and the Virgin Islands) to affiliate.

July 1980

The National Board of Directors approved the purchase of land on which to build a national headquarters and leadership center in Reston, Virginia.

July 1981

Monya Frazier from Florence, South Carolina, was elected the organization's first black national president.

September 28, 1981

The official groundbreaking ceremony was held at the building site in Reston, Virginia.

July 1983

The national headquarters and leadership center was dedicated during the 1983 National Leadership Meeting in Washington, DC.

Fall 1983

A series of regional Cluster Meetings began.

Fall 1984

For the first time, one copy of *Teen Times*, the national magazine, was sent to every member.

Winter 1985

The Adviser newsletter was introduced for chapter advisers.

July 1986

Thomas Lucas from Milton, West Virginia, was elected the organization's first male national president.

January 1994

The pilot program for middle level affiliations was approved to begin in September 1995.

July 1999

Voting delegates voted in favor of the proposed name change to Family, Career and Community Leaders of America.

September 2003

"The Ultimate Leadership Experience", the tagline chosen by members, was used on all national materials.

September 2005

The first all four-color *Teen Times* was sent to all nationally affiliated members.

September 2009

The Family and Consumer Sciences Knowledge Bowl was introduced as a new competitive event.

July 2011

The FCCLA Leadership Academy was launched to

provide national opportunities and recognition to any members seeking leadership development.

September 2011

Technology-based, online STAR Events and a new type of competitive event, called Skill Demonstration Events, were included in the newly named *Competitive Events Guide*.

July, 2014

33 STAR Events were offered, including the new FCCLA Chapter Website, Applied Math for Culinary Management, and Sports Nutrition events. A record was set for the number of STAR Events participants (4,178 members) competing at the 2014 National Leadership Conference in San Antonio, TX.

July 2015

FCCLA hosted a "70 Years Strong" anniversary rally on Capitol Hill, drawing thousands of FCCLA members to advocate for strong Family and Consumer Sciences (FACS) education in schools.

Find Out More:

To view a more comprehensive list of FCCLA's history, see the *FCCLA...The Handbook to Ultimate Leadership*. Available for purchase from the FCCLA Store, this 149-page book is a comprehensive guide to FCCLA—past and present. It comes complete with a CD packed with printable handouts, integrated lesson plans, and tons of contact information for community-based organizations for chapters to partner with. *The Handbook* is one resource no chapter should be without!

Mission Statement

To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner, and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

Purposes

1. To provide opportunities for personal development and preparation for adult life.
2. To strengthen the function of the family as a basic unit of society.
3. To encourage democracy through cooperative action in the home and community.
4. To encourage individual and group involvement in helping achieve global cooperation and harmony.
5. To promote greater understanding between youth and adults.
6. To provide opportunities for making decisions and for assuming responsibilities.
7. To prepare for the multiple roles of men and women in today's society.
8. To promote Family and Consumer Sciences education and related occupations.

Creed

We are the Family, Career and Community Leaders of America.
We face the future with warm courage and high hope.
For we have the clear consciousness of seeking old and precious values.
For we are the builders of homes,
Homes for America's future,
Homes where living will be the expression of everything that is good and fair,
Homes where truth and love and security and faith will be realities, not dreams.
We are the Family, Career and Community Leaders of America.
We face the future with warm courage and high hope.

Colors

Red and White

The FCCLA Official Uniform

Red blazer

Black skirts and slacks
are to be worn with the
official blazer

Tagline

The Ultimate Leadership
Experience

Motto

Toward New Horizons

Flower

Red rose

FCCLA Programs



The FCCLA Career Connection program guides youth to link their options and skills for success in families, careers, and communities. Through individual, cooperative, and competitive activities, members discover their strengths, target career goals, and initiate a plan for achieving the lifestyle they desire.



FACTS is a national peer education program through which students strive to save lives by educating adults and youth about traffic personal safety, vehicle safety, and road safety.



The Families First national program is a peer education program through which youth gain a better understanding of how families work and learn skills to become strong family members.



The Financial Fitness national peer education program involves youth teaching one another how to earn, spend, save, and protect money wisely.



The Leadership Service in Action program guides students to develop, plan, carry out, and evaluate projects that improve the quality of life in their communities.



Power of One helps students find and use their personal power. Members set their own goals, work to achieve them, and enjoy the results.



FCCLA's Students Taking On Prevention (STOP) the Violence program empowers youth with attitudes, skills, and resources in order to recognize, report, and reduce youth violence.



The FCCLA Student Body national peer education program helps young people discover the Healthy You, the Fit You, the Real You, and the Resilient You.



FCCLA members are selected for scholarship opportunities to travel to Japan for four to six weeks and live with a Japanese host family. The opportunity to experience the day-to-day life of another country, and its people enhances students' awareness of international issues.

Visit the Programs section of www.fcclainc.org for more information on FCCLA programs and other national activities.



Competitive Events

FCCLA provides opportunities for members to gain recognition for their individual, team, and chapter activities. Members are encouraged to expand their knowledge and experiences in an area of their interests and build on foundational and specialized skills and abilities through the FCCLA/LifeSmarts Knowledge Bowl, Skill Demonstration Events, and STAR Events. While members strive for success, they learn the importance of education, the value of helping others, and the power of self-accomplishment.

Skill Demonstration Events

Skill Demonstration Events provide opportunities for members to demonstrate college- and career-ready skills in Family and Consumer Sciences and related occupations. Challenge testing takes place online. The remaining competitions take place at National Cluster Meetings.

To compete in Skill Demonstration Events, members must be affiliated and select an event when registering for the National Cluster Meeting. Registrations are limited, so first-come, first-served until the event is full.

1st, 2nd, and 3rd place event winners will each receive a trophy during the Closing General Session of the National Cluster Meeting they are attending.

Skill Demonstration Events

- Consumer Math Challenge
- Culinary Chicken Fabrication*
- Culinary Food Art *
- Culinary Knife Skills
- Culinary Math Challenge
- Early Childhood Challenge
- FCCLA Creed Speaking & Interpretation
- FCCLA Knowledge Challenge
- Fashion Sketch *
- Hospitality, Tourism and Recreation Challenge
- Impromptu Speaking
- Interior Design Sketch*
- Nutrition Challenge
- Science in FACS Challenge
- Speak Out for FCCLA
- Technology in Teaching *
- Toys that Teach *

*These events are offered every other year.

STAR Events

Students Taking Action with Recognition

STAR Events are national competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. Competitions take place at the local, regional/district, state, and national levels. Participants may earn gold, silver, or bronze awards, and scholarship opportunities may also be available.

FCCLA/LifeSmarts Knowledge Bowl

The FCCLA/LifeSmarts Knowledge Bowl is a three-level team competition that challenges students' knowledge in six content areas:

- Personal Finance
- Consumer Rights & Responsibilities (to include Family, Career & Community Studies)
- Technology (to include Fashion & Housing Design)
- Health & Safety (to include Food Science & Nutrition and Early Childhood & Human Development)
- Environment (to include Hospitality, Tourism & Recreation)
- FCCLA Knowledge

Level I – Part 1 – TeamSmarts Quiz and Online Competition

Level I – Part 2 – National Cluster Meeting Competition

Level II – Online "Second Chance Round" Competition and National LifeSmarts Championship Qualifying Round

Level III – National Leadership Conference Championship

The FCCLA/LifeSmarts Knowledge Bowl is a partnership with the National Consumers League LifeSmarts program (www.LifeSmarts.org).

FOUNDATIONAL EVENTS

- Career Investigation
- Entrepreneurship
- Environmental Ambassador
- Focus on Children
- Illustrated Talk
- Interpersonal Communications
- Job Interview
- Leadership
- Life Event Planning
- Nutrition and Wellness
- Parliamentary Procedure
- Recycle and Redesign

LEADERSHIP EVENTS

- Advocacy
- Chapter In Review Display and Portfolio
- Chapter Service Project Display and Portfolio
- Leadership
- National Programs in Action
- Promote and Publicize FCCLA!



CAREER PREPARATION

- Applied Math for Culinary Management
- Culinary Arts
- Early Childhood Education
- Fashion Construction
- Fashion Design
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Sports Nutrition
- Teach and Train

ONLINE STAR EVENTS

- Digital Stories For Change
- FCCLA Chapter Website



LifeSmarts
Learn it. Live it.

FCCLA Branding Guidelines

FCCLA Name, Logo, and Tagline Usage

The purpose of this section is to provide a set of guidelines for using the name, logo, and tagline of Family, Career and Community Leaders of America (FCCLA). Factors such as graphics capabilities within basic word processing and spreadsheet software, easy access to shared files, and FCCLA's increasing reliance on electronic communications have made it very easy to compromise the integrity of the FCCLA logo and tagline. These guidelines attempt to address those realities and provide FCCLA national staff, members of the board of directors, national officers, state staff, local chapter advisers, and members with a clear, easy to understand, easy to implement framework for the consistent application of FCCLA branding.



The Importance of Following Branding Guidelines

The FCCLA name, logo, and tagline play a very important role for the organization. They serve as an immediately recognizable visual identity for the people who know FCCLA – FACS teachers, members, non-members, school administration, and parents. Much like an individual's face, FCCLA's logo and tagline is our most recognizable feature.

The logo and tagline of an organization with a history as rich and long as ours also represents the values and ideals of the organization – family, career, community, leadership, and youth. When FCCLA's audiences see a business card, website, flyer, or apparel displaying the FCCLA logo, those values and ideals come to mind.

That said, the importance of properly presenting the logo and tagline cannot be overstated. An organization's logo and tagline need to be, above all else, consistent. Consistent presentation of the logo suggests stability and reliability of the organization it represents. It suggests professionalism and commitment to detail – strong characteristics that describe FCCLA and its members. The presentation of our logo should illustrate those attributes.

FCCLA changed its name from FHA/HERO in July 1999 and adopted the tagline "The Ultimate Leadership Experience" in July 2003. The usage guidelines are designed to identify and explain the ways to utilize FCCLA's name, logo, and tagline to put the organization's best foot forward.

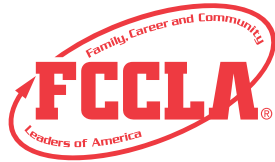
About the FCCLA Logo

The FCCLA logo was designed with not only the logo mark and tagline in mind, but also the logotype. A logotype represents the “verbal” aspect of a logo and is primarily composed of the organization’s name.

◆ I will place logotype in when we return to the office - don't have it with me



The FCCLA logotype stands in dominant collegiate lettering and articulates a focus on education and student leadership.



The FCCLA logo visually depicts a dynamic, active organization bound for the future, while the swooping arrow embodies an active organization that moves toward new arenas.



The FCCLA tagline logo was established in a stacked format under the “A” of FCCLA.

It is a national policy that the organization’s name and emblem may be used only in connection with programs and projects directly related to the mission and purposes of FCCLA. The name and emblem of FCCLA may not be used on commercially developed or member developed products, except as authorized by FCCLA national headquarters.

The FCCLA logos shown in this guide are available for download on the FCCLA national website in .eps and .jpg formats. The logo must never be recreated. Do not deconstruct, reassemble, disproportionately resize, or alter the logo’s configurations in any way.

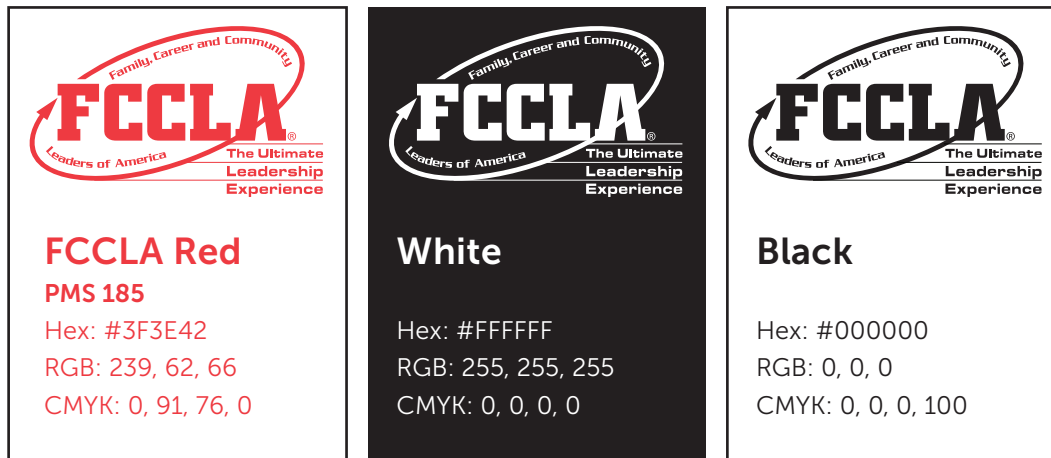
Red suggests strength, courage, and determination, personal qualities leading to happiness through a positive self-image. White symbolizes sincerity of purpose and integrity of action, qualities that will help individuals build a better tomorrow.

The FCCLA logo should appear in FCCLA red wherever possible. In cases where the red logo is difficult to see, it should be used in black on a light background and white on a dark background.

When using the logo as a screened background (or watermark) to a text document, do not use the logo version containing the tagline, as it will be difficult for the recipient to read the contents of the document.

Logo Color

Color is a key element in identity. Official colors contribute to the organization's national unity and provide national identity. The FCCLA colors are red (PMS 185) and white. No matter what you are designing or printing, make every effort to ensure that the colors you print match the following colors as closely as possible:



Size and Placement of Logo

The FCCLA logo size can change depending upon use, but the logo must always appear large enough to be readable and must always be scaled proportionally.

Use of Tagline in Conjunction with Logo

In the tagline version of the logo, the tagline's established position is stacked under the "A" of FCCLA. The logo may appear without the tagline, but the words "The Ultimate Leadership Experience" must always appear within close proximity to the logo in a supporting manner, i.e., Family, Career and Community Leaders of America (or FCCLA) should be dominant. When using the tagline as part of a sentence within a body of text, it must appear as follows:

FCCLA: The Ultimate Leadership Experience

Use of Tagline in Conjunction with Logo

THE TAGLINE MUST APPEAR ON:

- All FCCLA publications intended for an external audience, including membership materials, fact sheets, announcements, meeting programs, press releases, stationary, business cards, etc.
- Websites of the national office as well as state association websites
- Advertising and marketing materials

THE USE OF THE FCCLA TAGLINE IS RECOMMENDED ON:

- E-mail signatures of national and state staff and national officers
- Banners and signage
- Notecards
- Gifts and merchandise

THE USE OF THE FCCLA TAGLINE IS NOT REQUIRED ON:

- Patches adhered to official FCCLA uniforms
- Lapel pins
- Award plaques and certificates

Use with Other Logos

On occasion, it may be necessary to use the FCCLA logo with other organization logos. Often in those situations, the multiple logos must appear smaller than they might typically on the organization's own materials. In such a scenario, it is critical to not shrink the logo to the point where it is unreadable. In addition, the FCCLA logo should be a minimum of .5" from the other logos.

Use with State or Chapter Names

See below for the correct placement of your chapter name with the FCCLA logo.

See below for the incorrect placement of your chapter name with the FCCLA logo.

Sandy/Leah: Do chapters have permission to use the State Association logos we created? Do we need to include any information about that? This section used to just be "Placement of Chapter Name", but we re-worked it to include state name usage as well, so I wasn't sure how to treat this area.

FCCLA Emblematic Supplier

The FCCLA Store is your national source for emblematic materials, publications, training resources, and chapter management merchandise. Operated by E Group, the FCCLA Store is your "one stop shop" for all things FCCLA. Visit the store through the link provided on the national FCCLA website.

Logo Use Request Process

Would you like to use the FCCLA logo on an item or publication? Check out the easy-to-use logo use request process by clicking the link provided on the national FCCLA website.

FCCLA Promotional Opportunities

Editorial Style Guide

Visit the News & Media section of the FCCLA website to access the full version of the *FCCLA Style Manual*.

"A" or "an" preceding an abbreviation.

When an abbreviation follows an indefinite article, the choice of *a* or *an* is determined by the way the abbreviation would be read aloud.

Acronyms read as words (except when used adjectively) are rarely preceded by *a*, *an*, or *the* ("member nations of NATO"). When each letter of an acronym is read, often they are preceded by an article ("member nations of the EU").

Note that we do not follow this rule at FCCLA. Even though each letter is read, we say "chapter members of FCCLA", not "chapter members of the FCCLA."

- an FCCLA chapter
- an HMO
- a UFO
- a CTSO webcast
- a FACS class



FCCLA Terminology

FCCLA programs, scholarships, and awards

All program names should be in roman font, not italicized. Please also note the capitalization protocol in the examples.

- Financial Fitness
- Financial Fitness program
- STOP the Violence—Students Taking On Prevention
- STOP program
- Raye Virginia Allen State President's Scholarship
- Families First High School Award
- Families First Middle School recipient
- Families First Runner-Up winner

FCCLA meetings and activities

Capitalize full, official names of meetings and activities. Use lower case for derivations or associated titles.

- National Board of Directors Meeting
- board meeting
- National Leadership Conference
- national conference

When referring to a group's meeting, omit the apostrophe. This is because it is a meeting of a group, not a meeting belonging to a group. There is clearly no possessive meaning.

- State Presidents Training
- Newcomers Seminar

Proper style of FCCLA commonly used terms

Many words or phrases are acceptable in more than one spelling or format in the English language. For consistency, FCCLA chapters and members at all levels must adhere to the following formats of commonly used terms:

- **adviser** (FCCLA spells this word with an *er* not *or* at the end)
- **postsecondary** (there is no space or dash between *post* and *secondary*)
- **intra-curricular** (FCCLA activities are intra-curricular, not extra- or co-curricular)
- **website** (there is no space between *web* and *site*)

Information for this resource was excerpted from *The Chicago Manual of Style, 15th Edition*. Whenever possible, FCCLA examples have been added to those provided in the *Manual*. This resource contains select information from the *Manual* and is not a comprehensive guide for writing. For more details, please refer to the *Manual*.

Publication Guidelines

Teen Times

Teen Times is the national youth publication of FCCLA. Promote your chapter and members by submitting articles for “Class Acts” (featuring advisers going above and beyond), “FCCLA in Action” (featuring chapter projects and programs), “FCCLA Faces” (featuring member views on specific topics), and more. To submit articles, article ideas, and photos, email communications@fcclainc.org.

Issue	Article Deadline
September/October	June 1
November/December	September 1
January/February	November 1
March/April	January 1

The Adviser

The Adviser is the national adviser publication of FCCLA. Submit lesson plans, articles, and other ideas with fellow FCCLA advisers by sending an email to communications@fcclainc.org.

Issue	Article Deadline
Fall	July 1
Winter	December 1

Photo Guidelines

Publishers appreciate receiving quality photos and artwork specific to the topic of your release. Double check that photos are 5x7 inches or larger, with a resolution of 300 dpi or higher. It is important to submit photos as individual .jpg attachments and NOT to embed photos in Word documents. Each photo must indicate credit (who took the photo) and a caption.

Copyright

As a publisher, FCCLA protects its rights and those of its authors from copyright infringement. An author who requests permission to republish his or her submission generally receives it, with the understanding that the author will cite FCCLA as the original publisher.

Each author is responsible for the accuracy of references, quotations, tables, and photo releases and should inform FCCLA if the article has been published elsewhere.

QUESTIONS?

Please contact FCCLA's Communications Department
1910 Association Drive, Reston, VA 20191
703-476-4900
communications@fcclainc.org

Media Tips & Information

Why Media is **Important**

Contacting a media person with a public service announcement (PSA), media release, or an idea for a radio talk show or magazine feature can be intimidating. But remember that you are doing the media a service by alerting them to important activities that are happening in the community. As long as you treat them with respect, they will appreciate your ideas and your input.

If you want the media to know your chapter, you must first know the media! Pay attention to radio, television, and newspaper reports. Ask yourself why they're covering what they do and make special note of stories related to FCCLA programs.

Look for instances when someone from your chapter could have easily been a resource. If a reporter does a story even remotely related to the issues you cover, send the person a nice note praising the story. Attach a brochure, fact sheet, or one of the program information sheets about FCCLA, available on the FCCLA national website, for future use.

The media can position your chapter as a vital community resource. But don't limit your media outreach to planned events. Be proactive. Get to know reporters and producers who are interested in your chapter activities, and suggest stories to them throughout the year. This helps you elevate the importance of volunteer action! As you develop relationships with media members, make sure they realize that you can be a valuable resource related to many community concerns. The more recognizable FCCLA and your chapter names is, the more likely media representatives are to respond to your story ideas.

Types of Media

Newspapers

Magazines

Wire Services

Social Networking

Television

Radio

Internet

Newsletters



Types of Media

Understanding each type of media and its target audience is a crucial first step to putting your media plan in motion.

Newspapers

Newspapers provide ongoing, up-to-date coverage of national and local stories. Placing your story in a newspaper is a great way to reach decision makers in your community, such as potential sponsors, elected officials, and industry experts. There are typically two types of newspapers in your community—daily and weekly. Before you pitch a story to a newspaper, know how often it is published and who it reaches.

Magazines

Magazines, like newspapers, focus on stories with detailed, fact-driven information and often report on a particular angle of the story that will be most interesting to their audience. Unlike newspapers, magazines require a much longer lead time for their stories.

Wire Services

Wire services are the nerve center of the media. Most media outlets in the United States are members of one of the major news services (Associated Press [AP] and United Press International [UPI]). An up-to-date listing of state-by-state AP bureaus can be found at www.ap.org/pages/contact/contact.html.

Social Networking

This medium has changed communications with the media. To gain publicity, it is important to practice posting information about your chapter or state on a regular basis. It is very important to monitor postings that are made on behalf of the chapter and to use social media as a way to get the word out. The limited number of characters per post or Tweet allows media to scan for clever updates or interesting potential stories. Make sure that you proof what you write before posting. Don't forget to include interesting hashtags and other trendy ways of promoting.

Television

Television is regarded as the media vehicle with the furthest reach, but it is important to choose a TV outlet or program based on its audience and then tailor your message to fit its scope of coverage.

National network news stations (i.e. ABC, CBS, NBC, etc.) and cable news stations (i.e. CNN, MSNBC, etc.) often only focus on national stories. On the other hand, local affiliates spend a large amount of time focusing on local news.

Successful TV pitches require a visual element to the story. Hosting an event and inviting reporters to witness your community service activity are both good ways to provide a visual for TV cameras.

Radio

Determining your area stations' format and

audience is an important step to including radio outreach in your media strategy. You should target stations that include talk radio and news segments. These stations are the prime radio stations to cover in-depth aspects of your program or to interview one of your spokespeople on the air.

Internet

Websites are targeted toward a specific audience, so be sure to take the time to understand where your audience is gathering information online before you begin your pitch.

It is a good idea to make your communication available on your website in a designated "media" section. This section should include media releases, background information, fact sheets, event listings, and contact information.

If you intend to secure a story with the traditional news outlet as well as the online version, you will need to pitch the story to both outlets.

When tracking online media coverage, you should check the website on the same day of your event.

Newsletters

Newsletters are an excellent way to reach a targeted audience. Your program newsletter can help you with membership development and can introduce everyone to your chapter activities.

Media Plans

Making a media plan to consistently promote and brand FCCLA and your chapter for an entire year

The first step in planning for an entire year of FCCLA involvement is to put together a program of work. A program of work is your team's plan of action for the year. A balanced program of work should include member development, community service, competitive events, programs, leadership development, meetings and conferences, and public/media relations.

As part of the program of work, make sure to develop a plan for your public/media relations. You will want a solid plan for promoting your program of work items so that both your chapter and FCCLA shine. Use a calendar like the one included on page 26 to develop your program of work and how public/media relations will be tied with your chapter's plans.

Once your chapter has outlined a program of work, create a public relations plan based on that program of work. The chapter's public relations plan defines the essential elements of communication:

- **Message:** idea, information, and/or image to be communicated
- **Audience:** person(s) to whom the communication is targeted
- **Purpose:** reason for communicating
- **Method:** media outlet(s) and specific communication techniques used
- **Feedback:** information about how the message is received and perceived

To be effective, construct your chapter public relations plan early in the year, making sure that it ties directly with your chapter's program of work.

Use the chapter public relations plan worksheet included on page 27 to help create a public relations plan to promote your program of work.

Making a media plan for a special story, event, etc.

When being interviewed for a story, always relay the information in a conversational way. It can be intimidating to be interviewed for a story. Just take a deep breath and refer to your talking points when answering questions. Show enthusiasm, emotion, and confidence in what you are talking about. If the story is about FCCLA raising money for a cause, stay away from, "FCCLA is proud to report we raised \$2,000 at our annual ..." and make the answers personable instead, saying something like "We are so excited to make a difference for the IMPACT Fund. Hard work pays off, and next year we will raise even more!"

Now that you understand your media, you must be aware of what makes your story newsworthy. Here is a checklist of newsworthy characteristics that will help you decide how your story rates on the news scale:

- **New Information:** Is it something the public doesn't already know? Examples include member award winners, new programs, and what your chapter is doing to solve a problem.
- **Timeliness:** Does it relate to something that is happening now or will be happening soon? If you pay close attention to national news stories, you can connect your story with a national cause/event. Know your media deadlines so that you can get them the information they need when they need it.
- **Significance and Scope:** Does it affect the lives of large numbers of local residents?
- **Human Interest:** Is it a compelling story, one that will hold interest? Will the story relate to people on an emotional level?
- **Uniqueness:** Is there a unique angle on the story, something that makes it special and unexpected?
- **Relevance:** Does the story relate to an important issue facing the community and its residents?

Of course, every story doesn't have to meet every one of these qualifications, but the more you can tailor your story to accepted standards of what is news, the better your chances of getting it in the media.

Be sure to use the best route of delivery for your information. Now that you have your ideas and you're ready to share them with the media, you have to determine how best to go about it.

Why you should have good relations with the media

As a member of an educational organization, you know how important it is to be visible in your community. You want people to be aware of all the great things your chapter is doing, and, more importantly, you want people to understand how they can get involved.

The media's power to make people act, feel, or think is undiminished by the growing number of sources that supply information to the public. Organizations that master the art of working with the media reap the benefits daily.

Even with scandals, tragedies, and celebrities dominating the news, it is still certainly possible for your story to make headlines. To accomplish this, you must regularly feed your local media contacts good story ideas.

Appearing in your local daily paper, on the evening news, or on a talk radio program can help cultivate new volunteers, publicize a fundraiser, promote your chapter's community events, or get people talking about important issues—at no cost! Best of all, working with the media can be extremely fun and rewarding.

One of the first steps to successful media coverage is knowing the right person to contact at the newspaper, radio, television, or magazine office. Make a quick-reference media directory, complete with contact phone and fax numbers, mailing addresses, and email addresses.

Also identify:

- how they like to receive news (mail, fax, phone, email)
- deadlines
- best time to call
- lead times for events or media conferences
- types of news in which they're interested
- types of stories for which they may call you

Before contacting the media,

make sure you understand what your chapter can offer them. To begin, ask yourself these questions:

- How does my chapter help people?
- What problems does my chapter help solve?
- What is interesting about my chapter, FCCLA, and FACS?
- What topics related to FCCLA might interest the media and the public?
- Who are our spokespersons that are available to the media?

Once you have provided the media with information about your chapter, the media is likely to contact you for more specific details. Being immediately responsive to their inquiries is vital to the relationship. Appoint someone in your chapter as the primary contact for media calls. Prepare a script with talking points of important issues to cover, and rehearse the conversation with the spokesperson to make sure the discussion flows smoothly. Also appoint at least one backup person in case the primary person isn't available. All media inquiries need to go through the appointed contact person so that information can be mainstreamed and monitored.

After your story is published and you have established a connection with a media contact, make sure to keep the lines of communication open and friendly.

- Always remember to thank your media contacts when they run a story on your chapter or quote you in an article. Send a formal acknowledgement of the media outlet's help, such as a thank you note or card.
- When you make presentations in the community or school and in conversations with elected officials and others, be sure to mention what the media outlet is doing to help your chapter.
- For future story topics, initiate informal meetings (such as breakfasts or lunches) with media contacts to discuss your ideas and story angles. Reporters are overworked and underpaid. A little friendliness can work wonders.
- Keeping in contact with the media does not mean you should send them information every time you have a chapter meeting. Flooding the media with releases on non-news events will hinder your chapter's credibility. Try to ensure that when you contact the media it is about something that is truly newsworthy.

Good media relations can yield many benefits. Strong alliances with the media can:

- get your message out to the public
- educate the public about FCCLA and Family and Consumer Sciences (FACS) education, or related courses as determined by the state department of education
- show the public the positive things your FCCLA chapter is doing
- retain members by making them proud to belong to a well-respected organization
- showcase your members

Public Service Announcements (PSAs)

Public service announcements (PSAs) are great beginning-of-the-year promotional pieces or a good way to introduce FCCLA to the local media. Any time your chapter sponsors an event related to a PSA, FCCLA encourages you to submit the related PSA.

Larger stations have public service or community affairs directors whose job is to act as a liaison with community groups and to coordinate the station's efforts to draw attention to important local issues. At small stations, the station manager or the news or advertising director usually handles this responsibility.

The best approach to getting your PSA on air is to find out who schedules PSAs and to speak directly to that person. Here are a few things you should mention:

- The name of your FCCLA chapter. Be sure to specify that you represent a nonprofit educational youth organization.
- The purpose of your campaign. You should be able to say in one sentence exactly what your campaign is about—your issue, your goal, and your message.
- The length and number of PSAs you have available. For radio stations, indicate that you have scripts, not prerecorded PSAs.

Sample Public Service Announcement

Contact: [Your Contact Person]
[FCCLA Chapter]
[Contact Phone Number]
[Contact Email Address]

Subject: [Announcement/Event/Program]

Starting Date: [For an event/happening, date should be at least 7 days prior to actual date]

Ending Date: [Insert event date]

Length of Announcement: [Insert number of seconds]

THE [Chapter] OF FAMILY, CAREER AND COMMUNITY LEADERS
OF AMERICA IS MAKING A DIFFERENCE IN YOUR COMMUNITY.

IN [City], [Chapter] FCCLA IS [description of project/program in
one concise sentence]. **JOIN FCCLA TODAY!**

FOR MORE INFORMATION, CONTACT [insert contact person
and phone number] OR VISIT OUR NATIONAL WEBSITE,
www.fcclainc.org, FOR SPECIFIC DETAILS AND EXCITING
UPDATES ABOUT OUR ORGANIZATION

Media Advisory

A media advisory is used to let the media know about a future news story. This should be faxed, emailed, or hand delivered approximately two days in advance of the event. Create a catchy headline that will be quickly noticed by the media. Be specific when answering the basic questions about your event.

Sample Media Advisory

After you send the media advisory, contact the reporters by phone to determine their interest in attending or covering the event. Sometimes the personal touch can make a difference in generating media interest!

For Immediate Release

[Month and Year]

[Chapter Name] FCCLA Chapter

[School Name]

[School Address]

[Phone #]

Contact: **[Name]**

[Phone Number(s)]

[Name], PR Officer

[Name], FCCLA

Adviser

[Email]

LOCAL FCCLA CHAPTER PLANS WORKSHOP ON ENVIRONMENTAL PROTECTION

WHO: The [School Chapter Name] of Family, Career and Community Leaders of America (FCCLA)

WHAT: Workshop on protecting the environment, "One Person Really Can Make a Difference"

WHERE: [School Name]
[School Address]

WHEN: [Day], [Date], [Time]

WHY: This workshop is the first event in a six-month chapter project on environmental protection.

OTHER: Panelists will include: Environmental Specialist [Name] from [Company] [Title] [Name], members of the [School Name] FCCLA chapter

Family, Career and Community Leaders of America (FCCLA), is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education. FCCLA has more than 150,000 members and more than 5,300 chapters from 48 state associations, Puerto Rico, and the Virgin Islands.

FCCLA: The Ultimate Leadership Experience is unique among youth organizations because its programs are planned and run by members, and it's the only career and technical in-school student organization with a central focus on family. Participation in national programs and chapter activities helps members become strong leaders in families, careers, and communities.

Media Releases

Tips on Writing a Media Release

Reporters and editors are flooded with media releases daily because they are the most common way to get news to them.

Tips to remember for writing an effective media release:

- Type on letterhead with the date of issue citing "For Immediate Release" or "For Release [Date]" in the upper left-hand corner.
- Include the name and phone number of the chapter adviser or chapter media spokesperson in the upper right-hand corner. To make it easier for reporters to contact them, include the home as well as the school phone number. You may also include a mobile telephone number and email contact address.

Sample Media Release

Include a photo of chapter representative(s) participating at the event.

Chapter Name
Address, City, State, Zip
Phone, Cell, Fax

For Immediate Release

[Date]

[FCCLA Adviser]

[State Name] FCCLA

[Name]

[Phone Number]

[Email Address]

[STATE] MAKES A DIFFERENCE DURING NATIONAL FCCLA WEEK

[CITY, STATE] members of the [STATE] association of Family, Career and Community Leaders of America (FCCLA) will join more than 150,000 members in celebrating National FCCLA Week [DATES OF THE WEEK]. This year's theme is [THEME]. During National FCCLA Week, members plan and carry out activities to address teen and societal concerns and show how Family and Consumer Sciences education can help them achieve the Ultimate Leadership Experience.

[TELL IN A PARAGRAPH OTHER ACTIVITIES YOUR STATE HAS COMPLETED AND WHAT YOU PLAN FOR THE REMAINDER OF THE YEAR.]

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...continued

- Remember the who, what, when, where, why, and how.
- Use a dateline to begin the first paragraph (i.e. Jefferson, Va.).
- A good headline will grab a reporter's attention. Write the release like a news story, complete with a headline, compelling lead (introductory sentence), and quotes (if appropriate).
- Structure the information in the body in order of importance so the editor can cut where needed without losing the most important facts. Focus on the lead paragraph, which is the most important element of the release.
- Use the closing paragraph to provide information about FCCLA. This will be helpful to the reporter in writing the story and give credibility to your chapter and organization. The closing paragraph should be consistent on all releases.
- Include "###" at the bottom center, which indicates the end of the media release. If it does go longer than one page, write "— more—" at the bottom of the first page.
- Proofread! Double check names, dates, places, numbers, quotes, spelling, and grammar for accuracy.
- If possible, include an action-shot photo of FCCLA members taking part at the event.
- Make sure your media release is not an advertisement. To stand out like a pro, your media release has to contain news that includes more than one of the newsworthy characteristics (listed previously). It should be written as a story, not a flyer.
- Think like a producer. They are going to want to tell the story in a different way than their peers at other news outlets.
- When a reporter is at your event, map out a few details that they wouldn't get in a media release.

Media Release Dos and Don'ts

DO:

- Address your release to the news editor or the news desk. Send it one or two weeks in advance and then call the news desk a few days before.
- Make sure that all information is accurate. Get personal information approved by the person you are writing about.
- Include photos, if available.
- Make sure that you are not labeling or misrepresenting any company or individual.
- Send a copy of the program/relevant handouts/flyers/info sheet with the release to help the journalist understand what your event is all about.
- Keep your stories slanted toward local interest. That is why your media is there to report, because their audience is local.
- Watch for opportunities to tie your chapter's news with widespread, national news. "News pegging" is not hard for FCCLA chapters, since the issues chapters tackle have national significance, such as family and community violence prevention, teen pregnancy, substance abuse, child safety, teen suicide prevention, nutrition, and money management.

DON'T:

- Exaggerate. Instead, stick to the facts.
- Write more than 650 words.
- Use jargon, clichés, slang, trendy phrases, sports terms, or colloquial terms. Go for originality and freshness. Editors love clever writing and an interesting angle.
- Add a list of names, such as: "Members present were...". That's not news. Instead, list members' names along with their accomplishments, i.e., STAR Events winners, National Cluster Meeting participants, etc.
- Be surprised if a journalist is unable to attend your event.

Elected Officials

Elected Officials

Elected officials are individuals who have gone through a public election process and who are selected by a majority of registered voters for a specific term. Agency officials include heads of local, state, and federal agencies or administrative units of government. They also serve for a specific term, but are selected for their position by an elected official to implement policies and assist in running the government.

Below are examples of elected officials at the local, state, and national level:

Local	State	National
Mayor	Governor	United States Representatives
City/County Council	State Representatives	United States Senators
School Board Members	State Senators	
Police Chief/Sheriff	State Board of Education	

Engaging Elected and Agency Officials in Your FCCLA Project

Before you contact officials, decide how you would like them to be involved in your event. The more specific your request, the more likely the official is to accept. Providing several options for the official increases the likelihood of his or her support.

In addition to participating in or attending your event, remember that officials have considerable influence and communications channels at their disposal that they can use to spread the word about your event.

Here are some things you can ask officials to do:

- Volunteer at your event, leading youth by example.
- Address volunteers at a kick-off rally, recognition ceremony, or closing celebration.
- Proclaim the second full week in February to be National FCCLA Week in your state or city (see the FCCLA national website for a sample proclamation).
- Ask youth to assess your community's needs that can be addressed through youth service and then offer a suggestion to your city council, session of state legislature, etc.

Note:

When addressing correspondence, the following model is appropriate:
The Honorable (Full Name)
Address, City, State, Zip Code
Dear Senator (or Representative) (Last Name):

- Hold a recognition ceremony at city hall or the state capital for participants of National FCCLA Week or an FCCLA event that your chapter organized.
- Distribute a media release or public service announcement highlighting your FCCLA event.

Contacting U.S. Senators and Representatives

To identify and contact U.S. Senators and Representatives, go to www.senate.gov or www.house.gov. The mail to Congressional offices in Washington, DC, is often delayed. Our recommendation is to email or fax a letter to your representative or senator's office. If you prefer to send a letter, send it to the nearest district office within your state.

You'll want to be courteous, to the point, and, if possible, keep the letter to one page (even if you're sending it by email or fax). A few days after you send your invitation, follow up with the office to confirm they have received your correspondence and find out if there are any questions. You may want to encourage the office to let you know whether or not the representative or senator can attend by a certain date so you can include their participation in your future media releases. Be sure to explain that he/she is welcome at the event if their schedule changes at the last minute.

This information is easily adapted and can be used in your invitations to other elected officials from your state, including the governor, mayor, city council members, and state legislators.

Tips to remember when contacting elected and agency officials:

- Invite them early! Most officials have very busy schedules.
- Include your name and address, including city, state, and zip code.
- State your purpose for writing in the first paragraph.
- Describe your project, including the date(s) and times, specific location, the number of youth and adults invited, and how it serves the community.
- Be as specific as possible about how you would like to have their participation. Provide them with a variety of ways to get involved.
- Make sure you follow-up with their staff to receive a confirmation of their acceptance or a decline. If their staff tells you that the official is too busy to attend your event, ask their staff to attend and be prepared to let them know about other ways that he/she can show their support of your efforts.
- Mention officials or media who have already agreed to attend your chapter event.
- Make sure you thank them for their consideration.

Recognition for **Your Efforts**

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.

Applications should be submitted directly to FCCLA National Headquarters, postmarked March 1. Applications will be evaluated by a panel of judges. The winning chapter will receive an award of \$500, which will be presented at the National Leadership Conference.

The **National Outstanding Media Award** honors a media outlet whose responsibilities are not related to Family, Career and Community Leaders of America that has covered significant FCCLA activities and is giving continued service through media coverage to the local, state, and/or national organization.

Visit the FCCLA national website, www.fcclainc.org, under Awards/Scholarships for applications for both awards.

Efforts of the chapter may be included as part of the **STAR Event "Promote and Publicize FCCLA!"**. See the current *Competitive Events Guide* for more information on event guidelines and eligibility.

Write an entry for the **FCCLA blog**, located as a link from the FCCLA website. To share a blog entry, send it to communications@fcclainc.org.





Our Chapter's Year-Long Media Plan

August	September	October	November
How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media
December	January	February	March
How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media
April	May	June	July
How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media	How we will promote/work with the media

Chapter PR Plan Worksheet



Activity/Project/Event: _____

PR Chair for Activity/Project/Event: _____

Identify Concerns: What is the message to get across regarding the specific activity, project, or event? Who is the audience we will target with this message?

Set a Goal: What is the reason for the promotion? Who benefits from this activity, project, or event? What are the media outlets? Where will the story be placed?

Form a Plan: How will we tell the story? Which tools and techniques will we use?

Act: What exactly will happen? Who will do it, and when will they do it?

Follow Up: What finishing touches will cap off the promotion? How will we evaluate the results? Who do we need to thank and/or recognize?