



Family, Career and Community Leaders of America, Inc.

## 2017 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 April 1, 2017. Applications sent after the April 1, 2017 postmark deadline **will not** be considered.

### Award:

\$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 Branding & Promoting FCCLA*.

### Official Rules:

- Projects must be carried out between April 1, 2016 and April 1, 2017.
- A chapter project may be submitted for only one FCCLA national award.
- A chapter may submit only one application for each national award.
- Applications must reflect the work of FCCLA members. All applicants must be nationally affiliated with FCCLA by April 1, 2017. National FCCLA will verify affiliation at National Headquarters.
- Entries must be typed (**except signatures**) on the application form available on the FCCLA national website.
- **This form may not be altered!** Space used to answer questions must match the space on original application.
- **Font type must be Helvetica/Arial with a minimum of 10-point font size.**
- All referenced public relations information must be attached. Please include newspaper clippings, videos of newscasts, recordings 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 consideration, applications must be postmarked by **April 1, 2017**, and sent to FCCLA National Headquarters.
- Send this application by itself in an envelope marked "**Attn: National Chapter Public Relations Award.**"
- Projects will be disqualified for 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 not done so already.
- A chapter project that is similar in concept may not be submitted consecutively for award consideration.

A committee, appointed by National Headquarters staff, shall select the award recipient. (See attached information sheet and nomination form.)

All FCCLA National Chapter Public Relations Award applications must be submitted directly to FCCLA national headquarters by **April 1, 2017**.

Attn: National Chapter Public Relations Award Application  
FCCLA, 1910 Association Drive, Reston, VA 20191-1584  
(703) 476-4900 • Fax (703) 439-2662  
[www.fcclainc.org](http://www.fcclainc.org) • [inbox@fcclainc.org](mailto:inbox@fcclainc.org)

# 2017 FCCLA National Chapter Public Relations Award Application

Chapter Name: \_\_\_\_\_ School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

School Phone: \_\_\_\_\_ School Fax: \_\_\_\_\_

Adviser Name: \_\_\_\_\_ Adviser Email: \_\_\_\_\_

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

High School       Middle School

**Please provide the following numbers:**

Number of nationally-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 winner, our chapter must have at least one representative attend the 2017 National Leadership Conference and present information about our project at Spotlight on Projects and the National Network 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: \_\_\_\_\_

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**Project Title:** \_\_\_\_\_

**I. Project Summary (10 pts.)**

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

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### II. Needs, Goals, and Objectives (20 pts.)

- 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 did 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 pts.)

- 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.

**IV. Public Relations (35 pts.)**

- 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.

**V. Family and Consumer Science Skills (10 pts.)**

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

**VI. Presentation (5 pts.)**

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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