



South Dakota FCCLA

2023-2024

Public Relations Award Application

Due March 15, 2024, to Vice President of Public Relations

The South Dakota Association of Family, Career and Community Leaders of America presents the Public Relations award to chapters that utilize public relations activities throughout the year. This award provides an opportunity for chapters to highlight their success and receive recognition. **Please submit PDF of completed application by March 15th, 2024 to**, Branden Flowers, South Dakota FCCLA Vice President of Public Relations (BF3403@k12.sd.us) and cc Kris Brockhoft (Kristine.Brockhoft@lakeareatech.edu).

Bronze Star Chapter	1. Must complete 55-69 points worth of any combination of the chapter activities listed below.
Silver Star Chapter	1. Must complete 70-84 points worth of any combination of the chapter activities listed below.
Gold Star Chapter	1. Must complete 85-100 points worth of any combination of the chapter activities listed below.

Official Rules: To receive this award, a chapter must be affiliated and provide proof of chapter activities listed below to earn points (include screenshot/photo/pdf proof/etc.) of the chapter activities. Each activity is worth 2-15 points. Email digital copy of application (PDF) to Branden Flowers, Vice President of Public Relations, BF3403@k12.sd.us, and State Adviser (digital copy/scan) by March 15, 2024. Content of the application must have taken place between July 1, 2023 and March 15, 2024. This award is open to any FCCLA Chapter in South Dakota.

Electronic Media

Website	1. Have a FCCLA Chapter Website (5 points) 2. Have links on the website to national and state FCCLA websites (5 points) 3. Post a story with pictures about a service project or activity your chapter completed (5 points)
Social Media	1. Have a chapter blog, Snapchat, X (formerly Twitter), Pinterest, YouTube, Facebook, Instagram (5 points for each chapter account) 2. Post to chapter social media account(s) - 5 points per post -earn up to 30 points. Must be a different post for each account.

Written/Verbal Media

Newspaper	1. Articles about FCCLA events published in the local newspaper or newspaper/school website if no local newspaper (5 points each - up to 15 points) 2. Photo with caption published in local newspaper or on local newspaper or school website (if no local paper) (5 points each -earn up to 10 points)
School Announcements/ Radio Interview/Facebook Post	1. Participate in a radio interview, post a project video on Facebook, or submit an article to your school announcements about a specific FCCLA Chapter activity or event (submit 2 articles for 5 points - earn up to 10 points)
SD FCCLA State Newsletter	1. Submit a FCCLA Chapter article to the state newsletter (10 points - proof-newsletter article published in)
National FCCLA Video/News Article	1. Submit an article or photo that was published in or used in one of the national FCCLA promotional emails, videos, or social media posts (15 points)
Radio/PSA (Public Service Announcement)	1. Record a radio Public Service Announcement to be featured on the radio (10 points - earn up to 20 points)
Program/News	1. Be featured on a television news report/show (15 points)
Bulletin Board/Poster/ Electronic Sign	1. Have a bulletin board placed anywhere in the school displaying any type of material promoting FCCLA (5 points - earn up to 10 points) 2. Advertise FCCLA activities/events through posters designed and displayed in the school/community. (2 points each poster - earn up to 10 points) 3. Develop and have displayed electronic message promoting FCCLA activity or event. (2 points each message - earn up to 10 points)

INSERT PROOF OF PUBLIC RELATIONS ACTIVITIES HERE: (Use screen shots from computer/cell phone or take pictures of physical document/newspapers to insert into this document.)

Chapter President Signature

Date

Adviser Signature

Date