



South Dakota FCCLA 2024-2025 Public Relations Application

Due March 15, 2025, 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, 2025 to**, Jordan Platt, South Dakota FCCLA Vice President of Public Relations (JP4122@k12.sd.us) and cc Kris Brockhoft, South Dakota State Adviser, (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 (include screenshot/photo/pdf proof/etc.) of chapter activities listed below to earn points. Each activity is worth 2-15 points. Email a digital copy of application (PDF) JP4122@k12.sd.us, and cc State Adviser by **March 15th, 2025**. Content of the application must have taken place between **July 1, 2024 and March 15, 2025**. This award is open to all FCCLA Chapters in South Dakota.

Electronic Media

Website	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Have a Chapter Blog, Snapchat, X (formerly Twitter), Pinterest, YouTube, Facebook, or 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. 3. Use #SDFCCLA on every post

Written/Verbal Media

Newspaper	<ol style="list-style-type: none"> 1. Article 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/School Social Media	1. Participate in radio interview, post a project video on school social media, 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/Social Media Post/Article in Member Minute	1. Submit an article or photo that was published in or used in one of the national FCCLA promotional emails, videos, posters, 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	<ol style="list-style-type: none"> 1. Have a bulletin board placed anywhere in the school promoting FCCLA (5 Points – earn up to 10) 2. Advertise FCCLA activities/events through poster design and display cases (2 Points each – up to 20 Points) 3. Develop and have displayed electronic messages promoting FCCLA activities or events (2 Points each – 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

Chapter Adviser Signature

Date