



# **The Guide to Promoting FCCLA Brand and Promote**

Other resources  
are available  
on the FCCLA  
national website at  
[www.fcclainc.org](http://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 220,000 members and nearly 7,000 chapters from 50 state associations and the District of Columbia, 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 because its programs are planned and run by members. 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, D.C., 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 ground-breaking 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, D.C.

### **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 for every member.

### **Winter 1985**

*The Adviser* 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.

### **July 2005**

The first **Ultimate State Officer Academy** (USA) Leadership Training, Phase I, was held at the National Leadership Meeting in San Diego, California.

### **September 2005**

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

### **February 2010**

Celebrating 65 years of leadership.

**To view a more comprehensive list of FCCLA's history, see the *FCCLA...The Handbook to Ultimate Leadership*.**

# What is **FCCLA**...

## 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 communications, 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—may be single or double-breasted
- Black skirts and slacks are to be worn with the official blazer

## Tagline

The Ultimate Leadership Experience

## Motto

Toward New Horizons

## Flower

Rose



# FCCLA Programs

Don't know what to say? Use these key messages when you are talking about each FCCLA national program and resource to your classmates, family, community, and the media.



**Dynamic Leadership** Dynamic Leadership helps young people learn about leadership; recognize the lifelong benefits of leadership skills; practice leadership skills through FCCLA involvement; and become strong leaders for families, careers, and communities. *Dynamic Leadership interacts with other national programs.*



**Career Connection** A national program that guides young people to link their options and skills for success in careers, families, and communities.



**Leaders at Work** A unit within Career Connection that motivates students to prepare for career success and recognizes FCCLA members who create projects to strengthen leadership skills on the job.



**Community Service** A national program that guides students to develop, plan, carry out, and evaluate projects that improve the quality of life in their communities.



**FACTS—Families Acting for Community Traffic Safety** A national peer education program through which young people strive to save lives through sober driving, seat belt use, and safe driving habits.



**Families First** A national peer education program through which young people gain a better understanding of how families work and learn skills to become strong family members.



**Japanese Exchange** 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.



**Financial Fitness** A national peer education program that involves youth teaching other young people how to make, save, and spend money wisely.



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



**STOP the Violence—Students Taking On Prevention** A national peer education program that empowers youth with attitudes, skills, and resources to recognize, report, and reduce youth violence.



**Student Body** A national peer education program that helps young people learn to eat right, be fit, and make healthy choices.

Check the FCCLA national website, [www.fcclainc.org](http://www.fcclainc.org), for more information on programs and other national activities.

# Competitive Events



## STAR Events—Students Taking Action with Recognition

National competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation.

### Competitions

#### Foundational Events

Applied Technology  
 Career Investigation  
 Entrepreneurship  
 Focus on Children  
 Illustrated Talk  
 Interpersonal Communications  
 Job Interview  
 Life Event Planning  
 Parliamentary Procedure  
 Promote and Publicize  
 FCCLA  
 Recycle and Redesign

#### Leadership Events

Chapter Service Project Display  
 Chapter Service Project Manual  
 Chapter Showcase Display  
 Chapter Showcase Manual  
 National Programs in Action

#### Career Preparation

Culinary Arts  
 Early Childhood  
 Fashion Construction  
 Hospitality  
 Interior Design  
 Teach and Train

# FCCLA Resources



## Membership Campaign

Recruit members, get them involved, and recognize their accomplishments with Be Part of It!



## Alumni & Associates

Demonstrate your support for FCCLA and give back to the organization that builds leaders for families, careers, and communities. Visit [www.fcclaalumni.org](http://www.fcclaalumni.org).



## Adviser Academy

FCCLA is proud to continue the successful Adviser Academy, a five track program for FCCLA national recognition. The Adviser Academy is comprised of four professional development tracks held during FCCLA national meetings and one track completed with state advisers. Advisers selected to the Academy are encouraged to commit to attendance at each track. Advisers will receive a certificate of completion for the Adviser Academy.

## National Cluster Meeting

National Cluster Meetings provide an opportunity for students and advisers to come together to expand leadership skills, explore pathways, and discover new ways to put FCCLA's national programs into action.

## National Leadership Conference

Gather together with more than 5,000 students and advisers to elect the new National Executive Council, participate in competitive events, attend dynamic general sessions, and explore ways to enhance your leadership skills in your families, careers, and communities.

## Ultimate State Officer Academy

Unite with FCCLA officers from across the nation to strengthen your leadership skills, participate in team building activities, and network with other officers through this powerful leadership development and certification program!



Check the FCCLA national website, [www.fcclainc.org](http://www.fcclainc.org), for more information on programs and other national activities.

# FCCLA Resources

## PUBLICATIONS



### **Teen Times**

Stay informed with the official magazine of national FCCLA, *Teen Times*. Connect to project ideas, programs, and chapters across the country. See your adviser for your personal copy.

### **The Adviser**

*The Adviser* is a resource for up-to-date information on Family and Consumer Sciences education, FCCLA chapter management, professional development, and colleague accomplishments.



### **Online Communication**

FCCLA has added four new ways for advisers to connect, promote their program, and access important information. The Chapter Adviser Listserv, E-Adviser, Adviser Blog, and Online Lesson Plans and Activities can be accessed on the FCCLA website.

## FCCLA Planning Process Overview

Use this overview to guide your **FCCLA Planning Process Worksheet**. You can find a worksheet to fill in on the **Be Part of It!** membership CD or on the **FCCLA website**.



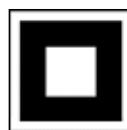
### **Identify Concerns**

- Brainstorm concerns
- Evaluate listed concerns
- Narrow to one workable idea or concern



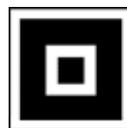
### **Set Your Goal**

- Get a clear mental picture of what you want to accomplish
- Write it down
- Evaluate it



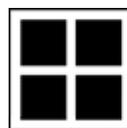
### **Form a Plan**

- Plan how to achieve goal
- Decide who, what, where, when, why, and how



### **Act**

- Carry out project



### **Follow Up**

- Evaluate project
- Thank people involved
- Recognize participants

# FCCLA Logo Dos and Don'ts

## FCCLA Emblem

The FCCLA emblem shows that FCCLA is a dynamic, active organization bound for the future. The dominant collegiate lettering articulates a focus on education and student leadership. The swooping arch embodies an active organization that moves toward new arenas. The color of the emblem is one of the organizational colors—red (PMS 185).

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 for sale to the public except as authorized by FCCLA national headquarters.

## Colors

Official colors contribute to the organization's national unity and provide national identity. The FCCLA colors are—red (PMS 185) and white.

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.

## USING THE EMBLEM

### Rules and Regulations

When the emblem is reproduced, it should be an exact replica of the official emblem.

Do not alter the emblem's wording, design, or proportions.

The emblem should appear in red (PMS 185) or black (not other colors).

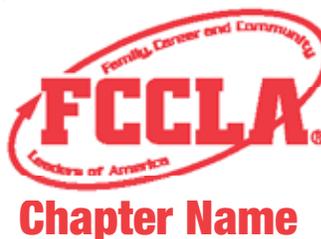
The following guidelines are recommended when wearing the official emblem.

- Wear the emblem over the heart or on a jacket pocket.
- Avoid wearing the emblem in combination with other school organizations emblems or seals or in combination with the school's name.

## Placement of Chapter Name

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

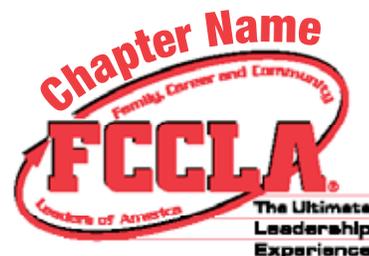
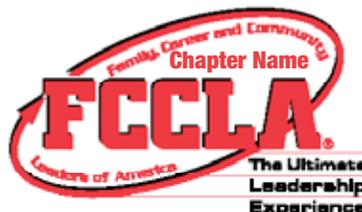
With No Tagline



With Tagline

### Chapter Name

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



# FCCLA 65 Years of Leadership Usage Guide

The purpose of this document is to provide a set of guidelines for using the 65 Years of Leadership logo of Family, Career and Community Leaders of America (FCCLA). These guidelines attempt to address logo usage, when appropriate, and provide FCCLA national staff, Board of Directors, state staff, local chapter advisers, and members with a clear, easy-to-understand, easy to implement framework for developing consistent FCCLA communications as we celebrate a monumental anniversary.

The FCCLA 65 Years of Leadership logo plays a very important role in promoting the campaign for celebrating

## ABOUT THE LOGO

### Colors

Color is a key element in identity. 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:

Red (PMS 185) and Black

### Size and Placement of Logo

The FCCLA 65 Years of Leadership logo does not have a standard size—size can change depending upon use. The logo must always appear large enough to be readable.

### Use with Other Logos

On occasion it may be necessary to use the FCCLA 65 Years of Leadership 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 65 Years of Leadership logo should be a minimum of .5" from the other logos.



### Logo Dos and Don'ts

#### Do:

- Use it on all FCCLA publications intended for an external audience, including membership materials, fact sheets, announcements, meeting programs, press releases, stationary, business cards, etc.
- Place on websites of the national office as well as State Association websites
- Include in advertising, on emblematic materials, and banners
- Refer to the FCCLA Logo and Tagline Usage Guide
- Contact FCCLA with any questions

#### Don't:

- Use with FCCLA logo or tagline logo, since the logo is incorporated in the design
- Use it as a theme for the chapter and state activities and meetings
- Distort the logo or change the color scheme

## Publication Guidelines

### Teen Times

In order to expand *Teen Times* to the website, we need your stories!

#### Timeline:

| Issue             | Article/Photo Deadline |
|-------------------|------------------------|
| September/October | July 1                 |
| November/December | October 1              |
| January/February  | December 1             |
| March/April       | February 1             |



### The Adviser

Share lesson plans and other ideas with fellow FCCLA advisers.

#### Timeline:

| Issue  | Article/Photo Deadline |
|--------|------------------------|
| Fall   | July 1                 |
| Spring | January 1              |

Check out the FCCLA website to submit your stories and pictures today.

## National Program Lesson Plans and Activities

Submit your favorite lesson plans and/or activities, so that FCCLA can build its national program offerings by including your information on the website for other advisers to integrate into their classrooms.

#### Timeline:

Year round.

## Photo Guidelines

Journalists appreciate receiving photos or artwork specific to the topic of your release. Double-check the photos are 5x7 inches or larger, with a complete caption taped on the back of each photo. High-resolution digital files are preferred, provided the image has a resolution of 300 dpi or higher in jpeg format. Each photo must indicate credit (who took the photo), and caption.

#### Before Taking the Photograph:

- **Check lighting.** Ensure the lighting is sufficient to bring out the detail and show the true, bright colors of the subjects. Avoid shadows and do not take photographs inside a garage or warehouse. When using a flash, avoid reflections on glass or mirrors.
- **Show detail.** Let the subject fill the entire frame. If the person(s) clothing/belongings contain activity/event/program names and/or sponsors, include them in the photo.
- **Avoid clutter.** Remove anything in the background that distracts from the item being accessed. A plain colored fabric backdrop can be used to accomplish this when taking a photo of a lineup. However, do not use all white because the contrast will be too great.
- **No offensive or derogatory information.**

**After taking the photograph**, it is important to balance the contrast and brightness, rotate the photo to the correct position, and crop unnecessary background items.

## Copyright

As 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: **Communications Coordinator**  
1910 Association Drive, Reston, VA 20191-1537  
703-476-4900

# FCCLA 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 PDA
- a CTSO webcast
- a FACS class

## FCCLA Terminology

**FCCLA programs, scholarships, and awards.** All program names should be in roman font, not italicized.

- 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. Lower case 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”)
- co-curricular** (FCCLA activities are co-curricular, not extra- or intra-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*.

# Media

## 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: 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 where 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 on many community concerns. The more recognizable FCCLA and your chapter names are, the more likely media representatives are to respond to your story ideas.

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## 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](http://www.ap.org/pages/contact/contact.html).

### 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

The internet—especially news-oriented websites—are becoming a heavily relied upon source for easily accessed, reliable, and up-to-date information. Websites are targeted toward a specific audience, so be sure to take the time to

# Media

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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 Community Service program.

## Media Plan

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 with, “We are so excited to make a difference for the American Cancer Society. 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? Example: 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 people’s 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.

# Media

**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?

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, learn who covers news related to your chapter's activities.

**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.

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 back-up 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.

# Media—PSAs

## PSAs: Public Service Announcements

FCCLA has created a series of six written PSAs and two video PSAs. These PSAs have been distributed to help FCCLA gain name recognition across the country. They 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.

### The following are available written PSAs:

- Community Service
- General FCCLA
- FACTS
- Families First
- STOP the Violence
- Student Body

### The following are available video PSAs:

- General FCCLA
- STOP the Violence

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.
- Since the PSAs are from national FCCLA, make sure to note whether space is available for a “tag” that identifies local contacts on the issue.

## 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] 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](http://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



### Media Advisory

#### 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] [Company] members of the [School Name] FCCLA chapter.

FCCLA: The Ultimate Leadership Experience 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 related courses as determined by the state department of education. FCCLA has more than 220,000 members and nearly 7,000 chapters from 50 state associations and the District of Columbia, Puerto Rico, and the Virgin Islands. The organization has involved more than ten million youth since its founding in 1945.

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!

# 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.
- 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.

## 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, then phone 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.

# Media

## Tips on Writing a Media Release Cont'd.

- 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 on page 10). 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.

## Sample Media Release



**FCCLA**  
The Ultimate Leadership Experience

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

---

**For Immediate Release**  
[Date]  
[FCCLA Adviser]  
[State Name] FCCLA

Contact:  
[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 220,000 members in celebrating National FCCLA Week February 7-13, 2009. This year's theme is "Grasp Greatness." 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)

FCCLA: The Ultimate Leadership Experience 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 220,000 members and nearly 7,000 chapters from 50 state associations and the District of Columbia, Puerto Rico, and the Virgin Islands. The organization has involved more than ten million youth since its founding in 1945.

Family, Career and Community Leaders of America is unique among youth organizations because its programs are planned and run by student members. It is the only Career and Technical 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: The Ultimate Leadership Experience

###

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

# Media—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

- Mayor
- City/County Council
- School Board Members
- Police Chief/Sheriff

### State

- Governor
- State Representatives
- State Senators
- State Board of Education

### National

- United States Representatives
- United States Senators

## 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 offer a suggestion to your city council, session of state legislature, etc.
- Hold a recognition ceremony at City Hall or the State Capitol 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](http://www.senate.gov), or [www.house.gov](http://www.house.gov), respectively. The mail to Congressional offices in Washington, D.C. 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.

## When addressing correspondence, the following model is appropriate:

The Honorable (Full Name)

Address, City, State, Zip Code +4

Dear Senator (or Representative) (Last Name):

## 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](http://www.fcclainc.org), under Awards/Scholarships for applications for both awards.