

PR with Pizzazz!!!

St. Edward, Nebraska FCCLA Chapter

Our FCCLA Chapter has used a variety of public relations techniques to promote the Family, Career, and Community Leaders of America in our school, community, and state. Some of our PR ideas are listed below:

- Newspaper full-page ad – Before FCCLA Week, we called twenty businesses in our community and asked them to help sponsor a full-page advertisement in our local newspaper recognizing the accomplishments of our chapter members. By asking for \$10 from each sponsor, the cost of the \$200 ad was soon raised. On the ad are member's names, officers, and list of chapter activities, STAR competitors, and pictures of major accomplishments.
- Radio advertising and PSAs – One of our members, who was also a state officer, wrote and recorded two 60-second and one 30-second radio ads promoting Family and Consumer Science and FCCLA. Through the generosity of an anonymous donor in our community, we were able to buy radio-advertising time during FCCLA Week on eight radio stations across Nebraska. Since we had purchased ad time, the stations also agreed to air the same ads as PSAs at no cost. The text for the ads is on the other side of this sheet.
- Radio interview on morning show – Four of our Senior members, three of whom were on state peer officer teams and the other a state officer, were guest DJs on a morning radio show. They talked about their personal experiences in FCCLA and how the organization benefits students who are involved.
- Placemats in local restaurants – As a Power of One project, a member designed placemats to promote our FCCLA chapter. He listed all the names of our chapter members. He contacted a local restaurant and asked the owner if she would use the placemats during FCCLA Week. This was a good way to inform the community about FCCLA.
- Locker signs – A Senior member made locker signs for each chapter member who had qualified for the state STAR competition or who had earned other state recognition. He did this as a Power of One "Speaking out for FCCLA" project.
- Web site – Members from our chapter created the Nebraska State web site five years ago and have maintained it since then. This spring a competition was held to choose a new state webmaster and pass on the responsibility. You can see the state website at <http://nde4.nde.state.ne.us/FCS/fccla/fccla.html>.
- Report from nationals at School Board meeting – Each year, when we return from the national meeting, we request time on the agenda at our school board's August meeting. We create a computer slide show with pictures we have taken at nationals to inform the board members and administrators of our involvement at the national meeting.

These are the scripts for the radio advertisements we made... feel free to use them to make your own ads. We'd appreciate hearing from you if you use these ads or develop others of your own. Please e-mail us at vwhidde@esu7.org.

At a time when safety in our schools and communities is a major concern, we need all the help we can get. Many experts feel that the best way to strengthen and rebuild the social fabric of our country is to offer programs that provide our children with skills for living in today's world. Family and consumer sciences, and student organizations like FCCLA, develop leadership, occupational training, and the skills needed for life in our changing society. Support the family and consumer science program in your school...strengthening families today will lead to a brighter tomorrow. *"This message has been brought to you by the Nebraska Family, Career, and Community Leaders of America."* (30 second ad with music background)

Almost everyone you ask will say there's not enough time to do everything they need or want to do. With only 24 hours in a day, we all feel the stress of too many roles and responsibilities. At times one role or another needs extra attention and our lives can get out of balance. Successful people manage to focus on their priorities while continuing to perform and grow in a variety of activities. Fortunately, there are programs that help to do this in our schools. Lessons you learn in family and consumer science classes and FCCLA chapters prepare you to be one of those successful people. The more you know about setting priorities and managing resources, the more prepared you are to find balance in your life. Support the family and consumer science program in your school...strengthening families today will lead to a brighter tomorrow. *"This message has been brought to you by the Nebraska Family, Career, and Community Leaders of America."* (60 second ad with music background)

Parenting has been called the toughest, but most important, job you'll ever have. The hours are long, the pay is zero, and it's a job you keep for a lifetime. We all know that good parenting skills are vital to raising well-adjusted children and building strong family units. It should be easy to see then, that parenting education should be something that is important for everyone who plans someday to be a parent. That is why family and consumer science education should be a strong component of every educational plan. In family and consumer science classes, students develop parenting skills that will help them to build strong families. FCCLA chapters across Nebraska focus on the family by promoting community and school activities that put "Families First". Support the family and consumer science program in your school...strengthening families today will lead to a brighter tomorrow. *"This message has been brought to you by the Nebraska Family, Career, and Community Leaders of America."* (60 second ad with music background)