

Family, Career and Community Leaders of America Texas Association

Texas Media Award Form

Texas FCCLA will honor a media outlet that has covered significant FCCLA activities and is giving continued service through press coverage to the local, state, and/or national organizations.

DEADLINE:

All applications are due to the Texas FCCLA Office postmarked by February 1, 2012. Applications sent after the February 1, 2012 postmark deadline will not be considered.

Award:

The Texas Media Award recipient will be recognized at the 2012 State Leadership Conference.

Eligibility:

Those eligible for the award are radio stations, newspaper companies, television stations, journals, and magazines.

Criteria:

Nominees will be judged based on their contributions to Family, Career and Community Leaders of America, Inc., in one or more of the following areas:

- Outstanding and continuing media coverage that contributes to the achievement of the goals of Family, Career and Community Leaders of America, Inc.
- An effective public relations program that has helped publicize and promote a positive image of Family, Career and Community Leaders of America, Inc., on the local, state, and/or national levels.
- Assistance in promoting, covering and publicizing Family, Career and Community Leaders of America, Inc., programs, activities, and projects locally, at the state level, and/or nationally.
- Assistance in communicating the Mission and Purposes of Family, Career and Community Leaders of America, Inc.

Official Rules:

Nominations for the media award may be submitted by:

- an affiliated chapter
- the State Executive Council
- the State Board of Directors
- the State Alumni & Associates
- the state headquarters staff

A letter of recommendation in support of the nominee must be submitted with the official nomination form from any **two** of the following people:

- Chapter Adviser
- Chapter, Regional, or State Vice-President of Public Relations/Reporter or Chapter or State President
- School Board Member
- Principal/School Administrator
- Regional or State Adviser

Media award recipient shall be selected by a committee, appointed by state headquarters staff. (See attached information sheet and nomination form.)

All State Texas Media Award applications must be submitted directly to FCCLA state headquarters.

1107 W. 45th St.

Austin, TX 78756

512-306-0099

fccla@texasfccla.org

2012 Texas Media Award Application

Award Category:

- Urban** (above 100,000 core city population)
- Small Town** (less than 100,000 core city/town population)

Name of Nominee: _____

Contact: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

Name of FCCLA Chapter or State Association Nominator:

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

Nominees will be judged based on their contribution to Family, Career and Community Leaders of America, Inc., in the following areas:

- 1.** Please describe the nominee's outstanding and continuing media coverage and how it contributes to the achievement of the goals of Family, Career and Community Leaders of America, Inc. (20 points)
- 2.** Please explain how the nominee has executed an effective media effort that has helped publicize and promote a positive image of Family, Career and Community Leaders of America, Inc., on the local, state, and/or national levels. (20 points)
- 3.** How has the nominee assisted in promoting, covering, or publicizing Family, Career and Community Leaders of America, Inc., projects locally, at the state level, and/or nationally? (20 points)
- 4.** How have the Mission and Purposes of Family, Career and Community Leaders of America been communicated to the general public? (20 points)
- 5.** Please attach clippings, tapes, and all other media information referred to in the applications. (20 points)

I agree to our company being placed in nomination for the Texas Media Award from Family, Career and Community Leaders of America.

(Typed names will not be accepted)

Signature of Nominee

Representative: _____

Date: _____

Signature of

Nominator: _____

Date: _____

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