

FUTURE BUSINESS LEADERS OF AMERICA

# Officer Resource Guide



PUBLIC  
RELATIONS  
OFFICER

# Table of Contents

## The Public Relations Officer

Congratulations .....	2
The Public Relations Officer’s Role .....	3
Duties and Responsibilities .....	4

News Releases .....	5
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POW Progress Form .....	6
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## Appendices

Appendix A—BA <sup>2</sup> -Chapter Recognition Guidelines and POW Progress Form.....	7
Appendix B—GAP Sample Letter from Chapter .....	13
Appendix C—Sample Press Release (Chapter Donation).....	14
Appendix D—Sample Press Release (Student Achievement).....	15
Appendix E—Sample Press Release (Upcoming Fundraising Events) .....	16

# Congratulations

Your FBLA chapter has bestowed a great honor upon you in electing you chapter public relations officer. During the coming year, it will be your responsibility to serve your chapter to the best of your ability.

This resource guide is designed to aid you in the implementation of activities, which will strengthen your chapter. Newsletters, the POW Progress Form, and publicity are other important points that will be reviewed.

The members of your chapter will be looking toward you for guidance this year. You shall be a leader and an inspiration to them. What you do makes a great difference to the success of the chapter. **GOOD LUCK!!!**

# The Public Relations Officer's Role

As public relations officer, you have the responsibility of publicizing the events and accomplishments of your chapter. As a leader in communication, you will be interacting with many people within your chapter and community.

Your main responsibility is to compose articles and newsletters about chapter events. Communication to chapter members, community members, and business professionals will begin with you. You play an important role on the officer team as the chapter plans events and needs publicity.

You will also be involved in public relations activities. How your community and school perceive your chapter will greatly depend on you. Maintain a professional image and never lower yourself to the standards of others. Never belittle your officers or members; they are the ones who supported you, and now it's time for you to support them.

Throughout this resource guide, you will be introduced to forms and manners in which you can best publicize your chapter and its accomplishments.

# Duties and Responsibilities

It is the responsibility of the public relations officer to bring recognition of the chapter and its members to the public—your section, the state chapter, and your own community. This is done through reporting the activity of your chapter through the section and state newsletters as well as your local public media.

When you provide information to the people outside your chapter, you bring awareness of your chapter to the public and perhaps stimulate and sustain public support for your chapter activities. The benefits of a job well done include increased interest from the local business community in your chapter's activities, attraction of new members, and goodwill toward your FBLA chapter in your community and school.

Your main duty is to gather, classify, and write the news to submit to the various media, including the local community newspaper, the school newspaper, and when appropriate, your local radio and TV. When you provide information to people outside the chapter, you bring your chapter to the public.

In addition to submitting news to the various media, your duties as chapter public relations officer include the following (if your chapter designates you as the officer responsible):

- Prepare your chapter's POW Progress Form and submit a copy to your section director. You should also keep a copy in your files.
- Submit articles to your section newsletters about chapter events. You should also include a printable photograph of your chapter members in action.
- Send newsworthy items to the section, state, and national FBLA public relations officers or the National web site.
- Maintain communication with your section and state public relations officer.
- Publicize your chapter's community or school service project in your local paper.
- Keep complete files of all your POW Progress Form reports in order to assist in the preparation of the Business Achievement Awards chapter recognition and the Local Chapter Annual Business Report.
- Work with the chapter officers and advisers for ideas and suggestions.
- Assist with the development and maintenance of the chapter website, blog, online calendar, or message board.
- Assist with the development and implementation of the chapter newsletter.
- Send copies of chapter newsletters to local businesses and community leaders.
- Facilitate all public relations activities of the chapter.
- Keep an up-to-date list of e-mails and web addresses for the submission of web releases.

# News Releases

What should be included in a news release? Remember to include the facts of your story:

<b>Who</b>	Names of the organizations and people involved, such as committee chairpersons, elected officers, and speakers
<b>What</b>	Business meeting, social, speaker or other activity
<b>When</b>	Date and time of the meeting or activity
<b>Where</b>	Location of the event
<b>Why</b>	Purpose of the activity or meeting
<b>How</b>	Details of how the activity was carried out

The lead (the first couple sentences) should answer these questions. The lead is designed to give the reader information quickly and in such a manner that he or she will want to read the rest of the story.

After the lead, the details should be written in declining order of importance. This permits the editor to cut from the bottom, if necessary, without having to rewrite the story.

**Never editorialize.** Stick to the facts. If opinions are stated, be sure to give the name of the person who is being quoted.

News release must be typed when submitted. Double space the article on one-sided, white, letter-sized paper.

Put your name, title, address, phone number, other identifying information, and date at the beginning. Leave about one-third of the first page blank at the top for the editor's use. If more than one page is needed, conclude each page at the end of a paragraph and write "more" at the bottom. At the end of the news release, type three pound signs (###).

Indicate by means of a release date just above the first line of the story when the story can be published. If a specific release date is not necessary, write "for immediate release" and be sure you have typed the date on which it was sent. Keep in mind the release date so that the use of "today" and "yesterday" makes sense in the story. Allow sufficient time for the release to reach the publishing office. Delivery by hand is the best guarantee.

Also note that it is now very common for news releases to be submitted via the web or e-mail.

# POW Progress Form

The Business Achievement Awards (BA<sup>2</sup>) Program of Work Progress Form, called the POW for short, consists of a report of the chapter's activities for the previous month. The purpose of this project is to recognize on a monthly basis those chapters with outstanding programs and to develop strong communication between the chapter and the section director.

## Regulations

1. Two copies of the POW Progress Form are needed:  
One copy is e-mailed to the chapter's section director  
One copy is to remain in the chapter's file
2. The form must be e-mailed to the section director no later than the tenth of each month. For example, October's POW Progress Form must be submitted no later than November 10. **Exception:** The form for June, July, and August should be combined as one POW Progress Form and submitted by September 20.
3. Please see the appendix for a copy of the form.
4. When applicable, additional documentation must also be submitted with the final POW Progress Form in March. If additional documentation is required, it is noted on the form.
5. Each month the chapter can select one member to be the local chapter's member of the month. There is a portion of the POW Progress Form for recording the member of the month. In addition, the name of the member of the month, school name and address, and adviser name must be e-mailed to the State President by the same deadline for submission of the POW. The State President will mail a certificate to the member of the month.
6. An activity can only be counted in one category.
7. Activities listed on the POW Progress Form must be completed between the first day of the last State Leadership Conference and the day prior to this year's State Leadership Conference.

# Appendix A

## BA<sup>2</sup>-Chapter Recognition Guidelines and POW Progress Form



### CALIFORNIA FBLA BUSINESS ACHIEVEMENT AWARDS CHAPTER RECOGNITION PROGRAM GUIDELINES

- Purpose:** California FBLA's Business Achievement Awards—Chapter Recognition Program is designed to assist chapters by
- helping chapters deliver balanced programs that address all elements of FBLA's mission
  - recognizing those chapters that excel in planning, implementing, evaluating, and reporting their activities monthly
  - allowing chapters to chart their own path to success
  - helping chapter officers, advisers, and Section/State leaders monitor the chapter's progress
  - providing a planning guide that meets California Standards and Assessments, NBEA standards, and FBLA Goals
  - providing a checklist to meet the requirements for Gold Seal Chapter Award of Merit recognition
  - giving chapters a head start in completing their Local Chapter Annual Business Report
- Recognition:** Chapters can achieve one of following three levels of recognition based on their achievements during the year.
- *Chapter Achievement Award*
  - *Chapter Excellence Award*
  - *Outstanding Chapter Award*
- The following incentives are offered:
- Chapters will automatically be recognized for the national level Business Achievement Awards—Chapter Recognition Program. *No other forms need to be completed or sent to National FBLA Headquarters!*
  - Certificates will be awarded to chapters and ribbons will be awarded to chapter members attending the State Leadership Conference. Chapters that complete the program will be recognized at the State and National Leadership Conferences.
  - Chapters earning the *Outstanding Chapter* designation will earn two (2) complimentary registrations for the following Leadership Development Institute (LDI).
  - Chapters earning the *Chapter Excellence* designation will earn one (1) complimentary registration for the following LDI.
- Procedure:**
1. Chapter officers and advisers should review the total program early in the year and determine the level of achievement they wish to complete. On the *Program of Work (POW) Progress Form*, place a check mark (✓) in the **POW "Planned" column** for those items that are included in your chapter's plan. Make note of the number of items that need to be completed in order to achieve the desired level of recognition. A chapter must complete the minimum number of items indicated in each of the categories in order to achieve a particular level of the award. Categories are *Membership/Chapter Management*, *Community/School Service*, and *Education/Progress*. To assist in your planning, FBLA goals are referenced in the *Program of Work (POW) Progress Form*. (FBLA goals and their corresponding numbers are listed on the next page.)
  2. For additional assistance in planning and completing the items listed on the *POW Progress Form*, you can refer to the *Chapter Management Handbook* and/or the *State Projects Recognition Form*.



*LOCAL CHAPTER ANNUAL BUSINESS REPORT  
CATEGORIES*

**CHAPTER PROFILE**

1. Letter to chapter members (stockholders)
2. Number of members
3. Size of school and community
4. When and where the chapter was organized

**PRODUCTIVITY**

1. Recruitment of members and chapters
2. Leadership development for officers and members
3. Preparation of students for business careers
4. Service to the school and community
5. Cooperation with business, professional, and service groups
6. Participation in public relations activities
7. Support of FBLA national and state projects
8. Attendance and participation at state and nationally sponsored conferences

**RECOGNITION**

1. For FBLA competitive events and activities
2. For school, community, business, and industry activities

**BUSINESSLIKE PROCEDURES**

1. Chapter management and organization
2. Financial development, including fund raising and financial statement





Chapter Name: \_\_\_\_\_ For Month Ended \_\_\_\_\_  
 Chapter Adviser: \_\_\_\_\_ Adviser's Email: \_\_\_\_\_

EDUCATION/PROGRESS (continued)												
(Complete 7 items for Chapter Achievement Award; 9 for Chapter Excellence Award; 11 for Outstanding Chapter Award)												
POW "Planned" (✓)	FBLA Goals	Items	Please check the appropriate column(s) upon completion									
			Apr	May	Summer	Sept	Oct	Nov	Dec	Jan	Feb	Mar
	7	10. Design local chapter FBLA T-Shirt to promote FBLA										
	3, 5	11. Create a 30-second public service announcement or press release about American Enterprise Day or FBLA-PBL Week										
	8, 9	12. Organize a business tour (update monthly info. below) Business Toured _____ Number of Members Attended _____										
	1, 2	13. Have a member(s) plan and present an icebreaker/workshop for a chapter meeting or conference										
	1, 8	14. Host an FBLA section conference										
	6	15. Participate in a fundraiser for your local chapter										
	1, 2, 4, 5, 7	16. Conduct activities for FBLA-PBL Week/National Career and Technical Education Week										
	1, 2	17. Run a candidate for section/state/national office										
	8, 9	18. Entered competitors in last year's state or national conference or this year's section conference										
	7	19. Present local FBLA scholarships to active senior members										
	7, 8, 9	20. Prepare a local chapter website or publish a local chapter newsletter—Website Address _____ or Name of Chapter Newsletter _____										
		21. Other (update monthly info. below) Activity _____										

**GOLD SEAL CHAPTER AWARD OF MERIT REQUIREMENTS**  
 (Only the Top 15% of Chapters in California will be recognized)

Write YES	*Page(s) in LCABR	
		The following requirements must be answered with a "YES" in order to qualify for the Gold Seal Chapter Award of Merit:
		1. Submitted at least five (5) <i>POW Progress Forms</i> by the 10 <sup>th</sup> of the following month; for summer, Sept. 20 to Section Director
		2. Paid state and national dues by October 20 for a minimum of five (5) members
		3. Paid section dues by October 20
		4. Recruited or renewed five (5) professional members by February 1
		5. Sent representative(s) to FBLA conferences sponsored by the section, state, and national association (must attend at least two conferences)
		6. Encouraged other schools to organize FBLA chapters
		7. Entered at least one section and state competitive event
		8. Toured at least two (2) businesses
		9. Invited businesspersons and other professionals to become involved in at least two (2) chapter activities
		10. Conducted a public relations program in the school and community
		11. Submitted at least five (5) members for either Future, Business, Leader, or America Award recognitions
		12. Completed the Government Awareness Project
		13. Completed one additional State Chapter Project
		14. Completed the <i>Outstanding Chapter</i> level
		15. <b>Adviser</b> —Email final POW Progress Form to the State Officers' Adviser by date specified in State Leadership Conference Reg.
		16. Complete information below and attached this final <i>POW Progress Form</i> to the outside front cover of one copy of the <i>Local Chapter Annual Business Report</i> and mail to your Section Director by date specified in State Leadership Conference Registration. Also, mail three (3) copies of the report to FBLA State Leadership Conference Chair.

\*LCABR—Local Chapter Annual Business Report  
 Award Earned \_\_\_\_\_ (Section only) Date Received \_\_\_\_\_  
 Signed \_\_\_\_\_ (President) Signed \_\_\_\_\_ (Adviser)  
 School Address \_\_\_\_\_ Name of Principal \_\_\_\_\_

# Appendix B

GAP Sample Letter from Chapter

**Future Business Leaders of America  
Hoover High School  
P.O. Box 534  
Hoover, CA 93785**

September 16, 2009

Senator Maurice Johannessen  
543 Wyatt Road  
Redding, CA 49932

Dear Senator Johannessen

During recent years, our country has witnessed several incidents of high profile failure on the part of our business leaders. These cases have focused our attention on the need to properly prepare our next generation of business leaders so that they will be successful while still being ethical. California is fortunate to already have a program operating which does just that!

Future Business Leaders of America (FBLA) is the premiere organization for students preparing for careers in business. This organization works as a co-curricular partner with our schools to prepare students for "real-world" professional experiences. Members gain the competitive edge for college and career success.

As a chapter of FBLA, we have served as role models to our fellow schoolmates. We have been given the opportunity to travel the country, network, earn scholarships, compete in business related events, and fill leadership positions on the local, section, state, and national levels. Our hard work and involvement has established our chapter as a leading organization on campus.

FBLA currently operates in approximately 200 high schools in California, directly impacting nearly 6,000 students each year. The program benefits from support received through AB8 and Perkins allocations. Your support of these funding sources is vital in our efforts to expand the program to more schools and more students. These funds represent an important investment in the future of California's business leadership.

For more information on how FBLA works and how you can further support this program, visit our website at [www.cafbla.org](http://www.cafbla.org), or contact our State Program Coordinator, Judy Nunes, at [programcoordinator@cafbla.org](mailto:programcoordinator@cafbla.org).

Sincerely yours

Bailey Davis  
Hoover High School FBLA Chapter President

Jessica Truth  
Hoover High School FBLA Chapter Adviser

# Appendix C

## Sample Press Release (Chapter Donation)

For Immediate Release

Date: \_\_\_\_\_

Contact: (Name) \_\_\_\_\_

Phone: \_\_\_\_\_

Student Organization Raises \$ \_\_\_\_\_

Anytown, VA – Students from \_\_\_\_\_ FBLA-PBL chapter raised \$ \_\_\_\_\_ to benefit  
(School)  
 \_\_\_\_\_ and chapter activities today. The group held a \_\_\_\_\_  
(Charity) \_\_\_\_\_ (Activity)  
 to raise funds as well as create community awareness of the needs of \_\_\_\_\_.  
(Name of Charity)

“We were really pleased with the turnout and support of the local community for this event,” said \_\_\_\_\_  
(Local Chapter Spokesperson), “while developing our own experience in community service.” \_\_\_\_\_  
(Charity)  
 supplies \_\_\_\_\_ for underprivileged families that are trying to \_\_\_\_\_.  
(Service) \_\_\_\_\_ (Kind of Improvement)

The \_\_\_\_\_ FBLA-PBL Chapter was able to generate donations of \_\_\_\_\_  
(School) \_\_\_\_\_ (Name Donation Types)  
 from the business community for this \_\_\_\_\_.  
(Activity)

For more than 60 years, FBLA-PBL, Inc. has helped high school, middle level, and postsecondary students successfully make the school-to-career transition. FBLA-PBL produces results, including: Character and leadership, good citizenship, financial management skills, and global marketing knowledge. Each year, more than 250,000 students are gaining ability today for their personal and professional development. For more information

contact \_\_\_\_\_ at \_\_\_\_\_.  
(Contact Name) \_\_\_\_\_ (Phone, E-mail)

###

# Appendix D

## Sample Press Release (Student Achievement)

For Immediate Release

Date: \_\_\_\_\_

Contact: (Name) \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_ Wins High Recognition at \_\_\_\_\_  
(Student Name) (NFLC, SLC, NLC)

Anytown, VA – \_\_\_\_\_ FBLA-PBL member took first place in \_\_\_\_\_ at the \_\_\_\_\_ held in \_\_\_\_\_ today. The competition was part of a \_\_\_\_\_-day program for FBLA-PBL members from around the \_\_\_\_\_.  
(School) (Event/Office) (NFLC, SLC, NLC) (City, State) (Region/Country)

“We were really proud of all our chapter representatives this year at \_\_\_\_\_,” said \_\_\_\_\_, “and we are thrilled that our community could be so well represented by \_\_\_\_\_ and other local winners.”  
(Event) (Local Chapter Spokesperson) (Student Name)

Describe the event (e.g., public speaking, accounting, keyboarding).

For more than 60 years, FBLA-PBL, Inc. has helped high school, middle level, and postsecondary students successfully make the school-to-career transition. FBLA-PBL produces results, including: Character and leadership, good citizenship, financial management skills, and global marketing knowledge. Each year, more than 250,000 students are gaining ability today for their personal and professional development. For more information

contact \_\_\_\_\_ at \_\_\_\_\_.  
(Contact Name) (Phone, E-mail)

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# Appendix E

## Sample Press Release (Upcoming Fundraising Events)

For Immediate Release

Date: \_\_\_\_\_

Contact: (Name) \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_ to Benefit Charity and Student Organization  
(Activity)

Anytown, VA – Students from \_\_\_\_\_ FBLA-PBL chapter will host a \_\_\_\_\_  
(School) (Activity)  
to benefit \_\_\_\_\_ and chapter activities. The group hopes to raise \_\_\_\_\_ as well as  
(Charity)  
create community awareness of the needs of \_\_\_\_\_.  
(Name of Charity)

“We look forward to \_\_\_\_\_ while making a strong contribution to our area,” said  
(Briefly Describe Activity)  
\_\_\_\_\_. “It should be a rewarding experience as well as helpful.”  
(Local Chapter Spokesperson)

\_\_\_\_\_ supplies \_\_\_\_\_ for underprivileged families that are trying to  
(Charity) (Service)  
\_\_\_\_\_.  
(Kind of Improvement)

The \_\_\_\_\_ FBLA-PBL Chapter was able to generate donations of \_\_\_\_\_  
(School) (Name Donation Types)  
from the business community for this \_\_\_\_\_.  
(Activity)

For more than 60 years, FBLA-PBL, Inc. has helped high school, middle level, and postsecondary students successfully make the school-to-career transition. FBLA-PBL produces results, including: Character and leadership, good citizenship, financial management skills, and global marketing knowledge. Each year, more than 250,000 students are gaining ability today for their personal and professional development. For more information contact \_\_\_\_\_ at \_\_\_\_\_.  
(Contact Name) (Phone, E-mail)

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