

Nebraska FBLA Media Booklet

**By: Kristin McLaughlin
2000-2001 State Reporter**

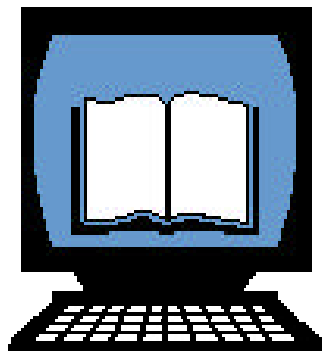


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NEWSPAPERS

Newspapers are a great way to inform community members about FBLA activities. Depending on the size of the newspaper, it is also an easy way to have chapter news published. When writing a newspaper article, it is important to write interesting news that speaks directly to the readers. There are three types of newspaper articles: press releases, feature articles, and letters to the editor.

PRESS RELEASES

When a newsworthy event or achievement happens in the chapter, press releases are the best way to give media contacts enough information to write an article. Although it is discouraging to know that most press releases are trashed rather than printed, it should not prevent us from sending the press release to the paper. The best way to have an article published is through personal contact and targeting the correct people for your news.

There are many important tips to remember when preparing a press release. The press release should be short, accurate, objective, and informative. The physical appearance is also an important factor. A press release always needs to be typed on 8 1/2-by 11-inch paper or letterhead. Identify the sender (organization or association) in the upper right-hand corner of the page by listing the name, address, and telephone number. Double space and in the upper left-hand corner include a contact person who can answer questions about the event by typing FOR MORE INFORMATION CONTACT: (person's name and phone number). Double space and type FOR IMMEDIATE RELEASE or FOR RELEASE ON (give date). Triple space and then start writing the text. Be sure to double space the content and try to keep the release to one page, but no more than two pages. If the release is more than a page, never split paragraphs from one page to the next and place a headline and page number on each page after the first. After the press release is finished, triple space and in the center of the page, type three number signs (###) to indicate the end of the release.

What is written in the press release is almost more important than the format. Be certain to include the 5 W's and H (Who, What, When, Where, Why, and How). The first sentence of the press release should answer all of these questions. That first sentence is called a lead. The lead is going to make the readers decide if they want to continue reading the article, so make sure it is exciting and catchy. Also proofread the article at least three times to check for errors.

When the press release is ready to be sent, it is important to follow a couple of steps. First, double check the name and address of the appropriate media contact. Then before the press release is mailed, call a few key contacts to let them know the release is on the way. Finally, a few days later call the contacts again to ensure they received the materials.

Press releases can also be sent to other types of media besides newspapers. Examples of other

types of media the press release can be sent to are local radio and TV stations, radio or TV talk shows, city officials, local magazines, and local civic groups. An example of a press release is found on page 5.

FEATURE ARTICLES

The purpose of a feature article is to interest, instruct, or entertain readers but still tell them about the FBLA association or events. Feature articles are excellent ways to generate publicity for the chapter and its activities. Most times the feature article is a human-interest story. This type of article can cover how-to information, personalities, personal experiences or thoughts, and feelings. However, remember that the article must appeal to the general audience.

The format to a feature article is a little different from the format of a news release. Type the article doublespaced and leave the upper third of the first page blank. The margins must be one inch; and if the article is more than a page long, put the word **Amore@** at the bottom of each page. When the article is finished type **AEnd,@A###,@** or **A30"** at the bottom of the last page. Remember the article must be accurate, organized, and contain a good lead.

A feature article can be sent to local and school newspapers, magazines, and local business and industry publications. Make sure the story is of interest to the media contact before spending time writing the article. When the article is submitted, identify the organization, name, phone number, and date on the upper-left corner of each page. An example of a feature article is on page 7.

IMPORTANT ADDRESSES

These addresses are just a couple of the addresses where press releases and feature stories can be sent:

FBLA-PBL National Publications
1912 Association Drive
Reston, VA 20191-1591

Nebraska Pledge
c/o Kristin McLaughlin
312 262nd St.
Elmwood, NE 68349

News to You
Lincoln Journal Star
P.O. Box 81689
Lincoln, NE 68501

The Lincoln Journal Star offers a special Hometown or News to You section that features community and educational activities. This special section is divided into regions around the state to cover most activities.

LETTERS TO THE EDITOR

The four most-read sections of any newspaper are sports, the front page, comics, and letters to the editor. Take advantage of the opportunity to write a letter to the editor. It is a great way to express your opinions, tell about a certain activity, and publicize FBLA. The format for a letter to the editor should be the same format as a business letter. The easiest way to write a business letter is block style with open punctuation. For an example of a letter to the editor, turn to page 8.

NEWSLETTERS

A great way to keep members in your chapter informed is to start a local chapter newsletter. The newsletter should contain stories that are of interest to the members and highlight their efforts toward chapter projects. Include pictures in the newsletter and make it eye-catching to encourage members to read the important information. Distribute the newsletters at key points during the year at local chapter meetings or hang the newsletter in their lockers. After the newsletter is completed, share it with school administrators or have the newsletter available for interested patrons at a sporting event. The Elmwood-Murdock chapter shared an example of a newsletter distributed last year (see pages 9 and 10).

PHOTOGRAPHS

When reading the newspaper or other printed materials, one most often reads the article that entices him with a photograph. In order to take interesting photographs to send to print media, one must plan ahead. These few photography tips can make the photograph one of the best:

- C Concentrates on Only One Subject
- C Shot at Close Range and From Different Angles
- C Shows Action Taking Place
- C Doesn't Look Posed

When the photograph is sent, it is necessary to type a brief, stand-alone caption (double spaced) on a plain sheet of paper. Identify the people in the photograph from left to right and front to back. Include the name, address, organization, and phone number on the paper. Realize that the photograph will not be returned after it is sent in; don't ask for the photograph to be returned because it will almost guarantee that the article will not be published. An example is on page 11.

Kristin McLaughlin
Nebraska FBLA State Reporter
312 262nd St.
Elmwood, NE 68349
(123) 456-7890

FOR MORE INFORMATION CONTACT: Beverly Newton, 123-4567

FOR IMMEDIATE RELEASE

Leading the Way, the theme of the Future Business Leaders of America (FBLA) 2000 National Leadership Conference, held in Long Beach, California, on July 8-11, set the stage for the 139 members and advisers in the Nebraska delegation. Nebraska helped lead the way with 29 Top 10 placings!

First-place awards were received by Roshni Sampath, Chase County, Job Interview; Cassie Bacon, Lyons-Decatur, Computer Applications; Amanda Anson, Genoa, Word Processing II; and Carrie Johnson and Kristin McLaughlin, Elmwood-Murdock, American Enterprise Project.

Sue Sydow, Lyons-Decatur High School, received national recognition as Nebraska's Outstanding Local Adviser. Laurie Hilgenkamp, Arlington, was named to the national Who's Who in FBLA and also received a \$500 Distinguished Business Leader scholarship.

Second place award recipients were Kevin Pepperl, Lincoln Southeast, Economics; and Jennifer Myers, Geneva, Future Business Leader. Students placing third were Brian Kell, Aurora, Economics; Keith Nodskov, Platteview, Future Business Leader; Adam Eck, Heartland, Introduction to Business; Abbie Farrens, Lyons-Decatur, Machine Transcription; and Renae Shanle, Genoa, Word Processing I. Autumn Mead, Wood River, and Walker Wilkins, Blair, placed 4th in Introduction to Parliamentary Procedure and Technology Concepts, respectively.

Fifth place recipients were Kami Hoffman, Heartland, Accounting II; John Toester, Aurora, Business Communication; and Jeff Thiem, Genoa, Word Processing I. Students placing 6th were Wes McClure, Waverly, Computer Concepts; Nicky Hoffman, Heartland, Introduction to Business; Melissa Edstrom and Abby Maxwell, Raymond Central, Local Chapter Annual Business Report; and the Parliamentary Procedure Team: Elyse Johnson, Kalyn Mead, Cathi Skeen, Wood River and Amy Rosenquist, Aurora. Seventh place was received by David Schlake, Wymore Southern, Business Procedures; and Brandon Kula, Genoa, Word Processing II. Bridget

Stansberry and Anna Bowers, Lyons-Decatur, placed 8th in the Business Plan event.

Recipients of 9th place were Isaac Berg, Cambridge, Accounting I, and Becky Murphy, Wood River, Introduction to Parliamentary Procedure. Students receiving 10th place were Andrew Watt, Heartland, Business Law; Erin Ebeler, Nemaha Valley, Business Procedures; Rory Roundtree, Dundy County, Impromptu Speaking; Jill Olson, Tracy Ortmeier, and Miranda Cade, Blair, Partnership with Business.

Gold Seal Chapter Award of Merit winners were Arlington, Blair, Cambridge, Chase County, Dundy County, Elkhorn, Elmwood-Murdock, Fairbury, Geneva, Genoa, Gibbon, Omaha Northwest, Omaha Roncalli, Raymond Central, Sandhills, Waverly, and Wood River.

Columbus Lakeview High School was recognized as the second largest chapter in the Mountain Plains Region with 186 members. Dorchester High School received first place in the Mountain Plains Region for the largest local chapter membership based on school population with 65 percent of its student body in FBLA. Nebraska had the largest increase in state membership in the Mountain Plains Region with 598 members.

Throughout the week students not only competed in their events but attended workshops and sessions at the conference plus saw the sites of the Long Beach area. Students earned the right to compete at the national conference by receiving first or second in their events at the State Leadership Conference in April.

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Elmwood-Murdock FBLA
Mr. Fred FBL
(123) 456-7890
February 28, 2000

One goal of Elmwood-Murdock Future Business Leaders of America is to preserve the past and to remember their hometown author, Bess Streeter Aldrich. This year the Elmwood-Murdock chapter has served as an advocate for the Bess Streeter Aldrich Foundation. With FBLA's helpful hand, the Aldrich Foundation flourished. One of the main projects this year was to paint a mural on a wall of the Elmwood Grocery Store. FBLA commissioned artists Geoff and Echo Easton to paint the mural (60 ft. by 10 ft.). The mural includes a prairie scene, early buildings of Elmwood, and Mrs. Aldrich's portrait. The FBLA chapter organized a campaign to raise \$1,800 in order to fund the project. The mural was sectioned off into one-foot squares and sold for \$3/square. FBLA found businesses or individuals that were interested in sponsoring a section of the mural. Names of all donors were posted on a plaque inside the grocery store.

FBLA has also helped the Aldrich Foundation in many other ways. Other projects that the chapter has completed this year to assist the Aldrich Foundation include: marching in the Rim of the Prairie parade, soliciting an antique bookcase, maintaining the Aldrich sign, producing a video of the upstairs of the house, making a walking-tour brochure which highlights Mrs. Aldrich's homes and other important landmarks in Elmwood, promoting membership in the Foundation, and creating a virtual reality web page of the house.

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November 3, 1999

Editor
c/o Plattsmouth Journal
410 Main
Plattsmouth, NE 68048

Dear Editor

In all the holiday shopping rush we sometimes forget how lucky we are to be able to shop where we please. We often take for granted the freedom to shop from store to store to purchase gifts or other items. This freedom of choice is **American Free Enterprise.**

On November 15, we celebrate the right to America's free enterprise. Every day we are faced with choices--what to drive, where to eat, what to purchase, and where to shop; free enterprise is what makes this possible. Entrepreneurs are able to start their own businesses because of the American free enterprise system. Since free enterprise is such an important part of our lives, it seems fitting to have a day designated to celebrate this freedom. So let's be thankful for free enterprise and be sure to celebrate **American Free Enterprise Day** on November 15!

Sincerely

Kristin McLaughlin
Reporter
Elmwood-Murdock FBLA

FBLA GAZETTE

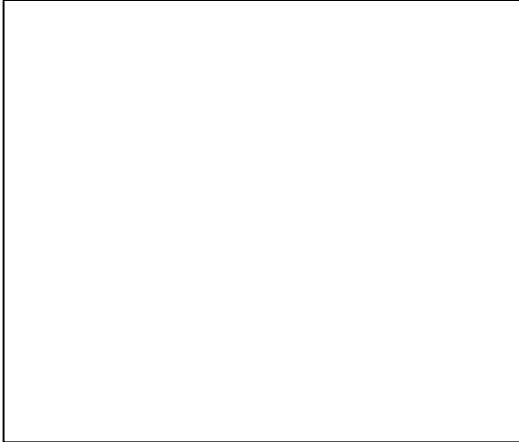
Volume 2

Editor: Kristin McLaughlin

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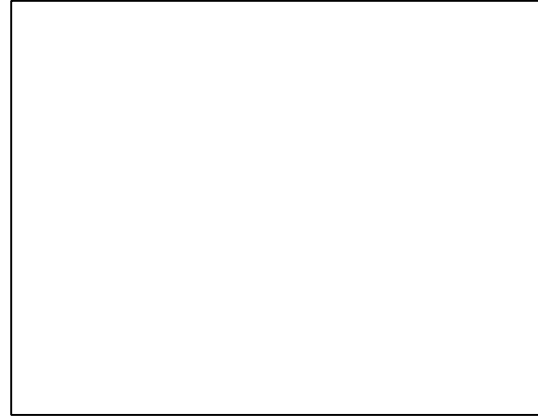
FBLA WEEK

CHAPTER PROJECT REPORTS



(Anne Bryers speaks to FBLA members and patrons)

Elmwood-Murdock FBLA recognized American Vocational Education Week during February 6-12; a number of projects were planned for the week. Promotional posters were posted on Sunday, February 6. Monday included a meeting where members and interested community patrons learned more about the Internet. On Tuesday, members provided refreshments for Parent-Teacher Conferences. A seat belt safety check was held on Wednesday where student drivers who wore their seat belts had the opportunity to win a prize. On Thursday, elementary students sold products to parents and teachers during Parent-Teacher Conferences for the conclusion of the E-M Main Street Project. FBLA provided tray favors at the Senior Center to recognize Valentine's Day on Friday. The week concluded on Saturday with a data match activity; students found their compatible partners while the proceeds from the project were donated to the March of Dimes.



(Steve Backemeyer supports the 4th Grade Class)

American Free Enterprise

The American Free Enterprise project is starting to "wrap up." The elementary students have made their products and sold them at Parent-Teacher Conferences. This concludes the E-M Main Street aspect. For the Career Center aspect, members are setting up job shadows for sixth grade students on February 22 and a field trip for fifth grade students on February 21. The field trip will be to Runza Restaurant, UN-L Dairy Store, and Weaver Potato Chip Factory. Members have also created a Scavenger Hunt about careers for elementary students. The AFE project was very successful.

Community Service

Community Service project committee members have been extremely busy lately. The project is currently fund-raising for a mural on the side of the Grocery Store in Elmwood. Co-chairs, Danae Wolcott and Lindsay Minch, contacted Echo and Jeoff

Easton of Crete to paint the mural. To fund-raise for the project people will contribute money for sections of the building. There are 600 sections of the building at \$3 a square. FBLA members will receive two points for every three blocks they sell.

Partnership with Business

The Elmwood-Murdock FBLA Chapter named Oxbow Hay Company as its Partnership with Business partner. Along with Oxbow Hay, the chapter also was involved with many other local businesses and provided a program that informed them about Internet and wireless Internet connection. Local businesses and community members listened to a speaker discuss the benefits of wireless Internet connection at the February 7 FBLA meeting.

GET FIRED UP FOR SLC!

State Leadership Conference will be held from April 6-8 this year at the Holiday Inn Convention Center in Omaha. It is a fun and exciting time in which students can utilize their FBLA skills in competition while meeting new people. There will be a wide variety of people from all over the state in attendance.

Although students are required to take tests, most of your time can be spent hanging out with your friends. There are numerous seminars that are excellent ways of passing the time between tests. In addition, our very own Kristin McLaughlin will need extra hands to work in her campaign booth. Those people who attend SLC will experience the wonderful excitement of SLC.

DRESS CODE FOR SLC!

While attending State Leadership Conference, delegates must be "business-like" in their attire. For boys proper business attire includes: dress shirt, slacks, or ties. For

girls business attire includes: dresses or slacks, a nice blouse, and dress shoes. No denim, short skirts (more than two inches above the knee), t-shirts, or tennis shoes are allowed. After sessions delegates will be able to wear khaki shorts, but no jeans.

1999-2000 STARS OF THE MONTH!

During this past year many members have been honored as Stars of the Month. These members earned this recognition by contributing their time in an effective way to our FBLA chapter. This year the Stars of the Month are:

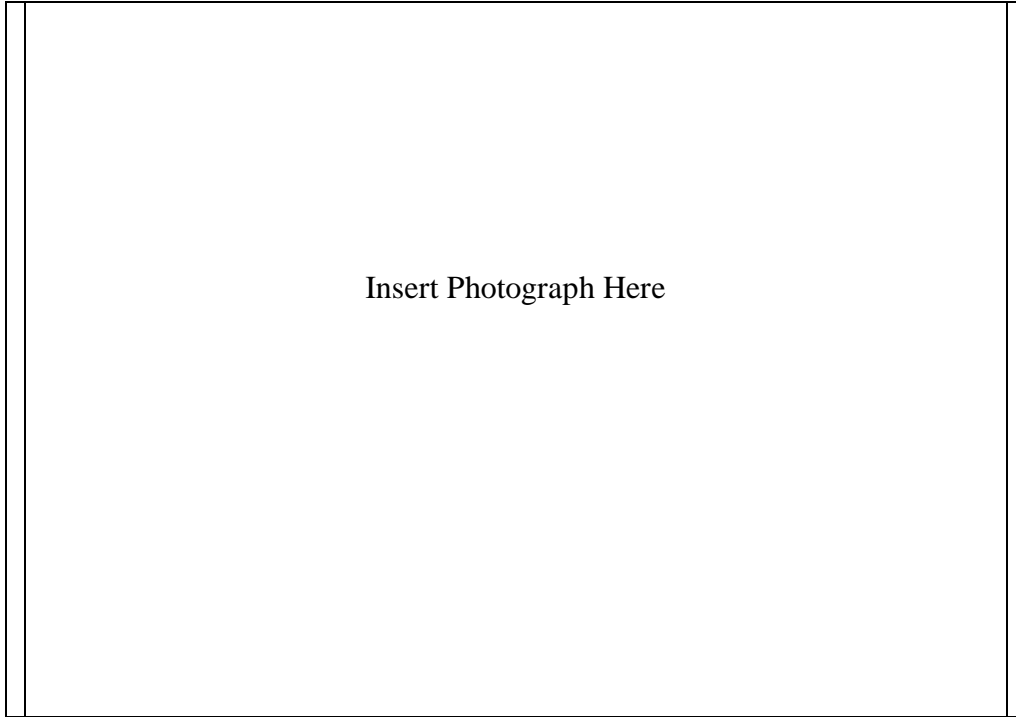
August – Kristin McLaughlin
September – Lindsay Minch
October – Kelly Bolles
November – Danae Wolcott
December – Carrie Johnson
January – April Graff

There still is time to become a Star of the Month! So work hard and maybe you will be recognized for your hard work towards our chapter's success.

THE FUN DOESN'T END AT SLC!

No one can deny that State Conference is a fun time. However, nothing can top the National Leadership Conference. Last year, Nationals was held in Chicago, Illinois, and was a great experience for all that attended. FBLA treats qualifiers: we eat in the best restaurants, stay in the best hotels, and enjoy the best entertainment. In addition to these benefits, part of the trip is paid by the school and the state chapter. This year, Nationals will be held in sunny Long Beach, California. Study hard so you can be spending your days at the beach this summer on July 6-12!

*Fred FBL
Elmwood-Murdock FBLA
(123) 456-7890*



Carrie Johnson and Kristin McLaughlin hang flyers publicizing American Enterprise Day.

RADIO

Depending on the size of the radio stations, radio can be a great way to publicize FBLA activities that are geared toward the community. There are several types of formats that radio stations can use to publicize the event: live or recorded interviews, panel discussions, one-time shows on a special topic, public service announcements (PSAs), talk shows and personality spots, newscasts, community calendars or bulletin boards, and editorials. To increase the chances of having the event publicized on the radio, personally call the station and find out who you need to contact. Then personally call or visit the individual. Depending on the type of format being used, send a written copy of the information you want to have aired.

Public service announcements are a great way to highlight community service activities and they are free. FCC regulations state that stations must provide free air time for PSAs. Many radio stations are receptive to 30-second PSAs; PSAs can be as short as 20 seconds or as long as 60 seconds. When writing a PSA, make it interesting so the radio station will want to air it. It is suggested to hand deliver the PSA to the station or editorial director. Most importantly, don't tell the director when or how to air the PSA.

Many schools now have a public address system. This PA system can be very helpful when recruiting new members or informing members of important events. Schedule a time with administrators when the PSA or message can be read across the system for all students to hear. Some of the best times to read the announcement are the beginning/end of the school day or during the time that school has announcements read over the system.

Below is an example of a 30-second PSA for National FBLA Week:

February 11-17 is the National FBLA Week. FBLA stands for Future Business Leaders of America, an association of over 230,000 high school students enrolled in business programs. They are preparing for careers in the business world through studies in general business, bookkeeping, data processing, and many other areas. In addition to their classroom training, these students have the opportunity to develop strong, aggressive leadership qualities and civic responsibilities through the activities and projects of their FBLA chapter. Through practical experience and competition on a local, state, and national level, the students in FBLA learn through active participation.

TELEVISION

If the opportunity arises, television appearances are an excellent way to publicize FBLA events. Not only do viewers learn about the purpose of FBLA, but it also gives them the opportunity to see the members in action. Local TV stations have news programs, talk shows, and community affairs programming that FBLA members can take advantage of in order to promote an activity or event.

If the need for publicity on television arises, cable TV is one of the best sources to contact. Many cable TV stations are eager to fill programming voids. Some stations may offer to film and air your events. Another way to publicize your event is to take advantage of the community calendars that many news stations and cable stations offer. In order to make the most of this media opportunity contact the local television and cable stations to learn more about how to receive air time or send in information about the community calendar. Public service TV time is most often available during late spring and in the few weeks after Christmas.

WEB PAGES

With the continued increase in the use of technology, the Internet is an effective way to publicize the local chapter and its events. There are many different tools that a chapter can use in order to make their web page exciting and useful for the betterment of the chapter. Although it may be a little time-consuming to keep the web page up-to-date, it makes the chapter website more effective. The school web page is also a great way to publicize FBLA events because many parents and/or community patrons will check the site often.

When developing a web page, it is important to remember these few tips in order to keep the members safe, yet make the site enjoyable for others.

- C Never list names of students with pictures
- C Only use first names or initials when names are placed on student work
- C Make the web page attractive and informative
- C Design the page so it looks attractive through various web browsers
- C Have quality content
- C Be certain that all material is proofread and acceptable

POSTERS

This form of publicity adds an artistic or graphic touch to media forms. The purpose of a poster is to attract patrons or members to an event rather than inform. Posters do need to contain key information like a simple caption in order to give enough information about the event, but they don't need to go into detail like a press release would. Remember, people glance at a poster; they don't read it. An attractive poster needs to grab a person's attention by having simple graphics or designs on it.

Where the poster is displayed is almost as important as the design of the poster. Posters need to be placed where the target audience lives, works, shops, or "hangs out" so they can become aware of the event. Some places that posters can be posted are:

- C Schools
- C Churches
- C Libraries
- C Malls
- C Store or restaurant windows
- C Company bulletin boards

When hanging the posters around the community always:

- C Get permission before posting them.
- C Remove them after the event the poster publicizes is over.
- C Thank the organization that donated the space.

A poster publicizing FBLA Week is found on the following page.



Celebrate F B L A Week!

FEBRUARY 11-17, 2001

For more information
check-out the Nebraska
FBLA website at <http://www.nde.state.ne.us/BUSED/fbla.html>

MEDIA DO'S AND DON'TS

When preparing all types of media formats for publicity of a local chapter, it is essential that these simple Do's and Don'ts are followed. This will increase the chances of your event being publicized.

DO:

Do keep submission deadlines in mind.

Do use the proper format for materials submitted.

Do be professional and businesslike in dealing with contacts.

Do meet with and call contacts on a regular basis.

Do record promptly any contact name, address, and phone number changes.

Do ask questions. Find out specific procedures, deadlines, requirements, submission criteria, etc.

Do make your submissions accurate, timely, informative, and complete.

Do include a chapter contact name and phone number with every submission.

Do match your submission to the media. Be sure to send something they can use.

Do be sure to have a newsworthy story to tell.

Do look for the local angle in telling your story.

DON'T:

Don't bully, threaten, or beg for media attention.

Don't ask for clippings or for the final review.

Don't complain if the material sent isn't used.

Don't be a pest to your contacts.

Don't send a publicity photo to a radio station or a PSA to a newspaper.

Don't send the same submission to more than one contact within a given media organization.

Don't waste contact's time and resources.

Don't tell old news.

Don't disguise publicity seeking as news.

Don't confuse an announcement of an event with reporting on it.