

Item #		Points Per Activity	Maximum Points	Points Earned
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Public Relations

17 red	The chapter participated in a television and/or radio program (excluding in-school closed circuit TV broadcasts) between February 21, 2011, and February 20, 2012, to promote the goals or purposes of FBLA. You may claim points only if the program reaches an audience outside of the school system.	5	20	
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Announcements only of meetings, activities, or projects do not qualify for these points. Indicate the information about each program in the spaces below:

a. Call Letters of Station: _____
 b. Date Aired: _____
 c. Nature of Message Aired: _____

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suggestion: (1) Create a folder for OCC Item #17 and store in a file cabinet. (2) Place a copy of this page in the folder.

information: These items should be media coverage of FBLA events that are broadcast in the community. In most (but not all cases), the FBLA adviser and/or members may have been interviewed by radio/TV personnel or asked to comment on the activities.

Points may also be claimed for a production produced by an FBLA chapters that was broadcast to the local community via radio or TV, but it must be more than just announcement of an upcoming meeting, activity, or project.

Chapters may not claim points for items placed on public-service bulletin board or for items that aired only in school.

completion: Simply enter the information requested above and claim the points on the spreadsheet.