



Public Relations Photo Challenge

*Missouri Competitive Event
State Leadership Conference*

Public Relations (PR) Photo Challenge, *an individual or team event*, encourages members to showcase their chapters participation within FCCLA. Through this project you should be able to see in a glance what FCCLA looks like in your chapter.

CONTEST RULES AND SPECIFICS

- Participants will submit a minimum of one photo per month that best represents the requirements for months September through February (2025-2026) in FCCLA by March 1.
- The maximum number of photos that can be submitted are 10 total photos and a minimum of 6 photos.
- This is a pre-submit Show-Me Skill event so all photos and requirements will be submitted at the Missouri FCCLA website under the “Compete” tab and then click on Show-Me Skills. There you will find the correct spot to submit your portfolio for the PR Photo Challenge. All consent forms and project details must be submitted by March 1, 2025.
 - You may submit a Google Drive link, compressed folder, etc., as long as evaluators will have access to open files.
 - Each photo should be saved as a .png or .jpg file and titled ChapterNameStudentLastName_Month#.
 - Example: MissouriWitte_September1
 - Along with the photos, participants should submit an attention-grabbing caption that would accompany each photo on social media. These may all be on one document, but should be labeled to match the photo titles.
- Photos should be taken by a participant, a chapter member, or someone you know and received written permission to use their photo for this project. A consent/photo release form must be filled out for all subjects in all the photos.
- Once submissions are received, they will be placed on Missouri FCCLA’s Instagram and Facebook accounts as their own individual post. The entry/post that has the most interaction and likes will be the winner of this PR event. Interactions on social media accounts will be evaluated from March 3rd - March 10th (one week period).
- Engagement will be counted by the amount of likes, comments, or shares a post receives. This engagement will be counted for both Instagram and Facebook with interactions only counting on the original posts from Missouri FCCLA.
- Voters may have up to three interactions on a post per social media account, if they choose to like, comment, and share/repost. (Multiple comments or shares will only count as one vote.)
- The winner will be announced at the State Leadership Conference.

Monthly Guidelines for Photos:

MONTH	TOPIC	DESCRIPTION
September	Why Join FCCLA	Choose photo(s) that could fall under the recruitment category and could illustrate a positive reason to join or be a part of FCCLA
October	Member Spotlight	Choose photo(s) that spotlights a single member or a select few that deserve to be spotlighted in your chapter.
November	Fall Leadership Conference	Choose photo(s) that show how your chapter was represented at the Fall Leadership Conference.
December	Chapter Events	Choose photo(s) that showcases a chapter event you have hosted for your chapter and illustrates excitement within your chapter.
January	STAR Events/Leadership	Choose photo(s) that show how your chapter is involved in STAR Events and/or leadership roles. Leadership could include Regional Officer positions as well.
February	FCCLA Week	Choose photo(s) that represent your chapter and how you celebrated FCCLA Week 2025.