



Citrus Circuits
Fall Workshop Series

Public Relations & Team Image

by Brook Ostrom

Why Manage Your Team Image and Message?

- Develop a team identity
- Create connections with your community
- Recruit new members
- Engage sponsors



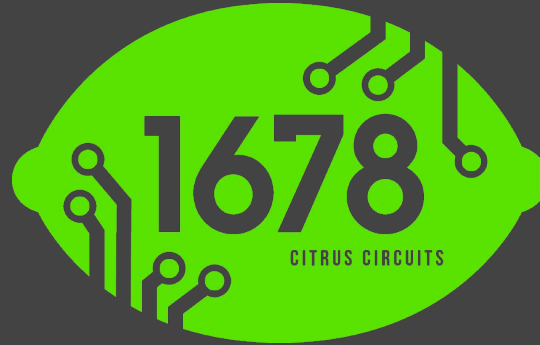
Things to Keep in Mind

- Your image reflects your team
- Consistent branding
- Timely communications and information
- Who is your audience?
 - Tone
 - Content

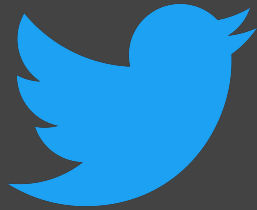


Branding

- Have it everywhere
- Easy to recognize
- Consistency
- Create standards for your logo, colors and fonts



Media Channels



Writing



- **Proofread**
 - ALWAYS get a second set of eyes
- Be precise and concise
- Spelling, grammar, consistency

Press Releases

- **Audience:** local community members
- Provide background
- **Content:** big events, interesting stories
- Factual, unbiased
- Still interesting



Next Generation

Citrus Circuits takes Central Valley Regional by storm

By Special to The Enterprise

From page D5 | March 18, 2016

The reigning world-champion Citrus Circuits robotics team led the winning alliance at the Central Valley Regional Competition held in Madera last weekend.

Citrus Circuits competed with 48 other high school teams from across California in this year's FIRST Robotics game, Stronghold, which consists of breaching enemy defenses by driving robots over obstacles in the playing field and capturing opponents' towers by shooting "boulders" into goals to gain points.

Each team is on an alliance with two other robots, and two alliances compete against each other at time.

Citrus Circuits claimed first place at the start of the competition and firmly held on to that ranking, seeding first after qualification matches concluded.

Having the first seed allowed the team to choose two alliance partners: Team 254 Cheesy Poofs from San Jose and Team 3970 Duncan Dynamics from Fresno.

Together, the three teams dominated the competition, scoring a total of 380 points in the final two matches and earning them the title of regional winners in the process. The alliance also set the highest competition score in the world this season with 210 points in one match.

Example



The Citrus Circuits robot shoots a "boulder" into a goal during last week's Central Valley Regional in Madera. The defending world champions won the competition. Courtesy photo

Citrus Circuits is scheduled to compete again at the Sacramento Regional Competition, which will be held March 23-26 at UC Davis' ARC Pavilion. This local event is free and open to the public; everyone is encouraged to come and watch.

Citrus Circuits is composed of high school and junior high students from Davis High School, Da Vinci Charter Academy, and Harper, Emerson and Holmes junior high schools.

Major sponsors of the team include UC Davis, FMC Technologies, NVidia, DMG Mori, the Davis Joint Unified School District, Sunpower, the Davis High School PTA, and the DHS Blue & White Foundation. Learn more about the team at www.citruscircuits.org.

Getting it Published

- Finding a contact
- Timing
- Include:
 - Press release
 - Photo
 - Contact info



Newsletters

- **Audience:** people who support you
- Informative and personalized
- Consistent frequency
- Complete control





MONKEY BUSINESS

News of the Lynbrook High School Robotics "Funky Monkeys," FIRST® Team 846



Editor-in-Chief

Megan Lau

Editors

Owen Li,
Jessica Zheng

Table of Contents

- 1 New Hexagonal Bumpers; Inspiring the Next Generation; Owning the CalGames Competition
- 3 Robotics as a Class; Strategies for Success
- 4 Activities We Do Outside of School, Where Are Our 2014 Alumni?

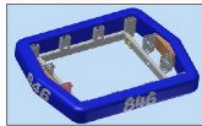
Upcoming Events

- January 3rd, 2015
Build Season
6 full weeks of robot building
Kickoff Day
What will be the next challenge for every FIRST Robotics team?

Hexagon Is The New Rectangle

The new bumpers drastically improved the 2014 robot's on-field performance.

Raphael Chang (senior)



Despite the results of our impressive 2014 competition season, our robot, Funky

see [HEXAGONAL BUMPERS, Page 2](#)

Inspiring the Next Generation

We host annual workshops for members leading up to the competition and build season.

Sean Meng (sophomore)

After the long school day ends, every day of the week new members of the Lynbrook Robotics team are seen making their way to the back corner of the school to Room 608. Here, students are in their desks, pulling out their laptops and getting their hands dirty in workshops which will ensure that all members of the team can become active participants. Standing at the front of the room, veteran members teach both the conceptual and practical knowledge in the complex field of robotics.

see [WORKSHOPS, Page 2](#)

© FIRST Team 846 The Funky Monkeys

Owning CalGames

Every year, Western Region Robotics Forum (WRRF) hosts an off-season competition known as CalGames

Owen Li (junior), Nikita Seth (junior)



Our entire alliance celebrates making it to the final rounds of CalGames.

CalGames was the perfect way to end our 2014 season. Going into the Funky Cannon's final competition, the team knew we had to play our best to do well, and we did. Our team seeded second out of 38 teams after steamrolling the qualifications rounds with an impressive 9-1 win record. We joined the first seeded team, Team 971 Spartan Robotics and then selected Team 2489 The Insomnias to complete our alliance. Our team won the quarterfinals and semifinals with ease, and reached the finals of CalGames for the first time in our team's history. We bested the second alliance in two consecutive matches to win the event, a fitting end to a season that began with our first ever regional competition win.

Not only did we win the competition, but we also won the CAD award for exceptionally implementing computer-aided design (CAD) in the team through CAD workshops and in the build season. The judges were impressed with our top-down approach to designing the robot and how we CAD-ed the whole electrical system on our robot. The judges were also deeply interested in our use of stress-analysis to

determine which parts of the robot were under the most strain, and appreciated the effort we spend in training new members to sustain and build up CAD knowledge for the future generation.

In addition to winning the competition and receiving the CAD award, our team had roles in preparing and running the CalGames event. As Publicity and Social Media Lead for the Western Region Robotics Forum (WRRF), Nikita Seth worked on getting more press coverage of the event, encouraging people from local news stations and newspapers to attend the event. She also discussed plans for CalGames and issues from past years to improve upon with other FIRST teams. Our head mentor David Giandomenico played an integral part in electronically scoring matches. Furthermore, one of our 2014 alumnae, Eva Lomazov, helped plan the entire event as the Co-Program Manager. Not only did we have three members of our team involved with the core planning and coordination, but we had a multitude of

see [OWNING CALGAMES, Page 2](#)

LynbrookRobotics.com | Page 1

Formatting

- Graphic design
- Clarity
- Keep it clean, organized, and readable



Media Coverage



- Hard but rewarding
- Contacting and inviting local media

Social Media

- Current updates
- Frequent
- Provides interaction with audience



Facebook



- **Audience:** wide and diverse (but often your parents and sponsors)
- **Content:** major updates with pictures and video
- **Frequency:** often



FRC Team 1678: Citrus Circuits added 3 new photos.

...

Published by Amanda Liu [?] · April 22 · 🌐

Proud to be representing Newton on Einstein Field with Robonauts, Columbus Space Program, and Team 5892 Energy Heros! Finals match won with a score of 538-427. Great game to Team 330 - The Beach Bots, Team 180 S.P.A.M., and Team 696: Circuit Breakers, it was so great to play with you! #TeamFI



FRC Team 1678: Citrus Circuits shared NVIDIA Tegra's photo.

Published by Amanda Liu [?] · September 25 at 11:00pm · 🌐

Thanks so much to NVIDIA for accepting our invitation and coming over to #ChezyChamps2016! Had a lot of fun showing you around the place, and we hope to see you again sometime!



NVIDIA Tegra with Space Cookies Robotics Team 1688 and 2 others.
September 25 at 2:20pm · 🌐

We had a blast cheering on our NVIDIA sponsored teams at the Chezy Champs 2016 Robotics Competition this weekend. More than 40 teams came to battle it out to see who was the best in the West! <https://chezychamps.com/>

Twitter

- **Audience:** wide and diverse
- **Content:** short and concise updates
- **Frequency:** often



A screenshot of the Twitter profile for '1678 Citrus Circuits'. The profile picture shows a group of people in green and black uniforms, some holding signs with the number '1678'. The profile name is '1678 Citrus Circuits' with the handle '@frc1678'. Below the name, the statistics are displayed: 1,250 Tweets, 107 Following, and 2,215 Followers.

Tweets	Following	Followers
1,250	107	2,215





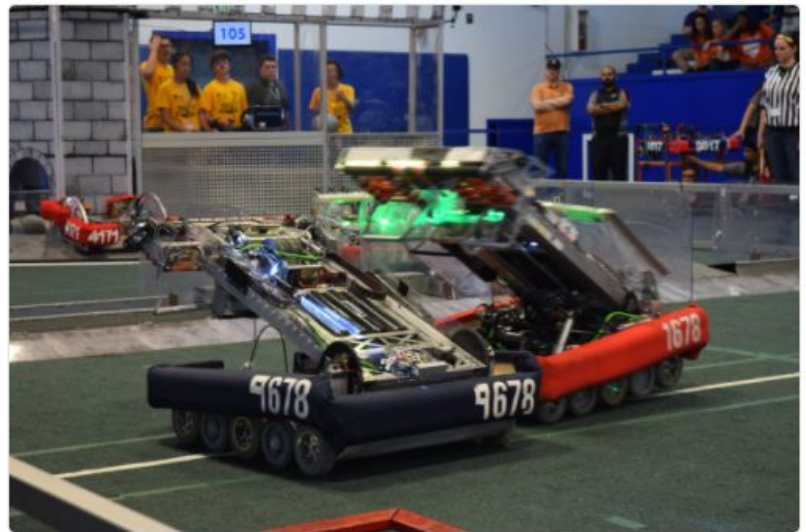
1678 Citrus Circuits @frc1678 · Sep 17

Final day of Chezy Champs, here we come! Opening with matches then alliance selections around lunch. [twitch.tv/streams/262789...](https://www.twitch.tv/streams/262789...) #thisiscitrus



1678 Citrus Circuits @frc1678 · 12 Nov 2016

Team vs. team, brother vs. brother...families continue to clash! Older bot is triumphant by 220-135. Let the next match proceed...#omgrobots



Instagram

- **Audience:** younger
- **Content:** picturesque moments
- **Frequency:** occasional





frc1678

Davis Senior High School >



Liked by **team3132**, **frc1323** and **150 others**

frc1678 Congrats to our graduating class of 2017! We're so proud of all your accomplishments, and good luck on your future endeavors!



frc1678



424 views · Liked by **team1967** and **mset649**

frc1678 What better way to wait for a match than dancing? Throw in a fruit suit or two too, while you're at it! #FIRSTChamp #omgrobots

YouTube



- **Audience:** anyone
- **Content:** events, promotion, resources
- **Frequency:** whenever possible





Citrus Circuits Chairman's Video 2017

1,540 views • 5 months ago



2016 Fall Workshops - Strategic Design

3,394 views • 9 months ago



Citrus Circuits Season Recap 2017



Citrus Circuits

✓ Subscribed 956

8,563 views

+ Add to ↗ Share ... More

👍 110 💬 0



What is FIRST?

FIRST (For Inspiration and Recognition of Science and Technology), founded by inventor Dean Kamen in 1989, is a non-profit organization that promotes the use of technology and engineering through robotics. Students learn not only how to use their science and math skills to build a robot that they will forever be proud of, but also how to work as a team. Learn More...

About the Team

The Leland Robotics Team is located in the center of the Silicon Valley, San Jose, California. Named after the local Quixilver mercury mines, the team has participated in the FIRST (For Inspiration and Recognition of Science and Technology) Robotics Competition (FRC) every year since 2005 and will be participating in its rookie FTC (FIRST Tech Challenge) season this year. (more...)

Recent Posts

- E-waste Drive
- 2016-2017 New Members
- 2016 Week 1
- Sign Up for For Our Build A LEGO Robot Day!
- 2016 Kickoff FIRST Stronghold
- Quixilver Qualifier

Members and Parents

Miss our meetings? Forget to write down the information? Find what you missed with the links below!

- Calendar
- Join Student Mailing List
- Join Parent Mailing List



Did you know that FIRST participants are eligible for over \$19 million in scholarships?



View live webcasts, team information, event results, and more at The Blue Alliance.



Official Site of Leland High School

Website

- Audience: EVERYBODY
- Complete control
- Frequency: Keep it up to date
- Use materials you've already developed





CITRUS CIRCUITS
FIRST ROBOTICS TEAM

DAVIS, CALIFORNIA

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Learn More About Citrus Circuits

[Team Calendar](#)[Facebook](#)[Youtube](#)[Twitter](#)

DOC XII- MIDKNIGHT



Team 1671, the Buchanan Bird Brains, is a FIRST® Robotics Competition team located in Clovis, California. We make it our purpose to spread the appreciation of Science and Technology throughout our community.

78 Days **03** Hours

27 Minutes

58 Seconds until 2017 Kickoff

Everything is Connected!



Resources

- [Compass Alliance](#)
- [1538 Holy Cows](#)
[Branding Standards](#)
- [846 Funky Monkeys](#)
[Newsletters](#)
- [1678 Press Releases](#)
- [1902 Exploding Bacon](#)
- [254 Website](#)



Questions?



Give us Feedback!



Contact Us:

business@citruscircuits.org

