



Citrus Circuits
Fall Workshop Series

Public Relations & Team Image

by Amanda Liu



Why?



Connections!

Community
Support

Awards

Recruitment

Sponsors



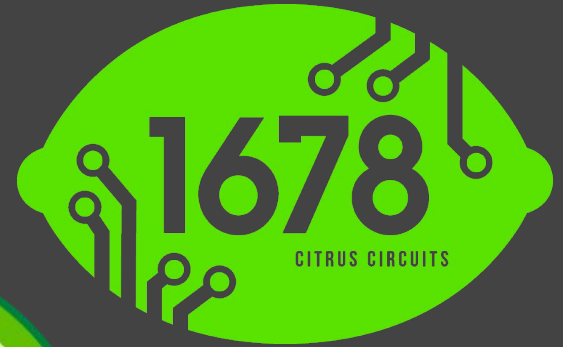
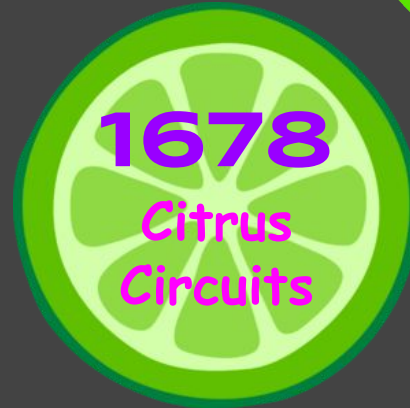
Things to keep in mind..

1. Reflection of your team!
2. Consistent branding
3. Who is your audience?
 - Tone
 - Content

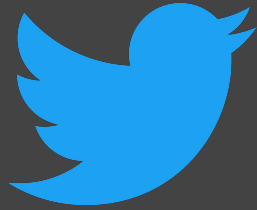


Branding

- **Have it everywhere**
- Easy recognition
- Consistency
- Logo, colors, fonts



Media Outlets



Writing



- **Proofread** (self/others)
- Precise and concise
- Spelling, grammar...

Press Releases

- **Audience:** local community members
- Provide background
- **Content:** big events
- 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

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

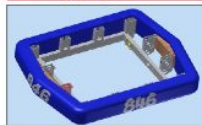
- January 3rd, 2015
Build Season
- 6 full weeks of robot building
- Kickoff Day
- What will be the next challenge for every FIRST Robotics team?

Editors
Owen Li,
Jessica Zheng

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, Funk

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

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 Funk 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

Formatting

- Keep in mind: graphic design
- Clarity
- Don't have it look busy



Media Coverage



- Hard but rewarding
- Contacting and inviting outside parties

Social Media

- Current updates
- Frequent
- Interact with others!



Facebook



- **Audience:** wide & diverse
- **Content:** major updates
WITH PICTURES
- **Frequency:** often

Facebook Examples



FRC Team 1678: Citrus Circuits with Henry Moore.

Published by Amanda Liu · 71 · September 25 at 5:24pm · 🌐

Just became Chezy Champions with Team 971: Spartan Robotics, FRC Team 604 Quixilver, and Team 2135 Presentation Invasion! Great game to John F Kennedy Robotics FIRST 3250, Glencoe FIRST Robotics Team 4488 Shockwave, EagleForce2073, and Space Cookies Robotics Team 1868!



✔ **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 1,100 people.

3,515 people reached

Boost Post

👍❤️ You, MX Zhang, Kelly Ostrom and 119 others 4 Comments 1 Share 📷

👍 Love 🗨 Comment ➦ Share

3,515 People Reached

148 Reactions, Comments & Shares

133 Like 120 On Post 13 On Shares

3 Love 2 On Post 1 On Shares

1 Haha 0 On Post 1 On Shares

1 Wow 0 On Post 1 On Shares

8 Comments 5 On Post 3 On Shares

2 Shares 1 On Post 1 On Shares

366 Post Clicks

182 Photo Views 0 Link Clicks 184 Other Clicks 📷

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



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

Published by Amanda Liu · 191 · 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 1868 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/>

✔ **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 1,100 people.

654 people reached

Boost Post

👍❤️ You, MX Zhang, Kelly Ostrom and 27 others

👍 Like 🗨 Comment ➦ Share

654 People Reached

30 Reactions, Comments & Shares

28 Like 28 On Post 0 On Shares

2 Love 2 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

113 Post Clicks

35 Photo Views 2 Link Clicks 76 Other Clicks 📷

NEGATIVE FEEDBACK

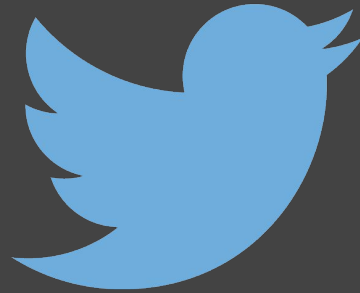
0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



Twitter

- **Audience:** younger
- **Content:** short and concise updates
- **Frequency:** go crazy!



A screenshot of a Twitter profile for "1678 Citrus Circuits". The profile picture shows a group of people in green and black uniforms posing with a trophy. The bio is "@CitrusCircuits". The statistics are: 886 TWEETS, 83 FOLLOWING, and 1,647 FOLLOWERS. The profile picture is a green circle with the number "1678" and a circuit board pattern.

TWEETS	FOLLOWING	FOLLOWERS
886	83	1,647



Twitter Examples



1678 Citrus Circuits @frc1678 · Sep 25

Just finished semis two! Great game to @eaglestrike114, @Team968RAWC, and @gryffingear5012!



← ↻ ♥ 2 || ...



1678 Citrus Circuits @frc1678 · Sep 25

Shoutout to our vice-captain and operator Kelly Ostrom for showing up on the big screen for #GameSense!



1678 Citrus Circuits @frc1678 · Sep 25

Thanks #ChezyChamps2016 judges for the Quality Award!



← ↻ ♥ 13 || ...



Youtube



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



Youtube Examples



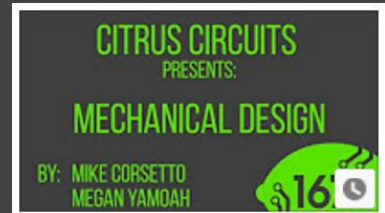
Citrus Circuits Season Recap 2016

by Citrus Circuits · 1,604 views · 3 months ago



Central Valley Regional 2016 F1

1,775 views · 6 months ago



Mechanical Design

827 views · 8 months ago



2015 Chairman's Video

801 views · 1 year ago



Intro To Robotics Class

320 views · 9 months ago





View our awards



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
- Organization is key
- Frequency: as often as possible





CITRUS CIRCUITS
FIRST ROBOTICS TEAM

DAVIS, CALIFORNIA

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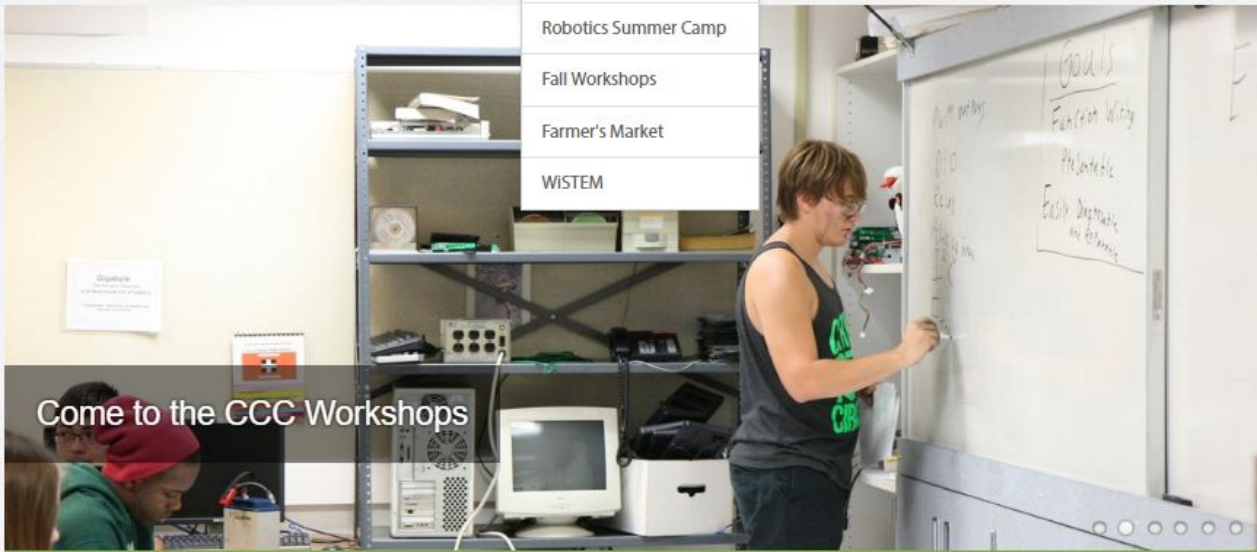
DYR

Robotics Summer Camp

Fall Workshops

Farmer's Market

WISTEM



Come to the CCC Workshops



[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!

- Coordination between channels
- Linking channels
- Delegating responsibilities



Resources

- [FIRST Chairman's Resources for Teams](#)
- [1538 Media & Technology Award](#)
- [254 Branding Standards](#)
- [1678 Press Releases](#)
- [1902 Newsletters](#)
- [254 Facebook](#)
- [8 Twitter](#)
- [604 Website](#)





Citrus Circuits
Fall Workshop Series

Thank You!
Questions?



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Fall Workshop Series

Contact me:

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