



Michigan Center for Assisted Living



**PRESS RELEASE**

Application Deadline: March 22, 2019

## MCAL PUBLIC RELATIONS AWARD

*given to recognize an outstanding public relations/media relations effort*

Any event, activity or program that leads to improved public relations through earned media coverage is eligible ie: newspaper, TV, radio or web-based media coverage - not a paid marketing/advertising campaign.

## NOMINATION GUIDELINES

- Completed nomination forms must be mailed to MCAL, 7413 Westshire, Lansing, MI 48917 and postmarked by March 22
- Facilities must be MCAL members in good standing.
- The project, event or effort being entered must have occurred between June 8, 2018 and March 22, 2019. In the case of a long-term or ongoing project, the project must have originated during this same time frame.
- All entries must be complete. A complete entry consists of a fully completed entry form attached to a written description of the project and its results that does not exceed two pages.
- Supportive materials such as news clips, short videos, promotional materials and letters or evaluation summaries from event participants are encouraged. Photos must be good quality.
- Materials will not be returned unless requested.
- By remitting this application, nominators are releasing quotes from their nominating letter and all subsequent photos to be used in any MCAL promotional materials, including social media.
- The winner will be recognized at the HCAM/MCAL Annual Convention.

# NOMINATE YOUR PUBLIC RELATIONS CAMPAIGN TODAY!!

Application Deadline: March 22

**MCAL PUBLIC RELATIONS AWARD**  
**NOMINATION FORM**

**Assisted Living Community:** \_\_\_\_\_  
**Community Address:** \_\_\_\_\_  
**Contact Name and Title:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**E-mail Address:** \_\_\_\_\_  
**Name of Project:** \_\_\_\_\_  
**Date (or range of dates) of Project:** \_\_\_\_\_

Your signature constitutes an agreement that all or portions of the application, including subsequent photos, may be used for public relations and promotional purposes, including social media distribution.

Nominator's Signature \_\_\_\_\_

**Please describe your project incorporating the following information:**

- A discussion of the media coverage the project received;
- How staff went about earning media coverage - ie, news releases, advisories, media calls;
- How the event/activity improved your facility's public image and the image of the assisted living profession;
- How your staff, residents and family members were involved in the project;
- The efforts put forth by staff to receive media coverage from different types of media; and
- What your public relations initiative taught the media.

Completed nomination form and supporting letters must be mailed  
before the March 22 deadline to

**MCAL**  
**7413 Westshire Dr.**  
**Lansing, MI 48917**

Any questions should be directed to [elizabeththomas@hcam.org](mailto:elizabeththomas@hcam.org).