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 20
- Facilities must be MCAL members in good standing.
- The project, event or effort being entered must have occurred between March 23, 2019 and March 20, 2020. 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 20
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 20 deadline to

MCAL
7413 Westshire Dr.
Lansing, MI 48917

Any questions should be directed to elizabeththomas@hcam.org.