

MCAL

Excellence in Assisted Living Public Relations Award

The Excellence in Assisted Living Public Relations Award is given to recognize an outstanding public relations/media relations effort among MCAL members. Any event, activity or program that leads to improved public relations through **earned** media coverage is eligible ie: newspaper, TV or radio coverage - **not** a paid marketing/advertising campaign.

APPLICATION DEADLINE: March 20, 2015

Guidelines



- Facilities must be MCAL members in good standing.
- The project, event or effort being entered must have occurred between April 1, 2014 and March 20, 2015. 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 single-sided 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 and original. *Materials will not be returned unless requested, and may be used for public education purposes.*
- Mail completed entry form and supporting materials to Elizabeth Thomas, Director of Communications, MCAL, 7413 Westshire Dr., Lansing, MI 48917.



Project Information

Name of Project _____

Date (or range of dates) of Project _____

Please describe your project, in two (single-sided) pages to be attached to this form, 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 all types of media.
- What your public relations initiative taught the media.

Member Information

Facility _____

Contact Name and Title _____

Address _____

Phone _____ E-mail Address _____

Please submit all information by March 20 to:

Elizabeth Thomas
Director of Communications
MCAL
7413 Westshire Dr.
Lansing, MI 48917