



## Public Relations Award

### Rules of Entry

The Public Relations Award reflects the growing use of technology and new ways facilities have to communicate and promote their work, residents and staff. KAHCF's Public Relations Award Competition seeks to recognize the best PR efforts in Kentucky's long term care facilities.

Nominations can include any of the following. Top-scoring nominees may be chosen representing any combination of these categories. Award presentations may include photos, video, computer screenshots, and/or testimonies. These entries must have been printed, posted or occurred in the time frame from June 1, 2017 through June 1, 2018. Facilities can submit nominations in only one of the following areas:

- Newsletters, print or electronic (Up to 3 consecutive issues)
- Social media, primarily Facebook pages (Up to 3 screen shots of various posts and pages OR link to Facebook page)
- Facility websites (A screen shot OR link to website)
- Community education programs (Promotion material and summary)
- Community events, i.e., annual fish fry, Relay for Life fund-raisers (Promotion material and summary)

The entries will be judged on, among other criteria:

- Effective content – Does the material effectively deliver on its goal?
- Creativity – Does the material invite the public into the content to learn more about the facility, residents and long term care?
- Promotion of long term care – Does the material promote a positive, caring image of long term care?
- Composition – Does the material use graphics, photos and words to effectively tell the story it is intended to tell?

**ENTRIES MUST BE POSTMARKED BY FRIDAY, JUNE 15, 2018**

All KAHCF Awards Forms are available on the KAHCF website — [www.kahcf.org](http://www.kahcf.org).

Under What's New, click on Awards Forms. Each Category is in MS Word format and available to complete via computer



## Public Relations Award Nomination Form

Facility \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State   KY   Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ E-mail \_\_\_\_\_

Nomination Submitted by \_\_\_\_\_  
(Name and title)

### Type of submission

Electronic Newsletter

Print Newsletter

Facebook Page

Website

Community Education

Community Event

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**If you do not use the online forms**, retype each question and provide responses to the following. Entries that do not follow this format will not be accepted. **DO NOT** reveal the identity of your nominee, facility name, city, county, or any reference that would identify the nominee in the narrative.

1. How frequently does the material/event occur (monthly, yearly)? \_\_\_\_\_
2. In no more than 500 words, summarize the following:
  - a. What was the intended goal of the material/event?
  - b. How do you market the material/event? (Who receives newsletter, how promote your website/Facebook, how advertise the event?)
  - c. Who else contributes to putting together the material/event? Does any other facility staff or community groups help?
  - d. What was the result of the PR effort (how many attended event, feedback on newsletter, likes on Facebook)?

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