



**PUBLIC INFORMATION &
EDUCATION (PIE)
AWARDS**

THCA presents awards to member facilities for outstanding efforts in **Media Relations** and **Community Education**. The PIE awards will be presented during the Annual THCA House of Delegates Meeting at THCA's 2021 Annual Convention and Trade Show this September 27-29, 2021.

If you are aware of a THCA member facility that has excelled in one of the following categories, please submit your nomination electronically by August 16, 2021 to: THCAawards@txhca.org

MEDIA RELATIONS

To show outstanding efforts in this category, please submit at least one positive article (from August 2020 through July, 2021) that meets one or more of the following criteria:

- Creativity of coverage – turning a non-event into a story
- Difficulty of coverage – turning a potentially negative event into a positive story
- Consistency – frequency of positive coverage

A statement of 100 words or less must be submitted with the article(s) to explain how the facility has met the above criteria through their work with the local media.

COMMUNITY EDUCATION

This category focuses on efforts to educate the local community on long term care issues. This can be accomplished through either an event—town hall meeting, seminar, community forum, etc.—or an ongoing outreach program.

To enter this category, the event or program must have occurred after August 2020. Please send a statement of 200 words or less describing the goals of the event or program, how the facility met those goals, how the community responded, and how the facility and residents have benefited. Also include any literature from the event or program, i.e. brochures, invitations, agenda, video, etc.

Method of Nomination: A facility can be nominated through self-nomination (by any member of the facility staff), THCA business members, other facilities, local ombudsmen or Area Agencies on Aging staff, or by a local media person.

Nomination must include: Completed Nomination Form and Supporting Materials (as described for the category).

SUBMIT COMPLETE NOMINATION ELECTRONICALLY ON OR BEFORE

AUGUST 16, 2021 TO: THCAawards@txhca.org

NOTE: This is a Writable PDF

NOMINATION FORM

2021 THCA Public Information & Education (PIE) Awards

Award Category <i>(select one)</i>	Media Relations Community Education
ABOUT THE FACILITY:	
Name of Facility	
Address	
Phone	
ABOUT THE PERSON PROVIDING NOMINATION:	
Name	
Title	
Facility or Company Name (if different then facility being nominated)	
Phone Number	
E-Mail	

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AUGUST 16, 2021 TO: THCAawards@txhca.org