



2022 MAA Community Relations Awards Program

Entry Form

The MAA Community Relations Awards Program is designed to recognize companies in the aggregate industry whose community involvement and support activities enhance the public's perception of the aggregates industry and the image of the individual company.

Any active MAA member (Producer or Associate) is eligible for the award.

The Community Relations Program Award applications will be judged by the MAA Public Relations Committee on the following six criteria.

Note: To assist with the application process a few examples of various items that fall under each heading are noted for reference. Please feel free to expand or modify any of the noted examples to fit your program.

- **Community Participation/Outreach/Special Events**
 - *Attendance and participation at meetings with local residents*
 - *Community run/walk events*
 - *Special events you host at your location or nearby location*
- **Donations and service**
 - *Material to improve local parks, ballfields, roadways, etc.*
 - *Assistance in building/improving local parks, homes, charity events*
 - *Land donated to local communities/non-profit groups*
- **Local and state government involvement**
 - *Hosting legislative visits*
 - *Presenting at state and local meetings*
- **Communications**
 - *News bulletins to community members about mining updates/news*
 - *Notices send to residents about various activities that are taking place at the mine (i.e., blasts, etc)*
- **Educational outreach**
 - *MiRocksRock box presentation to schools*
 - *Provide opportunity for schools to visit your operation*
 - *Online learning tools and guides*
- **Media relations**
 - *Social media posts (Facebook, Twitter, LinkedIn, etc)*
 - *Letters to local news papers*
 - *Radio or TV interviews that highlight your company's community impacts*



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In an effort to recognize those companies that have extraordinary community relations programs, the MAA Public Relations Committee will be scoring the applications based on the six noted criteria. Awards will be categorized into Gold, Silver and Bronze. Scoring will not be based on size or number of locations but on the level of community involvement depicted by the company.

If you are interested in submitting for a MAA Community Relations Award, please describe in detail the variety of ways that your company is active in the noted criteria. To be considered for an award, a company does not have to meet all of various criteria but must demonstrate how they are improving community relations on a company wide basis.

If you have pictures/examples that depict the various items, please provide a copy along with your application.

All submittals require a \$75 application fee which includes one plaque. If additional plaques are requested for multiple locations, please include an additional \$50 for each additional plaque.

All award recipients will be announced during the February 3, 2022, MAA Awards Banquet that will be held at the MAA Annual Showcase and Conference.



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Company:

Person Submitting Application:

Title:

Mailing Address:

City:

State:

Zip:

Phone:

e-mail:

Application Fee

Please make sure to include the following application fee:

Basic application fee (includes one plaque) - \$75

Additional plaques for multiple locations at a cost of \$50/each

Total application fee: \$

PLEASE RETURN BEFORE JANUARY 1, 2022 TO:

Michigan Aggregates Association

2937 Atrium Dr., Suite 201, Okemos, MI 48864 Fax:

517.381.1796 – E-mail: kmiriani@miagg.org