



# The Rec-Room

Published Monthly By  
**Re-Creative Resources, Inc.**

Education, Consultation, and Resources for  
Recreation and Activity Professionals

To download a pdf. version of The Rec-Room visit [www.recreativeresources.com/newsletter-archives.htm](http://www.recreativeresources.com/newsletter-archives.htm)

## Editor

Kimberly Grandal BA, CTRS, ACC  
Executive Director

## Inside This Issue

- \*Article: How to Write an ImPRESSIVE Press Release
- \*Article: commitment to Excellence in Directing an Activity Department
- \*Kim's Corner
- \*The new Blog and the Rec-Quest
- \*New Inspirational CD
- \*Alzheimer Memory Walk
- \*Activity Resource Center Update
- \*October Raffle



## Kim's Corner

Hi everyone! The Fall is soon approaching. This is my favorite time of year. I love the

leaves, the pumpkins, mums and scarecrows. Although it's still hot here in NJ, I know that soon we will be hearing the sound of the crunching leaves.

I've been busy working on the some fun projects. When you get a moment, please check them out.

## The Re-Creative Resources' Blog

This is a great place to visit in between Rec-Room issues. I will be posting news, updates, and just things I find interesting. You may even post comments here. Visit [www.recreativeresources.blogspot.com](http://www.recreativeresources.blogspot.com)

## The Rec-Quest

This is a place where I will be posting

## How to Write an ImPRESSive Press Release: An Introduction for Recreation Directors

By **Kimberly Grandal BA, CTRS, ACC**

Executive Director of **Re-Creative Resources Inc.**



One of the many responsibilities of a Recreation Director is to support the public relations and marketing strategies of the facility. There are numerous ways in which Recreation Departments promote the quality of life activities offered. Some common ways includes: newsletters, flyers, contests, community events, posters, videos, displays, brochures, health-fairs, staff and family events, promotional products (t-shirts, mugs, lanyards, etc.), local news and press releases.

Not all facilities have a designated Marketing Director, therefore the Recreation Director often finds her/himself left with the task of writing press releases for TV, radio or newsprint media. Although most of us are not trained journalists there are some things we should consider when taking on this challenge.

First of all, is the topic newsworthy? Since people tend to gravitate toward human interest stories, recreational services are a prime target for promotional opportunities. Michael Hotz, LNHA, FACHCA, Administrator at the Health Center at Bloomingdale in Bloomingdale NJ, states, "Recreation is the sizzle on the steak of life in a Nursing Home." There are so many activities, services and events that can be promoted, some of which include: pet therapy, Snoezelen, music therapy, Resident Council, community events, outings, intergenerational events, cultural events, specialty clubs, contests, staff events, celebrations, pen pal programs, the use of technology and adapted equipment, special programs (fall-prevention, feeding programs, dementia programs, etc.), specialty units, special populations, art programs, physical activities (exercise, sports, tai chi), reminiscence, resident service projects, and so on. The list is endless!

Once the decision is made to promote an activity or service it is important to note that each press release should be typed on facility letterhead, be double-spaced, and have an indicated released time (i.e. FOR IMMEDIATE RELEASE). The headline should clearly define the content of the story and should be interesting as well as eye-catching.

various questions I receive from Activity Professionals and RT's. I will also post comments and ideas. You are invited to share your thoughts and expertise as well. Care to share? [www.therecquest.blogspot.com](http://www.therecquest.blogspot.com)

### The Activity Resource Center

The Re-Creative Resource Center is growing each month. Last month I added over 10 Labor Day Activities in addition to other items. Now I have added 13 Halloween activities (many are "print-n-implement" activities. [Click here](#) for more information.

### Labor Day Sale Extended

Don't forget to take advantage of my Labor Day sale. It's really a great offer. Subscribe to the Activity Resource Center and receive one annual renewal for FREE (a \$9.99 value). In addition, you will receive via email, the Breaking Down the Silos: An Interdisciplinary Approach to Quality of Life In-Service (a value of \$15). Wow-what a bargain! You really get a lot for just \$44.95. Offer ends Sept. 20, 2008! [Subscribe today!](#)

**"Everyone must take time to sit and watch the leaves turn."** Elizabeth Lawrence

Life. Be in it! *Kim* ☺

### MEPAP in South Jersey

DH Special Services is offering the MEPAP course. The schedule is as follows:

MEPAP 1-Ocean County

Starts Sept. 17<sup>th</sup>

MEPAP 1- Camden County

Starts Sept 18<sup>th</sup>

MEPAP II- Atlantic County

Starts Sept. 22<sup>nd</sup>

Contact [Debbie Hommel](#) for more information or visit

[www.dhspecialservices.com](http://www.dhspecialservices.com)

### NJ Music Therapist Releases Inspirational CD

Lisa Prokopowitz, Christian singer, songwriter/guitarist and Music Therapist, announced the release of her long-awaited CD, "Fill This Temple". This CD contains 12 original worship songs that are soothing and uplifting. This is a great addition to your inspirational collection.

In some cases, there may also be a sub-headline. In addition, the appropriate contact information such as name, facility name, phone number, fax number, email address, website address, etc. should be clearly stated.

Each press release must have a beginning, middle and end. The important questions of: Who? What? When? Where? Why? And How? should be answered. Be sure to give examples and utilize quotes by pertinent individuals. Tell the story by having the most important information first and more detailed information in the 2<sup>nd</sup> paragraph (and 3<sup>rd</sup> if applicable). A summary, and company information is to be included in the last paragraph. Keep the press release short and to the point and write from the 3<sup>rd</sup> person, otherwise known as "the journalist's perspective".

Sending a photo with the press release is a great way to increase your chances of getting some publicity. Although most forms of media accept color photos, black and white photos are preferred. In addition, write pertinent information on the back of the photo including the name and address of the person to whom it should be returned to and the name of who/what is in the photo. You may also consider writing a caption as well. Simply type out the caption and paperclip it to the photo. You may not get the entire press release published, but rather just the photo with caption. As we all know, a picture is worth a thousand words, so don't forget to send one with the press release.

A quality recreation program is imperative in marketing strategies. More and more family members are choosing health care facilities, based on quality of life as well as quality of care. So don't forget your camera. You just may have the next front page story sitting on your desk! For a sample press release, join the [Activity Resource Center](#).

## Commitment to Excellence in Directing an Activity Department

By Shelley Evans MT-BC, ADC



The responsibilities are numerous when one is the Director of a Therapeutic Recreation Department. It is expected that that we need to develop a person-centered activity calendar and offer innovative and creative programming that will meet the diverse needs of our residents. It is imperative however, that the Director of the department creates a culture of excellence for the workplace.

Many department Director's are responsible for providing data to the quality improvement team regarding the outcomes of the departmental goals. It is important that the goal has a measurement to hold individuals accountable for the results. Measuring is done to align specific leadership and employee behavior that will cascade throughout the organization and drive results. The more we measure the important things, the more we'll know about where we are making progress and

Download free mp3 song clips from the new CD. Find out more about [Fill this Temple](#).



## ProActivity Reports

Activity computer software

[www.maturesolutions.com](http://www.maturesolutions.com)

Mention Re-Creative Resources when you purchase the ProActivity software and you'll get an additional two weeks free! (A \$25.00 value!)

## Memory Walk

This Fall you can be part of the movement to end Alzheimer's disease. To join the fight, [register](#) today for the Alzheimer's Association Memory Walk near you!

[Check out this video on You Tube](#)

## New Jersey Activity Professional Fall Workshop

The 2008 NJAPA Fall workshop will be held on October 27<sup>th</sup> at the Masonic Home in Burlington, NJ and on October 28<sup>th</sup> at Christian Health Care Center in Wycoff, NJ. The speaker this year is Susan Lanza ACC, LNHA and she will be presenting the topic, The Dementia Tool Box. For information, visit <http://www.njactivitypros.org>.

## Re-Creative Resources' Inc. September Raffle Winner

Congratulations to the winner of the Re-Creative Resources September raffle, **Lisa Hudgens** from Springfield, Missouri. Lisa won a downloadable copy of the [Recreation Department Review Manual](#), courtesy of Re-Creative Resources Inc.

## Enter October Raffle

Enter the September raffle for a chance to win one year **FREE** access to the new Re-Creative Resources Inc. Activity Resource Center (a \$44.95 value) courtesy of Re-Creative Resources Inc. Simply enter the raffle drawing by contacting [Kimberly Grandal](#). Please be sure to put **Raffle Drawing** in the comments section. A random winner will be selected and announced in the November issue of The Rec-Room. The deadline for entry is **September 25, 2008**. **Please note: all entries are kept confidential and are for the sole purpose of winning**

where we are not. The more we know, the more we can affect behaviors. Engage the employees in the department in the tasks of the quality improvement study. Ask for their input. Make sure that they know that the work they do helps an organizations short and long term goals, and that you will make them accountable.

Our staff want to be fully recognized for a job well done, they believe that reward is respect made visible, and 79% of employees leave their managers due to lack of appreciation. It is important to find out how the staff like to be recognized. Develop a simple preference sheet that could include their favorite beverage, snack, color, candy. Find out what their hobbies are, and what special occasion that would like to have recognized ( e.g. work anniversary, birthday). Provide individual team members with those preferences when they go above and beyond for a co-worker, complete a difficult project, or show excellence in their work.

Provide departmental celebrations for activity professional's week, therapeutic recreation week, or nursing home week. Write a note on a card for the employee when they have done something that you want to thank them for. Encourage them to write thank you notes to each other. Send a thank you note to their home at least twice a year recognizing their hard work on a project, or other milestone they have completed. Team morale will increase, appreciation for team members will increase, and the department will be recognized for the teamwork in many areas within the organization.

As the Director, it is an important component to the job to create and develop leaders. In order to have great leaders, you need to invest in them. Work with the best performers and develop a peer interviewing team. A department works best with a team that all can trust and look to for assistance.



After the Director conducts the initial interview and tour, the peer interview team can meet with the candidate and ask their own behavior based questions. The Director shouldn't send a candidate through to the peer interview team that they are hesitant about. The peer interview team should have the last say and the Director needs to respect their decision to hire or not.

Take time every month to sit with each employee and find out on a one to one basis what is working well. Find out what you could do as their boss to make their work experience better. Find out their concerns and follow through with helping through any difficulties. And, find out if they would like to recognize any of their peers for exemplary service, either to

**a fantastic prize. Don't miss out!**

### Danny Pettry's Continuing Education Program For Recreation Therapists and Allied Healthcare Professionals

Need CEU's but can't get away? Well Danny Pettry has a vast line of affordable, accessible, flexible, enjoyable, easy-to-complete courses. For more information [click here](#).



**Adaptive Computers and Software**  
[www.IN2L.com](http://www.IN2L.com)

Mention Re-Creative Resources when you purchase the IN2L system and receive a copy of "Breaking Down the Silos: An Interdisciplinary Approach to Quality of Life In-Service" (A \$15 value!)

### Products and Services

- \*Free Job Post (*national*)
- \*Activity and TR Resources
- \*Forms and Manuals
- \*Recreation Department Review Manual (*a must!*)
- \*Interdisciplinary Approach to Quality of Life In-Service (*just \$15*)
- \*Free Forms and Materials (*over 30*)
- \*Guest Book (*Say hi!*)
- \*Activity Resource Center
- \*Re-Creative Resources' Blog
- \*The Rec-Quest (*Q&A Forum*)

### Contact Kimberly Grandal

\*Phone: 732-340-1210

\*Email:  
[kimgrandal@aol.com](mailto:kimgrandal@aol.com)

\*Visit our website  
[www.recreativeresources.com](http://www.recreativeresources.com)

the team, or to the residents. As a Director, you will learn a plethora of information if you take this opportunity, it can be very valuable, and your staff will feel motivated and appreciated. We can't motivate our employees, they motivate themselves. Great leaders create a culture in which people are more inspired to motivate themselves.

Make sure, as the Department Director that you manage up your employees during your monthly meetings with your administrator. Share when things are going well. This gives the administrator the opportunity to connect with the staff in a sincere way. This will in turn, let your staff know that they are appreciated and valued in the organization.

Shelley Evans MT-BC, ADC, CDP

Material referenced from *Hardwiring Excellence* by Quint Studer

ENDORSED BY CREATIVE FORECASTING

**Melody Lane Sing Along!**

"Live" performances by **Georgina Rae** **#1 Choice of 1,500 Activity Directors**

- On-Screen Lyrics
- Each Volume 45-55 minutes
- Large Print Songbooks via Email-FREE!
- Suitable for High & Low Functioning
- British Isles DVD's feature Slide Show
- Updated Songs! (Royalty Rights Paid)

Also Available through NASCO

...more titles coming in 2008.

Videoclips, Songlists & Order Info:  
[www.melodylane.ca](http://www.melodylane.ca)

**RE-CREATIVE RESOURCES, INC.**  
RE-CREATING MIND, BODY, AND SPIRIT

## ACTIVITY RESOURCE CENTER

Resources for Activity and Recreation Directors in LTC

## JOIN TODAY

[www.recreativeresources.com](http://www.recreativeresources.com)

**NAAP** **26** 1992 2018

Providing Premiere Service to Activity Professionals With Pride and Dedication for 26 Great Years!

© Re-Creative Resources, Inc. All Rights Reserved.