



# Celebrate!



## Michigan state parks turn 100 years, MAB turns 70 years!

It's an exciting time for outdoor recreation in Michigan! The Michigan Department of Natural Resources is marking the 100-year anniversary of Michigan state parks, and we are in the midst of a yearlong centennial celebration! The anniversary is centered around the forward-thinking people who signed a document 100 years ago to protect state parks and, just as important, the generations of Michiganders who've enjoyed one-of-a-kind visitor experiences since 1919.

We invite Michigan Association of Broadcasters members to help join the celebration by teaming up with the DNR in the following ways.

**We can help!** Contact Ami Van Antwerp, communications coordinator, at 517-927-5059 or [vanantwerpa@michigan.gov](mailto:vanantwerpa@michigan.gov) and/or Maia Turek, resource development specialist, at 989-225-8573 or [turekm@michigan.gov](mailto:turekm@michigan.gov).

### Share centennial celebration video

A short, beautiful drone video helps celebrate the 100-year anniversary of Michigan state parks, gives a bird's-eye view of several featured destinations and includes a call to action for viewers to visit the centennial website at [Michigan.gov/StateParks100](http://Michigan.gov/StateParks100).

The video is formatted for both television spots, social media and online. It is available in :15 second and :30 second spots and is available on the MAB FTP site. [Watch the :69 second version of the video.](#)



### Regional clusters

Although every state park has something special, there are several areas around the state that offer a rich combination of attractions. There are opportunities to pinpoint local collections of outdoor recreation resources and places to explore. We can help curate information for you!

- Grand Rapids area
- Southeastern Michigan
- Downtown Detroit
- Tip of the Mitt
- Thumb area
- Western and eastern Upper Peninsula
- Irish Hills (near Jackson)
- Many other targeted areas

#### Example for Irish Hills near Jackson.

Located within just 5 miles of each other, three Michigan state parks – Watkins Lake State Park and County Preserve, Hayes State Park and Cambridge Junction Historic State Park – are waiting to be explored. These parks offer experiences and amenities including a farmers market, birding hikes, a historic site, lush natural spaces, and so much more.

## Make connections to local state parks

There are many ways for stations to connect Michigan state parks centennial content to your audiences, by using local state parks as the physical or focus backdrop and leveraging local park experts. You can have on-air talent work with experts on in-studio segments, or go on location at your favorite state parks:

- Run a cooking segment highlighting fun campfire meals, or have a park naturalist discuss talk about Michigan wildlife, using animal hides, skulls and other visual aids.
- Showcase the outdoor learning opportunities available at state parks, including recreation how-to, local historic sites and archaeology, wildlife and fish resources – great ways to keep the learning going throughout the summer!
- Touch on the history of a state park and its impact on the local economy and community.
- Have a reporter get into the action and camp overnight in a state park overnight, participate in a special state park event and/or search out a geocache treasure.
- Highlight health and wellness opportunities at state parks – hiking, fishing, paddling, etc., plus a variety of instructive classes on everything from archery to yoga.

## Take advantage of local experts

A variety of experts on Michigan's natural resources and outdoor recreation opportunities – park rangers, historians, campground hosts, Explorer Guides, archaeologists, wildlife biologists, birders and others – are available to help you tell interesting stories about Michigan's history and natural and cultural resources. If you're looking for a unique angle, start with these knowledgeable folks.

## Host remotes, connect to other opportunities

More than 28 million people camp in Michigan state parks every year! Don't miss opportunities to connect the local community to state parks. Additionally, there are a number of programs and activities taking place throughout the year that may inspire your audience. The all-new Centennial GeoTour, our online memory map, storytelling events races and much more are part of the celebration.

## Other ways to use state parks

Get a new perspective and take your staff meetings out of the office and into the woods! Consider holding staff lunches or meetings at state park pavilions, and see how immersing yourself in nature adds new levels of calm and creativity to your workday. Great views, natural settings and endless inspiration – a great way to hit reset.

## ONLINE INFO:

### Hashtags

When discussing or promoting state parks centennial-related stories or events, please use:

- #MiStateParks100
- #MiStateParks
- #MiDNR



### Michigan.gov/StateParks100

One way to get acquainted with what we are doing is the centennial website at Michigan.gov/StateParks100. The website includes a toolkit (logos, high-resolution photos, state park facts, staff contacts), historical stories, an events calendar and much more.