

Lodestar Center earns PR award

The ASU Lodestar Center has received the 2008 Public Relations Society of America (PRSA) Phoenix Chapter Copper Anvil Award for Government Special Events/Promotions.

The center's entry was for the 15th annual (2007) Nonprofit Conference on Sustainability Strategies, titled "Mission and Messaging: Cutting Through the Noise."

The Copper Anvils are sponsored each year by the Phoenix Chapter of PRSA, and recognize complete public relations programs that incorporate sound research, planning, execution and evaluation. The awards reflect the highest standards of performance in public relations in both for-profit and nonprofit settings.

"It's quite an honor to receive an award of excellence in a media market as large and diverse as Phoenix," says Amy Cox O'Hara, marketing and communications specialist for the ASU Lodestar Center. "We're thrilled our efforts were recognized by PRSA."

Scoring for the awards is based on a 100-point system. An entry must score above 85 to earn the Copper Anvil Award, and above 75 to earn the Award of Merit. Only one winner is

selected for the Copper Anvil in each category, unless there is a tie. The next-highest-scoring entry earns the Award of Merit.

Entries scoring above an 85 that do not receive a Copper Anvil Award or Award of Merit due to higher-scoring entries in the category are recognized with a certificate of achievement.

"We are in the business of advancing effective and innovative practice for those who lead, manage and support nonprofits," says Robert Ashcraft, the center's director and a professor of nonprofit studies in ASU's School of Community Resources and Development. "It is therefore encouraging to be recognized in this way, since we certainly want to practice what we teach in helping organizations achieve the highest level of performance in meeting their mission."

This year's Nonprofit Conference on Sustainability Strategies, titled "Philanthropy and Fundraising in a Changing World: Voluntary Action for the Common Good," will take place Dec. 4-5 at the Desert Willow Conference Center. More information is available online at <http://nonprofit.asu.edu>.