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## **NCCAOM's Marketing and Public Relations Plan Honored by the American Society of Association Executives** (August 2007)

Jacksonville, FL -- **The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM)** has received two distinguished Honorable Mention for the Gold Circle Award, a national awards competition for excellence in public relations, media relations and marketing sponsored by the American Society of Association Executives (ASAE) and the Center for Association Leadership in Washington, DC.

NCCAOM received this award for its **2006 Public Relations and Marketing Plan** and subsequent **Media One Expert Source Fact Sheet**. The very detailed, 12-page marketing plan was responsible for an 86% increase in media awareness of the NCCAOM, its Diplomates, and the AOM profession and catapulted the emerging profession into the headlines of major news entities such as *the Washington Post*, *The Wall Street Journal*, *Parade Magazine*, and *FOX News*, to name but a few. The fact sheet provided valuable information and statistics to the media and the public about the benefits of acupuncture and Oriental medicine.

"Fulfilling our mission to protect the public by informing them about the many benefits of seeking a certified NCCAOM practitioner is one of our top organizational priorities and to receive an honorable mention in the field of marketing and public relations is quite an honor," stated **NCCAOM CEO Kory Ward-Cook, Ph.D., CAE**. "We are thrilled to receive this special distinction and we will continue to set the standard of excellence in marketing and public relations throughout the association community and in the Oriental medicine arena."

ASAE and the Center for Association Excellence Knowledge and Initiatives Director Amy Hissrich, who oversaw the competition, stated, "This (the NCCAOM Marketing plan) is a great success story that I think our members can really benefit from ... I think it would serve as a valuable example of a PR Campaign that was so successful". In addition, one of the merits of receiving this honorable mention is having our **2006 Public Relations and Marketing Plan Media One Expert Source Fact Sheet** featured in the Models and Samples Collection on the ASAE website as an example of a successful marketing campaign. In the description of our plan, ASAE added, "This marketing and public relations plan, developed by the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM), identifies the target audiences, goals, and detailed short-term and long-term approaches to accomplishing these goals. The plan also includes the use of 'expert sources' which helped catapult the media hits for the organization by an impressive 86%." To view our marketing plan and fact sheet on the ASAE website, please go to (<http://www.asaecenter.org/PublicationsResources/modelcatlist.cfm?navItemNumber=16061>)

*NCCAOM is a fully autonomous, nonprofit organization, which has the proud distinction of being accredited by the National Commission for Certifying Agencies (NCCA). The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) is a non-profit, tax-exempt organization established in 1982. The mission of NCCAOM is to establish, assess, and promote recognized standards of competence and safety in acupuncture and Oriental medicine for the purpose of protecting the public.*

