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The American College of Nurse-Midwives Wins 2015 Gold Circle Video Award for Excellence in Association Communications from the American Society of Association Executives

Silver Spring, MD — The American College of Nurse-Midwives (ACNM) announced today it has been recognized by the American Society of Association Executives (ASAE) with a 2015 *Gold Circle Award* in the video category for its submission: *Midwives and the Care They Provide*. ACNM worked with public relations consultants [JPA Health Communications](#) and production company [Juicebox Design Communications](#) on the video. The *Gold Circle Awards* competition is the premier association marketing, membership, and communications award that recognizes excellence, innovation, and achievement in association/nonprofit marketing, membership, and communications programs. This year's competition received more than 190 entries across 16 categories, including magazines, membership recruitment piece, innovative communications, and video.

"ACNM is thrilled to be honored with a *Gold Circle Award* by ASAE," said Lorrie Kline Kaplan, CAE, CEO of ACNM. "To date, [our video](#) about midwives and the quality care they provide has received more than 15,000 views on YouTube, and drives home the message that every woman deserves a midwife. Our video was created as part of a consumer campaign, [Our Moment of Truth](#), which shares facts about midwives, answers questions about midwifery care and women's health, and encourages women to consider all of their health care options. This award will help us further the campaign's powerful messaging and hopefully, we can reach even more women and families," Kaplan said.

"This award recognizes associations who are creating effective ways to communicate their messages including elements of creativity, design, technology, and metrics, which measure the success of their tactics and campaigns," said ASAE President and CEO John H. Graham IV, FASAE, CAE. "Marketing, membership and communications are crucial functions for any association – it's the primary means for sharing information with members and staff as well as branding the organization to the global community. Congratulations!"

Entries for the *Gold Circle Awards* competition are judged consistently in each category based on established criteria for excellence in association marketing, membership communication and component relations programs. In addition to a *Gold Circle Award*, a Merit Award formerly the Honorable Mention may be awarded. Judges are experienced marketing, membership and communication professionals from associations, nonprofits, and for-profit organizations.

“The entries this year were excellent examples of marketing, membership, and communication. It was a difficult decision for the judges to select which organizations received the Gold Circle Awards,” said Millie Hurlbut, CAE, Director of Marketing at Association of the US Army and chair of the *Gold Circle Awards* Committee. “During the MMCC conference, there will be an education session with selected winners who will present their programs, share what worked as well as lessons learned. It will provide attendees with information they can take back to their organizations.”

For more information about the *Gold Circle Award* program, please visit www.asaecenter.org/goldcircle.

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About the American College of Nurse-Midwives

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives (CNMs) and certified midwives (CMs) in the United States. ACNM promotes excellence in midwifery education, clinical practice, and research. With roots dating to 1929, our members are primary care providers for women throughout the lifespan, with a special emphasis on pregnancy, childbirth, and gynecologic and reproductive health. ACNM provides research, administers and promotes continuing education programs, establishes clinical practice standards, and creates liaisons with state and federal agencies and members of Congress to increase the visibility and recognition of midwifery care. Visit www.midwife.org for more information.

About ASAE: The Center for Association Leadership

ASAE is a membership organization of more than 21,000 association executives and industry partners representing 9,300 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit www.asaecenter.org.