

2012 PRSA Koa Anvil Award
‘Ike Kū‘oko‘a - Liberating Knowledge
Community Relations, Associations/Non-Profit Organizations



Lynette Lo Tom accepts recognition for Bright Light Marketing

The Koa Anvil Award recognizes outstanding achievement in an entire public relations program. Community Relations includes programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

In October 2011, Bright Light Marketing was commissioned to provide public relations services in support of the ‘Ike Kū‘oko‘a Initiative which aimed to make Hawaiian-language newspapers accessible via Google-type searches on the Internet. To understand the need and purpose of the program, we conducted interviews with project leaders and reviewed existing research conducted by Awaiaulu, Inc., a Hawaii non-profit organization dedicated to developing resources that bridge Hawaiian knowledge from the past to the present and spearheading the ‘Ike Kū‘oko‘a Initiative.

The Pū‘ā Foundation, one of the ‘Ike Kū‘oko‘a Initiative partners and sponsors, requested that Bright Light Marketing provide comprehensive public relations services for the program launch and funded the activity through an existing retainer with the organization.

“I’m in awe of how we have moved so fast in a short time. It’s because of the framing and the staging of the day at Iolani Palace that our call for volunteers went global.”

-Puakea Nogelmeier, Executive Director of Awaiaulu, Inc.