

## News aggregating, indexing remain needed services

“West Virginia Newslines was formed to solve a problem,” according to founder Paul Helmick. “There is too much information to read and too little time available to read it.”

The company has now expanded nationwide, and highlights primarily news and sports sites in each state to index and aggregate online news.

“We have a captive link to news stories, then index the full text of articles, much like a library card catalog,” Helmick explained. “We show all news sources on a single page to save time.”

Media uses key words for searches, so you can get indexed clips based on your profile and key word choices.

Helmick says people spend



their time online checking email, surfing sites and reading news.

He said there are currently 35,000 monthly readers in West Virginia, and he’s aiming for one to two million monthly readers nationwide by year-end.

“Our audience becomes a marketable demographic,” he said. “The internet advertising stream is booming and continuing.”

Helmick said he sees the possibility for social media to become a news source. The biggest lift, he explained, is coming from social media outlets. His site has over 4,000

followers on Twitter.

The company’s business model focuses on four areas: free readership; media monitoring services; sponsorship opportunities; and partnerships. He is also working on a phone application.

“Free” is the most powerful work in the English language, according to Helmick, so he shared some free tips:

- visit [www.addthis.com](http://www.addthis.com) to find tools to share your site;
- look for free white papers on marketing, PR and social media from [davidmeermanscott.com](http://davidmeermanscott.com).

## “Day with a Professional” event set for October 2009

Think back to your college days (and smile!). Did you know what to expect once you graduated and landed your first job? Do you want to give public relations students a heads-up on the real world of a practitioner?

The opportunity is yours in October 2009 during PRSA Day with a Professional, a job shadowing day during which members of PRSSA from West

Virginia chapters experience a “day in the life” of a public relations practitioner like you!

While sponsored by the West Virginia Chapter, the day is personalized by the professional and student involved. Students and professionals register based on their interests and areas of expertise and are matched based on these preferences.

Further details will follow in

August, but feel free to contact [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org) to register early. Please consider hosting a public relations student for one day during the month of October.

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# Industry news

## Results released on technology usage and adoption

*Branden Chen  
Piper Jaffray & Co.*

In a survey recently conducted by Piper Jaffray & Co., 171 public relations professionals, primarily in the US, were surveyed to assess spending trends and product adoption. Specifically, 24% of the respondents operate in the non-profit segment, 13% in education and research, 11% in professional services, 11% in communications, 8% in health science, 7% in financial services, 5% in high tech, 3% each in travel and transportation, utilities, public sector and insurance, and 2% in media & entertainment. In addition, 43% of the respondents generate annual revenues less than \$5 million, 10% generate \$5-10 million in annual revenue, 6% generate \$10-20 million in annual revenue, 7% generate \$20-50 million in annual revenue, 10% generate \$50-100 million in annual revenue, 7% generate \$100-500 million in annual revenue, 10% generate \$500 million -1 billion in annual revenue, and 8% generate over \$1 billion in annual revenue.

When answering the question, “How much did your organization’s spending on automated PR software solutions (such as Vocus and Cision) grow in the LAST 12 months?”, 66% indicated remain the same, 12% indicated increase 0-10%, 7% indicated

increase 10-20%, 4% indicate increase 50% or more, 3% indicate decline 0-10%, and 3% indicate decline 20% or more. Overall, 93% of respondents indicate they either maintained or increased their spending on automated PR software solutions in the last 12 months. We view this as a positive data point. In addition, the blended growth in the last 12 month is 4%. When we segment the data according to organizations with more than \$100M in revenue, the blended growth rate in the last 12 months is 3%, fairly consistent with the overall response, in our opinion.

When answering the question, “How much did your organization’s spending on automated PR software solutions (such as Vocus and Cision) grow in the NEXT 12 months?”, 74% indicated remain the same, 6% indicated increase 0-10%, 6% indicated increase 10-20%, 5% indicate decline 20% or more, 3% indicate increase 20-30%, and 3% indicate decline 10-20%. The blended growth is 1%, down from 4% in the last 12 months. When we segment the data according to organizations with >\$100M in revenue, the blended growth rate in the next 12 months is -1%, down from 3% in the last 12 months. While we recognize the macro environment in the past 3

months has weakened, we are somewhat encouraged to see that 90% of respondents indicate they would either maintain or increase their spending on automated PR software solutions in the next 12 months. We believe the decelerating blended growth rate (from 4% in the last 12 months to 1% in the next 12 months) translates into a Y/Y deceleration in subscription revenue growth, and verifies that recent economic uncertainties are indeed impacting public relations software spending.

When answering the question, “How much will your organization’s total PR budget grow in the NEXT 12 months?”, 42% indicated remain the same, 19% indicated increase 0-10%, 15% indicated decline 0-10%, 9% indicate decline 10-20%, 8% indicate increase 10-20%, and 4% indicate decline 20% or more. We view this as a negative data point. Overall, 29% of respondents indicate they would cut PR spending in the next 12 months amidst uncertain macro environment. The blended total PR budget growth in the next 12 months is 0%. When we segment the data according to organizations with >\$100M in revenue, the blended total PR budget growth rate in the next 12 months is -1%.

# News



## Take me out to the ball game

We will have our second annual outing to Appalachian Power Park on August 4. The first 25 people to RSVP to the PRSA-WV Chapter office at [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org) will be eligible.

George Manahan is providing his box for us that evening, including the tickets. He will provide the beer, but food will be on your own. As a special enticement, it's Jesco White bobble head night. Game time is 7:05 and the box opens at 6:00 pm.

### Member benefits

- Accreditation support
- Chapter & Verse
- Code of Ethics
- Committee service
- Leadership opportunities
- Membership directory
- Monthly programs
- Networking opportunities
- Professional development
- Skills development
- Volunteer opportunities
- Web site

# Meeting Notice

## View from the top: From state to church



Wendy Griffith, a 1986 graduate of WVU, has had a career that has led her from state to church.

This press secretary to former Gov. Cecil H. Underwood now co-anchors CBN Newswatch, a daily 30-minute newscast seen throughout the United States, and Christian World News, seen weekly around the world on the Trinity Broadcasting Network. She often anchors the news on *The 700 Club*. She began her television career in 1987 and worked as an anchor/reporter at ABC affiliate WCHS-TV in Charleston, W.Va., and worked in other markets as well.

Join us as we learn how her career path led her from commercial news to state government to Christian broadcasting, as well as the similarities and differences she sees in the business of news.

The luncheon meeting will be held at the Marriott Town Center Hotel, 200 Lee St., E., at noon on **Friday, August 21**. The board will meet at 11:00 a.m. The cost is \$17 for students and members, \$22 for guests, walk-ins or those who must be billed. Reservations are due by Friday, August 14.

.....  
 Yes, I will attend the luncheon meeting on **Friday, August 21**.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

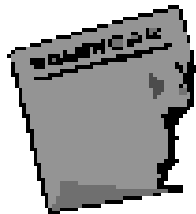
Company \_\_\_\_\_

Check enclosed for \$17 per student or member/\$22 per guest.  
(\$\_\_\_\_\_)

Reservations are required for this meeting and must be received by Friday, August 15.

Make check payable and mail with reservation form to:  
PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360-0604

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



## August 21

View from the top:  
From state to church  
Wendy Griffith  
Christian Broadcasting  
Network  
Marriott Town Center Hotel  
12:00-1:30 p.m.  
Board Meeting  
11:00 a.m.



## President's Corner

A little follow-up is in order regarding the recent PRSA member survey. Last month I related some of the details of the national survey. This month I'd like to talk about the results of the survey specifically related to the West Virginia Chapter.

Approximately one-quarter of our membership responded to the survey and our satisfaction rate was an encouraging 79%, compared to 53% nationally and 56% among similar chapters.

West Virginia Chapter members described events as "professional" (86%), "beneficial" (85%), "relevant" (81%) and "welcoming" (71%).

"Not for people like me," "cliquish," "alienating,"

"boring," "overwhelming" and "meaningless" all scored big fat zeroes in the survey of West Virginia Chapter members.

Our chapter's positive indicators were higher - and the negative indicators lower - than both the national average and the scores of similar chapters.

Verbatim responses were generally positive, but one negative comment struck me: "The current group does not show up when help is required."

First, that is not a completely accurate statement, as many members have given many hours of service for the chapter. However, we do need more involvement from our members.

We have another round of judging coming up, and we really need some more judges to pitch in than have been involved so far this year. A nice, wide judging pool would give entrants a better balanced evaluation of their work. When the time comes in August, give us ONE EVENING of judging - you'll learn a lot and our chapter will be better off for it.

Don't forget our upcoming evening at Power Park on August 4, and do register for our "Read Aloud" service project if you haven't already done so.

  
Buddy