

Crystal Awards Gala honors WV talent, professionals

A crowd of over 80 chapter members, public relations professionals and their guests attended the 2009 PRSA-West Virginia Chapter Crystal Awards Gala on Wednesday, June 17, at the Charleston Civic Center. The event honored outstanding public relations campaigns and projects undertaken in 2008.

Randy Damron served as our emcee for the evening, and our sponsors were BrickStreet Insurance, Columbia Gas Transmission and The Manahan Group.

Our recipients of 2008 Crystal Award honors are (NP/ Non-Profit; B&I/Business & Industry; PB/Pro-Bono; S/Students):

Campaigns

Community Relations

- Crystal Award (B&I)
Charles Town Races & Slots
Rainmaker Media Group

- Honorable Mention (NP)
Montana Clean Indoor Air Act Countdown Campaign
The Arnold Agency

Special Events < 7 Days

- Crystal Award (B&I)
Aker Solutions Offshore Technology Conference
Blackwell and Co.
- Crystal Award (NP)
RAZE on 2008
WV DHHR

- Honorable Mention (NP)
The Arnold Agency
- Honorable Mention (NP)
A Night In Casablanca
St. Joseph's Hospital and WV Wesleyan College

Special Events > 8 Days

- Honorable Mention (NP)
Energize WV Teacher Training Seminars
Energize WV
Rainmaker Media Group
- Crisis Communications
- Crystal Award (B&I)
SUBWAY Jared Fogle
Cancelled Appearance
The Arnold Agency



A NiSource Company



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

2009 Crystal Awards Gala Sponsors

- Honorable Mention (NP)
WV Lottery "Lucky Eight"
Powerball Winners
WV Lottery Commission
Charles Ryan Associates
- External Communications
- Honorable Mention (B&I)
Green Pricing Options
Appalachian Power
Charles Ryan Associates
- Honorable Mention (NP)
Healthy Future Campaign
The Manahan Group

Crystal Awards

Continued on page 2



Inside info

- Crystal Award Winners.....1
- Meeting notice.....3
- News you can use.....5

Crystal Awards

Continued from page 1

Integrated Communications

- Crystal Award (B&I)
edelivery Save A Tree Feed
An Animal
Ohio Valley Bank
- Honorable Mention (B&I)
Watt, Why and How
Consumer Education
Campaign
Appalachian Power
Charles Ryan Associates
- Crystal Award (NP)
Come Home to WV
WV Dept of Commerce
- Crystal Award (NP)
RAZE Incentives and
Recruitment Campaign
WV DHHR
The Arnold Agency
- Honorable Mention (NP)
WV Agritourism
Development Program
WV Dept. of Agriculture
- Crystal Award (NP)
Healthy Future Campaign
The Manahan Group
- Crystal Award (NP)
SMART529 “When I Grow
Up” Contest
WV College Prepaid Tuition
and Saving BOT
The Manahan Group

Projects

Annual Reports

- Crystal Award (B&I)
Building Upon Our
Foundation
BrickStreet Mutual
Insurance
- Honorable Mention (B&I)
2007 Mountain State Blue
Cross Blue Shield Annual
Report
The Arnold Agency
- Crystal Award (NP)
2007 Tamarack Foundation
Annual Report
The Arnold Agency

- Crystal Award (NP)
WV Dept of Agriculture
Annual Report 2008
WV Dept. of Agriculture
- Crystal Award (NP)
Annual Reports
WV Housing Development
Fund Annual Report
The Manahan Group

Internal Communications:

4 or more color magazine

- Crystal Award (NP)
Home for the Holidays . . .
To Stay!
WV Dept of Commerce
- Honorable Mention (NP)
Members Magazine
Huntington Museum of Art

External Communications:

4 or more color newsletter

- Crystal Award (NP)
SMART529 SMART Family
News “When I Group Up”
edition
WV College Prepaid Tuition
Saving BOT
The Manahan Group
- Honorable Mention (NP)
West Virginia University
Alumni Magazine
West Virginia University

Writing: news releases

under 1000 words

- Crystal Award (NP)
Farming Challenges in WV
WV Dept. of Agriculture

Writing: news releases
over 1000 words

- Crystal Award (NP)
Charleston Magazine -
Pathways to a New
Charleston
The Manahan Group
- Honorable Mention (B&I)
Making Safety A Daily
Priority
BrickStreet Mutual
Insurance
- Honorable Mention (B&I)
Mining for Success
BrickStreet Mutual
Insurance
- Crystal Award (B&I)
The Dixon Hughes Home
Team
Dixon Hughes
Maple Creative

Collateral Materials: Posters

- Crystal Award (NP)
American Indian Tobacco
Quit Line Program
Montana Tobacco Use
Prevention Program
The Arnold Agency
- Honorable Mention (NP)
Covenant House Poster
The Manahan Group

Collateral Materials: Brochures

- Crystal Award (B&I)
Aker Solutions Brochure
Blackwell and Co.
- Honorable Mention (B&I)
Bailey & Glasser LLC
Announcement Card
The Manahan Group
- Honorable Mention (B&I)
Escatawba Brochure
Rainmaker Media Group
- Crystal Award (NP)
Collaborative Cessation
Program
WV DHHR
The Arnold Agency

Crystal Awards

Continued on page 4

News

WV Chapter welcomes members

Please join the Board of Directors in welcoming the following new members:

R. Alan Fleming

4009 Kanawha Tnpk, 9E
So. Charleston, WV 25309
Phone: (304) 654-2118
ralanfleming@gmail.com

Laura Jordan

YWCA of Charleston
1114 Quarrier Street
Charleston, WV 25301
ljordan@ywcacharleston.com



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 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.

Meeting Notice

View from the top: Communicating for Bishop Jakes

Some of us have careers or work for companies that seem at times larger than life; some of us have bosses who seem larger than life. Curtis Coats III may have both.

In his capacity as chief of communications, Coats is responsible for developing and executing the national and international public and community relations plans that support both the goals and strategic vision, direction and brand of The Potter's House and its principal, Bishop T. D. Jakes, as well as its business goals and objectives.

Coats will share insights into his job, his various roles and his daily challenges when he visits with us on Wednesday, July 15. He will also talk about preparing "The Birthing Place" convention in Charleston, which will take place Aug. 12-15.

The July 15 luncheon meeting will be held at the Marriott Town Center Hotel in the Hawk's Nest room from noon to 1:30 p.m. We will once again be enjoying the Marriott buffet, and those attending will enjoy free parking. The board of directors and committee chairs will meet at 11:00 a.m. Reservations are due by Friday, July 10, and the cost is \$17 for students and members and \$22 for guests.



Yes, I will attend the luncheon meeting on Wednesday, July 15.

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, July 10.

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

Crystal Awards

Continued from page 2

- Honorable Mention (NP)
Smart529 General
Information Brochure
WV College Prepaid Tuition
Savings BOT
The Manahan Group
 - Crystal Award (S)
Marshall PRSSA Brochure
Marshall University PRSSA
- Collateral Materials: Invitations
- Crystal Award (NP)
2008 Tamarack Foundation
Gala Invitation
The Arnold Agency
 - Crystal Award (PB)
Wheeling Jamboree
Invitation
Rainmaker Media Group
- Collateral Materials: Logos
- Honorable Mention (NP)
Charleston CVB Logo
The Manahan Group
 - Crystal Award (NP)
Beyond The Backyard Logo
Blackwell and Co.
 - Honorable Mention (PB)
Charleston Area Furniture
Bank Logo
Rainmaker Media Group
 - Honorable Mention (B&I)
Creighton Block Gallery
The Arnold Agency
 - Crystal Award (PB)
Wheeling Jamboree Logo
Rainmaker Media Group
 - Crystal Award (S)
PRSSA Logo
Marshall University PRSSA
- Collateral Materials:
- Direct mail
- Crystal Award (NP)
Quit Line Physician Card
WV DHHR
The Arnold Agency

- Honorable Mention (NP)
reACTivism in a box
Montana Tobacco Use
Prevention Program
The Arnold Agency
 - Crystal Award (B&I)
The Arnold Agency Time
Capsule
The Arnold Agency
- Collateral Materials:
- Holiday cards
- Crystal Award (B&I)
Arnold Agency Card
The Arnold Agency
- Special Purpose Publications:
- Single issue
- Crystal Award (B&I)
Health Care Marketing
Brochure
The Arnold Agency
 - Crystal Award (NP)
Pocahontas County 2009
Travel Guide
Blackwell and Co.
 - Honorable Mention (NP)
SMART529: Start Smart"
Preschool Newsletter
WV College Prepaid Tuition
and Savings BOT
The Manahan Group
- Special Purpose Publications:
- Books
- Crystal Award (NP)
CROSSINGS - Bridge
Building in West Virginia
WVDOT Communications
Office
- Audiovisual Presentations
- Crystal Award (NP)
News Real
West Virginia University
Marketing Communications
 - Honorable Mention (NP)
Statewide Conference Video
WV DHHR
The Arnold Agency

Interactive Communications:
Web sites/intranets

- Crystal Award (B&L)
Rainmaker Website
Rainmaker Media Group
 - Crystal Award (NP)
reACT website
Montana Tobacco Use
Prevention Program
The Arnold Agency
 - Honorable Mention (NP)
WV Orthopaedic Society
Homestead Communications
- Interactive Communications:
CD-ROM
- Crystal Award (B&I)
West Virginia First
Interactive CD
Steptoe & Johnson
The Arnold Agency

Best in West Virginia

- SUBWAY Jared Fogle
Cancelled Appearance
The Arnold Agency

Chapter Service Award

These folks have advertised in our publications, sponsored programs and served on or chaired 21 committees since 2003 and represent 37 years of chapter membership. The 2009 Chapter Service Award goes to Marissa Arrington, Cindy Grinstead, Jessica O'Neill, Kristina Oliver, Bob Powell, Kyra Richards, Andy Wessels, and John Womack.

Practitioner of the Year Award

For his 30-year career in all facets of public relations, from his journalism beginnings to service as Governor Caperton's press secretary to owning his own successful firm, George Manahan was honored as the 2009 Practitioner of the Year.

News you can use

2009 membership directory available online

The 2009 Membership Directory for the PRSA-WV Chapter has been posted to the web site. There will be no print directory this year.

The directory, a benefit of chapter membership, contains: a listing of chapter officers; committee responsibilities, chairpersons and members; information on the accreditation program and a list of members

who have earned the APR designation; past presidents; special honorees; chapter bylaws and policy manual; plus room for additional notes and changes. The directory listing for each member includes name, title, employer, address, telephone/fax numbers and email address.

We thank our advertiser, the Charleston Civic Center, for

making the directory possible.

If we have made an error in your listing, please contact we.are.pr@prsawv.org with the correct information.

Chapter members find the directory to be a valuable resource and reference throughout the year. We hope you will find the 2009 edition to be useful.

PRSA news, updates and information you need

Save \$65 now

PRSA has extended its current membership promotion and if you join PRSA by July 15 you can save \$65 when the initiation fee is waived. That's enough to fund your \$50 chapter dues!

This offer is valid for those joining at the \$225 annual dues level, including new members or reinstating PRSA members who have been inactive for a least one year. Chapter and/or section dues are additional. Visit the link at prsawv.org and use the promotion code SPRING2009.

Why PRSA

governance matters

Learn about PRSA's bylaws rewrite and what this major governance change means to you as a member. A collection of resources including a Q&A with Bylaws Rewrite Chair Dave Rickey is available by visiting <http://www.prsa.org/aboutUs/>

[Bylaws/index.html](#).

The actual draft bylaws are being crafted by PRSA attorneys and will be available for member review in early August. The revised bylaws will be subject to approval by the 2009 Assembly delegates this November in San Diego.

What do you think?

Questions and comment about the bylaws rewrite should be directed to PRSA at governance@prsa.org.

Update your profile and you could win

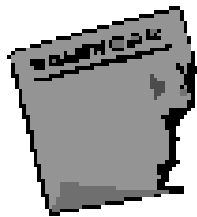
Take a few minutes to help PRSA serve you better. Tell us your job title, organizational setting, industry and area(s) of specialization. Each month, May through August, we will randomly select five members who update their demographics information to receive gifts, including a \$100 Amazon gift card and items from the PRSA

Store. You could be a winner! Update your demographics information on MemberNet today. If you are renewing your membership by mail or fax, you also can update your demographics on the back of the dues invoice.

PRSA-WV Chapter 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

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



July 15

View from the top:

PR for TD Jakes

Phil Pfister

Marriott Town Center Hotel

12:00-1:30 p.m.

Board/chairs meeting

11:00 a.m.



President's Corner

PRSA released its national study of member attitudes in June. The survey measured opinions regarding both the national and local organizations and, in my opinion, shows PRSA still needs to work on providing relevant service to today's professionals.

Just over 5,000 responses were returned and the results showed a 6.6-out-of-10 satisfaction rating for national organization membership, while local chapters fared only slightly better at 7.1. Recommend local membership scored a heartening 7.7.

Not an earth-shattering rebuke, granted, but these

numbers that show that many members see room for improvement in our organization.

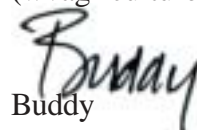
One point drawn from the data is that the chapter experience is primarily about face-to-face relationships, and that chapters should offer events that foster peer support and learning. I believe the West Virginia Chapter exceeds in these regards and that fact validates the vision of our chapter.

There is lots more information in the full report, and I encourage you to check it out online.

But I'd like to mention one

more statistic I found particularly interesting: Fifty-three percent of PRSA members were born between 1965 and 1994. This is a young profession with a lot of young(ish) people in it, and many more really young people graduating from growing PR programs across the country. We're going to need to stay nimble as professionals and as an organization if we want to remain relevant in the world of 21st century communications.

Eat local this summer!
(wvagriculture.org)


Buddy