

## Chapter moving forward with changes in 2009

In an effort to provide continually improved services for its members, the West Virginia Chapter is implementing several changes in the coming months, according to President Buddy Davidson.

“Our membership directory will be available exclusively online this year, following our web site upgrade in 2008,” he said. “This allows us to update the directory on an ongoing basis

as new members join or as current members change employment.”

Other upgrades include an online job bank and tools for meeting registrations and payments through PayPal. Monthly meeting surveys are now using Survey Monkey for ease of response.

Additionally, the board will be conducting a corporate sponsorship drive and a

membership drive throughout the year.

Continuing one of Tammy Harper’s major goals from 2008, the board expects to approve the chapter’s strategic plan in March.

Finally, the board has authorized funds to provide incentive prizes to be based on those bringing guests to monthly meetings and/or completing monthly meeting surveys.

## View from the top: Research changes impact PR

Two top research executives shared their views on the changing face of research and what that means for public relations.



Rex Repass, R.L. Repass & Partners, reminded attendees at the February meeting that market research is about products and how and why people buy them, while opinion research covers issues and reputation.

“There is now an over-saturation of public opinion polls,” Repass said. “A decade ago, 70% of surveys were telephone surveys with a 30% cooperation rate,” he explained. “Today, 70% of research is online with a 15% cooperation rate.

These changes impact research validity.”

He said changing demographics make for more increased difficulties in access to and engagement with people. In the last 25 years, ethnicity, family structure and living arrangements have changed dramatically. “Today, only seven percent of children have a working dad and a stay-at-home mom,” he said.

Repass said the new key to research is deep listening, testing messages, tracking opinions, observing behavior and developing actionable plans.

Mark Blankenship, Mark Blankenship Enterprises, agreed, saying, “Revolutions can be built in the undecided population. Top-line data rarely develops effective communication strategies.”

He said PR practitioners should be creative and always investigate. “You can always use and do research, be creative, use secondary research and find ways to do your own research, even if it means buying a few questions in someone else’s survey.”

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# PRSA National

## Join PRSA by March 31 and save \$50!

Encourage your staff and peers to join PRSA by March 31, save \$\$\$ and get a taste of PRSA! If you join as a new regular PRSA member in February or March 2009, you will not only save, but you will get a complimentary taste of what PRSA has to offer as well.

During this promotion, prospects can join for \$290 (\$225 dues plus \$65 initiation fee) and receive their first year of West Virginia Chapter dues FREE; that's an instant savings of \$50!

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 Professional Interest Section and Affinity Group dues are additional.

To join, visit the link of [prsavv.org](http://prsavv.org) and use the promotion code CHAP2009 to receive this special offer.

## Ready to make a difference: Volunteer for PRSA

PRSA is seeking members wishing to volunteer their time and expertise on a 2009 PRSA National Committee, Task Force or other PRSA group.

Through your generous efforts, you will be helping to build value, demand and global understanding for the public relations profession.

**The time is now.** Please visit [http://www.prsa.org/\\_Membership/volunteer/](http://www.prsa.org/_Membership/volunteer/) and fill out the PRSA Volunteer Sign-Up Form. You will be required to indicate your five areas of interest from the list of committee and other opportunities below:

- Accreditation Marketing
- Audit Committee
- Advocacy Advisory Board
- Assembly Task Force
- Board of Ethics and Professional Standards
- Business School/ MBA Program Initiative
- Capital Hill Relationship Initiative
- Chapter/District Council
- Crisis/Contingency Plans Ad Hoc Committee

- Diversity Advisory Board
- Education Affairs Committee
- Global Initiatives Advisory Board
- Governance Committee
- Historical Archive Project
- Honors & Awards Committee
- International Conference
- Innovations Team
- Investment Advisory Comm.
- Marketing and Branding
- Membership Committee
- Member Communications and Publications Audit Task Force
- National Partnership Task Force
- Professional Development
- PRSA Foundation
- Public Relations Student Society of America (PRSSA)
- Research Committee
- 60<sup>th</sup> Anniversary Committee
- Strategic Planning Comm.
- Student Internship Task Force
- Universal Accreditation Board (UAB)
- Work, Life, Gender Committee

Once we receive your information, we will do our best

to identify a leadership opportunity for you.

Please contact PRSA's Donna Jonas at [donna.jonas@prsa.org](mailto:donna.jonas@prsa.org) with any questions.

PRSA looks forward to partnering with you to advance the profession, the profession and those we serve.

### PRSA-WV 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

# '09 Board

# Meeting Notice

## Officers

### President

Buddy Davidson  
WV Dept. of Agriculture  
304.558.3708

### President-elect

George Manahan  
The Manahan Group  
304.343.2800

### Treasurer

Lisa Wharton Turner  
St. Joseph's Hospital  
304.473.0078

### Secretary

Sharon King  
Charleston Civic Center  
304.345.1500

### Past President

Tammy Harper  
Dream Catcher  
304.342.9904

## Directors

Amy Wentz Berner (2009)  
American Cancer Society  
304.746.9950

Crystal Good (2010)  
Covenant House  
304.344.8053

Deborah Starks (2011)  
Mountain State  
Blue Cross Blue Shield  
304.347.7663

## Assembly Delegate

Rob Jones, APR (2011)  
Jim C. Hamer Co.  
304.453.6381

## Executive Director

Diane Slaughter, CAE, APR,  
Fellow PRSA  
304.984.0308  
we.are.pr@prsawv.org

## View from the top: Car wars

The economic crisis facing this country focuses, in large part, on the auto industry. Hear how Phil Nussel's experiences as a business reporter at the *Charleston Daily Mail* led to his being one of the top reporters in today's auto industry.



From the changing industry environment to bailout money taken (or not) to major competitive and economic forces, Nussel is covering every aspect of today's auto industry as managing editor for Crain's *Automotive News Online*. Learn the inside story from the top, where Nussel oversees all global news coverage for Automotive News' flagship Web site, [www.autonews.com](http://www.autonews.com).

The Charleston Civic Center will be hosting this noon luncheon meeting on **Friday, March 20**. Reservations are required for this meeting and must be received by Monday, March 16. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests. Please add \$5 per person for walk-ins or if we must bill you.

The board of directors will meet at 11:00 a.m.



\_\_\_\_\_ Yes, I will attend the luncheon on "View from the top: Car wars" on **Friday, March 20**.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

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

Reservations are required for this meeting and must be received by Monday, March 16.

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



# President's Corner

The other day, I bumped into a fellow practitioner who has not been active in PRSA recently, and I asked him about it. He replied that the benefits of national membership didn't justify the cost, and so he was precluded from joining the local chapter, which he supported.

I've heard similar sentiments before, and I confess I've had similar thoughts myself at times - and so have many other members throughout the country.

But to its credit, PRSA leadership and staff have done what all good practitioners should do - address the issues head-on. They have actively engaged local leaders (me, for instance),

surveyed members extensively and researched current association governance and practices.

The immediate improvements include a rich website with a library of resource materials (you should really take some time and browse around it), improved teleprograms and educational offerings, excellent publications, and a new, inclusive, membership-driven outlook.

Bylaws revisions are being debated and more changes are likely. Overall, I think the future of PRSA looks bright and the organization is moving in several positive directions.

Which brings me to my point: Recruit new members.

Through March 31, PRSA will pay the chapter dues of any new member, so now is a great time to help out some of your friends by convincing them to join and saving them 50 bucks!

Also, if you have leads (but nobody you'd personally feel comfortable arm-twisting), please e-mail them and we'll send out some info. We're right on the verge of moving into the medium-size chapter category and I'm sure we can make it.

Buddy Davidson, President

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



March 20

View from the top: Car wars

*Phil Nussel*

*Automotive News Online*

Charleston Civic Center

12:00 p.m.

Board meeting

11:00 a.m.