

PRSA-WV conducts diversity survey; joins Create WV

Communication companies in West Virginia are split over whether or not the state's communication industry provides "too few" (48%) or "the right amount" (44%) of opportunities for minorities, according to a poll conducted in October and unveiled at the 2009 Create West Virginia Conference held in Huntington October 19-21.

The poll also revealed that most respondents believe West Virginia companies are not very effective at communicating their

advertising and public relations messages to a minority audience (67% - 29%), specifically African American, multi-racial, Hispanic and gay/lesbian/bisexual/transgender (GLBT) audiences. Minorities in the communication workforce appear to mirror the state's population.

Twenty-five communication companies, including advertising and public relations agencies, educational institutions, government entities and large corporations were surveyed.

PRSA-WV's Immediate Past President Tammy Harper joined moderator Betty Ireland, WV Department of Commerce's Marketing Director Kim Harbour, WV Lottery Marketing Director Nicki Orcutt, and Dr. Tee Ford-Ahmed from West Virginia State College University.

The Create WV Conference is a statewide celebration of creative community building designed to spark new economy growth in West Virginia.

Read Aloud training for PRSA-WV set for Nov. 18

PRSA-WV Chapter is partnering with Read Aloud West Virginia as our Public Service project this year, and a number of members expressed interest in participating.

Read Aloud West Virginia was founded in October 1986 and officially incorporated in 1987 for the purpose of introducing children to the pleasure reading can provide. Read Aloud West Virginia became a free-standing 501(c) non-profit in 2007. Individual counties administer local programs through local advisory boards.

Read Aloud trains readers and works with coordinators in individual schools (primarily elementary schools) to schedule

regular readers in classroom settings. The importance of trained volunteer readers cannot be over-emphasized. It helps ensure that the quality of the program is maintained.

Orientation sessions include information on book selection, classroom expectations (i.e. length of classroom visits, teachers are expected to remain in the room, etc.) and a discussion on the differences in reading to a large group of students versus reading to one or two children at home. Trainers also share information on the latest research regarding the role of Read Aloud in motivating children to want to read.

Training for PRSA-WV

Chapter members will take place from 4:00-5:30 p.m. on Nov. 18, prior to the chapter's dinner meeting and 30th anniversary celebration. The training will last from 4:00 to 5:30 p.m. The program is active in the following counties: Berkeley, Cabell, Jefferson, Kanawha, Mercer, Mingo, Monongalia, Pocahontas, Roane and Raleigh. Certain counties require volunteer readers to complete a background check. Currently, Kanawha County does not require a background check for volunteer readers.

Members and nonmembers alike may participate. To register for the training, please indicate your attendance on the meeting reservation form on page 3.

Chapter News

Member survey helps develop chapter strategic plan

Please join the Board of Directors in welcoming the following new members to the West Virginia Chapter:

- **James R. Brown**
Communications Lead
Booz Allen Hamilton
11792 Bristerburg Rd.
Midland, VA 22728
Phone: (540) 522-6431
jrbrown58@yahoo.ie
- **Rachel N. Coffman**
Licensing & Marketing

Coordinator
Boxer & Stone, LLC
3859 Teays Valley Rd
Hurricane, WV 25526
Phone: (304) 760-0010
rachel@boxerstone.com

- **Kimberly L. Harbour**
Director of Marketing
WV Dept of Comemrce
90 MacCorkle Ave., SW
So. Charleston, WV 25303
Phone: (304) 558-2003
kim.l.harbour@wv.gov

Each year during International Conference the Professional Interest Sections run a \$20 off promotion. If you are not a Section member this is a great way to expand your network within your segment. Additionally, we will be offering new PRSA members a free Section. Visit www.prsa.org to take advantage of these offers!

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

2010 slate of officers elected

The slate of officers to lead the West Virginia Chapter in 2010 was elected during October.

Elected to lead the chapter are:

- President
George Manahan
- President Elect
Lisa Wharton Turner
- Treasurer
Debbie Starks
- Secretary
M. Sharon King
- Immediate Past President
Buddy Davidson
- Assembly Delegates (2011)
Rob Jones, APR

- Directors
Crystal Good (2010)
Amy Wentz Berner (2011)
Helen Matheny, APR (2012)
- Officers were elected for one-year terms, while the Assembly Delegates and Directors were elected for three-year terms.

The committee, chaired by Cathryn Harris, APR, Fellow, PRSA, presented the slate in advance of the annual business meeting.

Officers will be installed on November 18 and take office January 1.

Happy
Thanksgiving



from the
officers and
staff of the
WV Chapter!

History

The West Virginia Chapter was chartered by PRSA in St. Louis on November 10, 1979. Join us as we honor the past and those who have led us for the past 30 years:

- Tammy Harper 2008
- Todd Beane 2007
- Bill Bissett 2006
- Brian Peterson 2005
- Bryan Brown 2004
- John Womack 2003
- John Golden, APR 2002
- Erika Bailey 2001**
- Harry Mitchell 2000
- Virginia R. Painter 1999
- Dolores Kinder 1997-98**
- Randy Bobbitt, APR 1996-97**
- Karen Frashier, APR 1995-96
- Penney A. Hall, APR 1994-95
- Susan Nelson, APR 1993-94**
- Helen Matheny, APR 1992-93
- Karl Brack 1991-92
- Rae Lynn Cupp 1990-91**
- Bonnie McCarthy 1989-90**
- Diane Slaughter, APR 1988-89
- Joe B. Long, APR 1987-88
- Ann S. Green 1986-87
- Roberta Fowkles APR 1985-86
- Benjamin J. Polis 1984-85
- Joe W. Gollehon, APR 1983-84
- Cathryn Harris, APR 1982-83
- Joel Curry 1981-82**
- William Chaddock APR 1979-81

If you have email addresses for any of these folks listed in bold type, please share them with the PRSA-WV Chapter office at we.are.pr@prsavv.org or call 304.984.0308.

Meeting Notice

View from the top: Creating loyalty

Dan McGinn is one of America’s most influential and successful communications counselors and trend analysts. Over the past five years, McGinn has increasingly concentrated on trends analysis to help



organizations identify competitive risks and opportunities in a timely and efficient manner. He will share what it takes for a company, brand or cause to break through in a saturated world, where we are all overwhelmed by ads, information, traffic, email and other demands on our time and attention.

November is also our chance to install officers and pass the gavel for the coming year. Join your peers in celebration as we honor the outgoing 2009 leadership team and McGinn installs the leaders for 2010. We will be celebrating the chapter’s 30th anniversary and honoring past leaders.

The celebration will take place at the Charleston Civic Center, West Hall II, on Wednesday, November 18. The evening begins with a cash reception at 5:30, followed by dinner at 6:00. Reservations are due by Friday, November 13. The cost is \$35 for students, members and guests; **save \$5 by bringing books for children at Sojourner’s Shelter.**



- Yes, I will attend the November dinner meeting on Wed., Nov. 18.
- Yes, I will attend Read Aloud training at 4:00 p.m.

Name _____

Company _____

Email _____

Guest _____

Company _____

Check enclosed for \$35 per person.
(Total: \$ _____)

Reservations are required for this meeting and must be received by Friday, November 13. You can register online at www.prsavv.org. 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



November 18

Read Aloud Training
4:00 - 5:30 p.m.
Charleston Civic Center

View from the top:
Trend Analysis
Dan McGinn, TMG Strategies
Charleston Civic Center
Cash Bar 5:30
Dinner 6:00
PRSA-WV's 30th anniversary!



President's Corner

The West Virginia Chapter of PRSA will mark its 30th anniversary on November 10. I'd like to extend a personal invitation to all our past presidents to attend our November 18th meeting to help us celebrate this milestone.

I'd also like to invite any past members, whether they are retired, currently members of other chapters, or have simply let their membership lapse. Our meetings are always open to visitors and this upcoming gathering should recognize all who have contributed to our chapter's past success.

Just as importantly, we will install new officers for 2010 and take the first step into our fourth

decade of service to the public relations profession in West Virginia. We have an outstanding slate of candidates who I'm sure will continue the great work of past leaders.

In an attempt to be as inclusive as possible, we will conduct elections online for the first time. In the past, voting was limited to persons actually in attendance at the October meeting. I doubt there were ever any major issues surrounding voting in the past, as few, if any, elections have ever been contested to my knowledge.

However, I think this method will be more equitable for all our members and will help some of our further-flung

members feel more connected to chapter business. A slate of officers has been finalized by the Nominating Committee, and you should have received it via e-mail by the time you read this. Besides the names suggested by the nominating committee, each office also has a write-in option in the interest of fairness.

I hope to see many of you at the November meeting. For one more month, if you have any concerns or questions of your PRSA-WV president, feel free to e-mail me at the chapter address, or at my e-mail, davidson999@suddenlink.net.