



## APR certification achievable

**By Hallie Sampson**

Becoming an APR is something every public relations professional should strive to obtain during their career. April's luncheon speakers discussed the APR process and the benefits gained from the accreditation. Our presenters were Joe Long, APR, of Verizon, Jennifer Goddard, APR of Ann Green Communications, and Cathryn G. Harris, APR, Fellow PRSA.

"Everyone has the ability to become an APR," according to Joe Long, APR. "You all have everything you need to pass the exam between your ears."

If one wants to earn the prestigious title of APR, he or she just needs to take some incentive. Long stated that a professional of any age can obtain the title if they work hard enough for it and, theoretically, one can obtain it soon after college. He also pointed out that "everyone in the chapter should be an APR. Let's try to strive for as many as possible!" Once an individual passes the Readiness Review, the exam can be taken at any time within the following 12 months.

Jennifer Goddard, APR, pointed out that the APR exam is a wonderful opportunity to find out what your strengths and weakness are in the field. She also mentioned there are many resources online that can help you study

and learn more about your gaps.

Cathryn G. Harris, APR, Fellow mentioned even more merits of the test. She declared that it helps you strengthen areas of knowledge that one would not even know were personal weaknesses. The entire procedure is a constant learning process that boosts your validity in the public relations field.

Diane Slaughter, CAE, APR, Fellow, said the APR can be a worthy achievement to obtain for sole-proprietors. It is a merit of personal achievement and gives the member not just a fancy title, but a sense of validation.

Here is a challenge for the entirety of the WV chapter of PRSA: try out for the APR exam, every one of you. Let's have the highest percentage of APRs in our membership than any other chapter. Every single one of you has the potential to obtain it. If you are interested, please join the discussion blog at [wvprsa.blogspot.com](http://wvprsa.blogspot.com).

## 2010 directory now online

The 2010 Membership Directory for the PRSA-WV Chapter has been posted to the archive tab at [www.prsawv.org](http://www.prsawv.org). 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 advertisers, Charleston Civic Center and the Gus R. Douglass Institute, for making the directory possible.

If we have made an error in your listing, please contact [we.are.pr@prsa-wv.org](mailto:we.are.pr@prsa-wv.org) with the correct information.

Our chapter members find the directory to be a valuable resource and reference throughout the year. We hope you will find the 2008 edition to be useful.

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# Time for the Crystal Awards!

Which 2009 projects and campaigns are you going to enter in the 2010 Crystal Awards competition? It's time to start planning now! Official forms are available online at [www.prsawv.org](http://www.prsawv.org). First place and honorable mention awards will be granted at the judges' discretion. Campaign entries cover community relations, special events and observances, plus crisis, internal, external and integrated communications. Project entries cover annual reports, internal and external newsletters and magazines, writing, press kits, collateral materials, audiovisual presentations and web sites. Competition is open to business/industry, not-for-profit, agency, pro bono and student entries. This year, there are NEW campaign and tactic categories added for "social media" due to the fact that social media has become such a prominent part of public relations.

The final deadline for entries is 4:00 p.m. on Friday, April 23rd, 2010. An entry must be received by Friday, April 16th for an "Early Bird Special." No entry will be accepted after April 23rd. Entry fees are \$35 per entry for PRSA-WV members and \$55 per entry for nonmembers for entries submitted by for the April 16th Early Bird deadline. Entries received by the April 23rd final deadline are \$45 for members and \$65 for nonmembers. There is no fee for student entries. Make checks to PRSA-WV. All the entry and summary forms can be downloaded at [www.prsawv.org](http://www.prsawv.org) and the 75-word summary and digital photograph representative of your entry MUST be submitted to [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org).

Individual honors will be given for Chapter Service and Practitioner of the Year. To nominate someone for either of these honors, please contact any PRSA-WV Chapter board member by 4:00 p.m. on April 23rd.

Thanks go to our event sponsors Columbia Gas Transmission and The Manahan Group.

The 2010 Crystal Awards Gala will take place June 16 at the Charleston Civic Center.

## Join now, save \$50

April is definitely the time to join PRSA if you are still hesitant to do so! The Spring promotion "A Community You Can Count On" continues through the end of April. New members joining PRSA, and using the promotional code SPRING2010, will receive a free one-year membership to the West Virginia Chapter. With the first year chapter dues waived, the cost to join is only \$290 (\$225 national dues + \$65 initiation fee). That is a savings of \$50! This promotion is not available for Associate members.

Our goal is 30 new members in our 30th year, so take advantage of the \$50 savings and join today!

To join PRSA, and get West Virginia Chapter membership FREE, just visit [www.prsa.org](http://www.prsa.org) and use the code SPRING2010.

## WVSU golf tourney helps Haitian students

The West Virginia State University Charles R. Byrd Chapter of PRSSA is supporting the WVSU National Center for Human Relations and the Macombeian Foundation in joint efforts to bring two Haitian students to complete their college education at WVSU. The groups are putting together and hosting a golf tournament at Scarlet Oaks Country Club in Poca, WV, on May 14th, 2010.

Many university students were left without a school to go to after the disastrous earthquake that devastated the island nation of Haiti on January 12th, 2010. The fund created will pay for on-campus lodging, books, and arrangements for work study for two Haitian students who have no university to go back to in Haiti.

There are multiple sponsorship levels available for both companies and golf players. For more information about sponsorship, registration, and the golf tournament in general, please visit: <http://www.wvstateu.edu/nchr>.

## Welcome new members

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

- **James R. Brown**  
Booz Allen Hamilton  
Phone: (540) 522-6431  
jrbrown58@yahoo.ie
- **James J. Dobbs**  
Augusta Systems, Inc.  
Phone: (304) 376-8867  
jjdobbs@hotmail.com
- **Paul Helmick**  
StateNewslines  
Phone: (304) 345-3033  
paul@statenewslines.com
- **Adrienne L. King**  
University of Charleston  
Phone: (304) 357-4719  
adrienneking@ucwv.edu
- **Lawrence J. Malone**  
Malone Consulting Services  
Phone: (304) 545-3052  
lmalone@malonecs.com
- **Leah P. Nixon**  
Ferris State University  
(231) 591-5604  
leahnixon@ferris.edu

## Congratulations: Todd Beane!

Please join your fellow PRSA members in congratulating Todd Beane of the WV State University Gus R. Douglass Institute for becoming one of the “2010 Generation Next” honorees. Todd Beane will be honored with the other recipients in the April 4th edition of the *State Journal*, the Generation Next Publication.

## Meeting Notice

This July, The Greenbrier will host the biggest sporting event in West Virginia history, The Greenbrier Classic. This PGA TOUR, FedEx Cup event will attract the world’s greatest golfers as well as the national and international media. In addition to feature coverage on the Golf Channel and CBS, golf writers from around the globe will turn their focus to the Greenbrier Valley and West Virginia. Lynn Swann, the resort’s director of public relations and Tim McNeely, tournament director, will share details of the public relations efforts designed to maximize the impact of this event.

Swann, a graduate of Syracuse University, joined The Greenbrier in 1998, following her career at the Charleston Newspapers. She rose to her current position in 2007. She hosts over 100 media on-site annually, and she has worked with local, national and international media, including Golf Channel, History Channel, Travel Channel, Food Network, ABC News, Today Show, National Geographic Television, BBC, NHK Japan Broadcasting, CNN Spain, and Russian TV. McNeely has been associated with the Pete Dye course in Bridgeport.

The noon luncheon on Wednesday, April 21, will take place in the Gauley Room at the Charleston Marriott Hotel. The Board of Directors and committee chairs will meet at 11:00 a.m. Reservations are required for this meeting and must be received by Friday, April 16. Cancellations after the deadline will be billed. You can register and pay online at [www.prsawv.org](http://www.prsawv.org).

\_\_\_\_\_ Yes, I will attend the noon luncheon meeting on Wednesday, April 21st.

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 Friday, April 16th.

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



April 21, 2010

Planning for the PGA

Lynn Swann & Tim Sweetwood

Marriott Town Center Hotel

12:00 p.m.

Board & Committee

Chair meeting

11:00 a.m.



## President's Corner

**George  
Manahan**

I've never been big on industry awards. I never really thought that these awards took into account the strategy and results that are necessary to achieve a successful public relations and advertising effort. Many awards are based on pretty pictures and pretty pictures without strategy, are just that and nothing more. They don't sell. And they don't achieve results.

That all changed when I became involved in the Public Relations Society of America (PRSA) and the West Virginia Chapter's Crys-

tal Awards. They require that an award-winning campaign be based on research, planning, execution and evaluation.

The 2010 Crystal Award Call for Entries was recently e-mailed to all of our members and posted on our website at [www.prsawv.org](http://www.prsawv.org). I encourage you to seriously consider entering some of your work. We have added a new category this year: social marketing.

Some of our Crystal Award veterans will help you better prepare your entries at our next PRSA

Coffee Club meeting Tuesday, April 6 at 7:30 a.m. at Capitol Roaster located at the corner of Quarrier and Summers streets in downtown Charleston. Join us to learn what judges consider when evaluating your entry.

The Crystal Award deadline is Friday, April 23. Good luck to everyone.

A handwritten signature in black ink, appearing to read "George Manahan". The signature is stylized and cursive, written on a white background.

