



## Press secretaries share secrets to staying on message

“Reinforce your message in everything you do,” was one of the important lessons that was emphasized at the West Virginia Chapter’s luncheon in January by Rod Blackstone, the former press secretary to Gov. Underwood. Amy Shuler-Goodwin, the former press secretary to Gov. Wise, and Matt Turner, the communications director to Gov. Manchin, also gave very sound advice at January’s meeting.

When everything seems to be going wrong for a governor, a press secretary has the job of finding all the positives that he or she can. Matt Turner stated that the ways

of doing this are by finding out what can be sustained and what good has already been accomplished. Despite the hard times that the state has had Matt Turner said that West Virginia is in pretty good shape.

In the microwave generation, faster is better, right? Not all of the time, according to Amy Shuler-Goodwin. Blast emails and quick regurgitation can have very bad results. The substance is generally missing from these, and the message can be lost.

These were just a few lessons that were learned from January’s informative meeting. Communication needs to be reinforced, positive, and well thought out if the message is going to affirmatively get across from a governor to his or her constituents. Press secretaries have this job, but every-

one should take these lessons to heart when trying to effectively communicate.



*Rod Blackstone, left, press secretary to former Gov. Underwood, joined Amy Schuler-Goodwin, press secretary to former Gov. Wise, Gov. Manchin’s Press Secretary Matt Turner and PRSA-WV Chapter President George Manahan, press secretary to former Gov. Caperton, in sharing their experiences and lessons learned.*

## Check the chapter on dues statement

For the third year, your West Virginia chapter dues for 2010 are being collected by PRSA as part of your annual national dues billing. Please remember to check your dues statement and be sure to include your chapter dues of \$50 for regular members and \$40 for associate members.

You now have the convenience of writing one check for both dues amounts. If there is no option for paying your chapter dues on your national statement, please contact the PRSA-WV Chapter office at we.are.pr@prsa.wv.org or call 304.984.0308.

Please contact the office if you would like to serve on a committee, advertise in the newsletter or membership directory or sponsor a meeting.

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# Announcements

## Awards

The West Virginia chapter of PRSA acknowledged three outstanding members for their chapter involvement in 2009. Amanda Ramey was recognized for completing the most monthly surveys, Lesli Forbes for bringing the most guests, and Leah Worley for attending the most meetings. All three were presented with twenty-five dollar gift cards to the Town Center mall.

If you are interested in receiving these recognitions for 2010, please let us know when you complete the meeting surveys, and make sure to invite guests to join you in attending monthly meetings.

## Not A member? Join now and SAVE!

Encourage your staff and peers to join PRSA in February and they can save enough to pay their chapter dues!

For those who join as a new regular PRSA member by February 28, PRSA will waive the \$65 initiation fee. That's enough of a savings to pay their West Virginia Chapter dues for a year and treat you to lunch for giving them the idea!

During this promotion, prospects can join for \$225 national dues, plus \$50 West Virginia Chapter dues, and see an instant savings of \$15 over the usual costs!

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 [www.prsawv.org](http://www.prsawv.org).

## Member news



### Congratulations to a growing family

Good wishes to Amy Berner, a member of the board of directors, who gave birth to a gorgeous baby girl on January 2nd of this year. Amy and her husband named their daughter Leah Evelyn. She weighed seven pounds and five ounces and was nineteen and one fourth inches long at birth. All of us here at the West Virginia Chapter wish the Berners and their newly extended family well and hope that they enjoy each and every once-in-a-lifetime moment that a newborn brings.

Congratulations again to your family, Amy, and we all hope that young Leah will join us as a member in a few more decades!

### Former president honored

David Cotton was awarded the 2009 Tampa Bay Chapter Lifetime Achievement Award from the Tampa Bay (Fla.) Chapter of the Public Relations Society of America. Cotton is regional sales manager at Blitz Business Solutions, Tampa.

### WVU PRSSA honored

WVU's PRSSA Chapter received the national Dr. F. H. Teahan Award for outstanding community service during the 2009 PRSSA conference. The chapter was honored for executing projects that directly benefit their community. Members offered their time, talent and services to The Boys and Girls Club, The Children's Miracle Network and Relay for Life.

## Chapter Chairs

**Accreditation:**

Jennifer Goddard  
Helen Matheny

**Awards:**

John Womack

**Bylaws:**

Leah Worley

**Nominating:**

Cathryn Harris

**Chapter Excellence:**

Buddy Davidson

**Ethics:**

Cindy Miller

**Corporate Sponsorship:**

Tammy Harper  
Bryan Brown

**Membership:**

Laura Jordan

**New/Young Professionals:**

Amanda Ramey

**Program/Professional Development:**

Lisa Wharton Turner

**Public Relations:**

Lalena Price

**Public Service:**

Sharon King  
Lynn Swann

**Student Liaison:**

Sara Payne Scarbro  
Todd Bean

## Meeting Notice

Many people in the United States are having problems paying their bills right now because of job losses, cutbacks and the current economy. How do nonprofit organizations deal with such a huge downswing in the economy?

Come join us for the chapter's February 17th meeting when we will have three experienced practitioners who will discuss the challenges of raising money during the worst economic downturn since the depression



The speakers are Laura Jordan, Marketing Director for the YWCA-Charleston, Mort Gamble, Special Assistant to the President at Bethany College, and John Ballengee, President of the United Way of Kanawha Valley. President George Manahan will moderate this panel.

The 2010 board of directors and committee chairs will meet at 11:00 a.m.

The Charleston Marriott Hotel will be hosting this noon luncheon meeting in the Gauley Room. Reservations are required for this meeting and must be received by Friday, February 12. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests. You can register and pay online at [www.prsawv.org](http://www.prsawv.org).



\_\_\_\_\_ Yes, I will attend the noon luncheon meeting on Wednesday, February 17.

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, February 12. Register by mail, to [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org) or online at [www.prsawv.org](http://www.prsawv.org).

Make check payable and mail with reservation form to:

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360-0604

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Charleston, WV 25360



February 17th  
PR and Fundraising  
for Nonprofits in a  
Rough Economy  
Marriott Hotel  
12:00 p.m.  
Board and  
committee chair meeting  
11:00 a.m.



## President's Corner

**George  
Manahan**

The West Virginia Chapter held its first PRSA Coffee Club event in February and I must admit it lived up to my expectations. Several members showed up to hear Bryan Brown talk about the FACES of Coal campaign. The informal atmosphere allowed Bryan and our members to interact in a way just not possible during our monthly luncheons.

Bryan talked about the tactics and messaging employed by the campaign and allowed for input from those of us

in attendance. I think Bryan left the meeting with a few new suggestions and our members got a great glimpse of how a high profile PR campaign is organized and implemented.

The response to the event has been overwhelmingly positive.

My goal is to hold Coffee Club events bi-monthly in the Charleston area. I am also looking for members in Huntington and North-Central WV to organize similar meetings in their regions.

I think events like these make us better PR people and PRSA a better organization.

To those of you outside of Charleston, I renew my commitment to you of holding at least one PRSA event in Huntington and North-Central WV before the end of the year. We are in the process of securing top notch speakers for each location. I appreciate the sacrifice many of you make to come to our meetings in Charleston.

Have a great February.

