

Cause marketing helps WV Power build its brand

by **Mark Johnson**
WV State University

Rebuilding a brand is an issue that most organizations face. For the West Virginia Power, Exec. Vice President Andy Milovich has introduced both a new mascot and community initiatives as part of his rebranding campaign.

As the West Virginia Power held their “school days,” Milovich took notice of the alarming number of children who were obese. “We have to motivate kids and make a difference, and educate kids in the community,” Milovich stated. This observation prompted Milovich to partner with Dave Raymond to create a new mascot and recreate the brand. In the process, a full-time street team and entertainer were added, not only as entertainment, but as an extension of the Power’s outreach. All of this is part

of their grassroots public relations and marketing campaign. Charleston Area Medical Center (CAMC) also partnered with the Power as a presenting sponsor for the street team.

The new mascot, “Chuck,” will be used in various functions, visiting schools, businesses and community venues. Along with the new mascot, CAMC presented “Chuck’s Healthy Challenge” in an effort to educate kids in the fight against obesity. The Power has purchased an inflatable movie screen to be used in the community, ball park and schools. To showcase the new brand, Milovich envisions taking this screen into communities, schools and civic clubs to share their message of “who we are as a brand and market.” It will also provide information and fun for those communities. In the park, the in-

clusion of organic foods in “Chuck’s Natural Grill” includes a second kiosk being added this year. Each week, posters featuring a healthy message from a current player, Pittsburgh Pirate, or area celebrities will be given away. Video messages also will be available online.

“What we have found is that people are eager to be a part of this,” Milovich explained. Local organizations are sponsoring these new initiatives, and are wanting people to know more about their organization and that the baseball team cares about community well-being. While the sponsors are getting the branding and awareness from a “typical sponsorship message,” they are also projecting a positive community message.

Even though the Power is a relatively new name in Charleston, Milovich has taken their brand in a new direction.

2011 Crystal Awards deadline nearing

The time for 2011 Crystal Award Entries is drawing near. Members of PRSA-West Virginia Chapter, non-member public relations practitioners and students based or working in West Virginia are eligible. The majority of the entry activities must have taken place between January 1, 2010 and March 1, 2011. West Virginia-based practitioners can enter work done for any client; out-of-state practitioners can enter work performed for any West Virginia client. A campaign or project can be entered in more than one category; however, there is a fee for each entry.

ENTRY DEADLINES AND FEES

Early Bird - Tuesday, March 1

\$35 per entry for PRSA Members
\$55 per entry for non-members
No fee for students

Standard-after Monday, March 14

\$45 per entry for PRSA members
\$65 per entry for non-members
No fee for students

Late - after Monday, March 21

\$55 per entry for PRSA members
\$65 per entry for non-members
No fee for students

All entries must be submitted by 4pm. For complete details, see www.prsawv.org.

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Top interview secret: Ask right questions

Deborah Walker,
Certified Career Management Coach

Most interview preparation books are filled with sample questions that you'll have to answer during an interview. While it's certainly important to know how to answer tough interview questions, it's equally important to know how to ASK questions in an interview. There are three good reasons to be prepared to ask great questions during interviews.

- To uncover the interviewer's hiring motives.
- To demonstrate your interest and intelligence.
- To uncover any unspoken concerns or "red flags."

Let's look at each of these points:

1. To uncover the interviewer's hiring motives.

A big mistake candidates make going into a job interview is to assume that they know the hiring motives of the interviewer based solely on the job description. But the reality is that each person within an organization will have a slightly different idea of the perfect person for the job.

It's up to you to find out the hiring motives of each person you inter-

view within any one organization. Ask a simple question and you'll know what your interviewer is looking for. Such as:

- What do you see as the most significant challenges for this position?
- What qualities do you look for to fill this position?

Then just listen closely. He/She will tell you just what you need to know in order to tailor your answers to his/her desires.

2. To demonstrate your interest and intelligence.

Nothing works better than a well thought out question to convince your interviewer of the sincerity and interest. Additionally, a good question is the simplest, yet most effective way of impressing them with your intelligence.

The main thing is that you want your question(s) to be specific to the organization you are interviewing with. Avoid generic questions such as "Where do you see your company going in five years?" The interviewer is going to realize you just asked the last five companies that same question. A more targeted and specific question will win you points in the interview, and may tip the scale in your favor when they're

discussing which candidate to hire.

3. To uncover any unspoken concerns or "red flags."

Before you walk out of your interview, find out any concerns that may eliminate you as a candidate. This is your best chance to defend your candidacy. This is also your second chance to undo an interview error, or provide vital information. Ask a question something like: "What concerns do you have that would prevent you from calling me back for the next interview?"

Spoken concerns can be answered with new information on how you've overcome challenges, learned new skills, or adjusted to new industries quickly. Remember, if you don't ask, they will not tell you, and you'll always wonder why they didn't call you back.

When it comes to interviews, there is no such thing as over preparation. A resume will get your foot in the door, but the interview will seal the deal. Make sure you're ready to win the job by asking the right interview questions.

Read more career tips and see sample resumes at:

www.AlphaAdvantage.com

email: Deb@Alphaadvantage.com

2010 Diamond Awards given

The 2010 East Central District-PRSA Diamond Awards were presented at the February meeting. Winners were, from left below: Community Relations Diamond Award, Marshall University School of Journalism for Huntington Area Food

Bank; five Diamond Awards and one Award of Achievement, WV Dept. of Commerce; and Integrated Communications Diamond Award, The Manahan Group for West Virginia Campaign for a Healthy Future. Awards were presented by PRSA-WV Chapter officers.



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

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Fellow PRSA
304.984.0308
we.are.pr@prsawv.org

March Meeting Notice

Content marketing: Open the book

Have you ever heard the old cliché “You can’t judge a book by its cover”? In marketing, however, the cover is what grabs attention and causes consumers to want the content. Content marketing helps bridge the gap between the cover and the interior pages of information.



Reid Williams is Chief Content Officer of WELD, a content marketing agency. WELD focuses on organizations that deliver and promote adventure, adrenaline and wild places. He believes experiences enrich lives and change people for the better. WELD creates storytelling media that builds community and drives action.

As part of the executive committee, Williams has helped grow and define WELD operations since 2008. Previously, he toyed with lives as a ski town newspaper journalist, a chemistry professor and, most recently, a globe-trotting whitewater rafting guide. Willams lives in Fayetteville, WV, the town he discovered as an itinerant whitewater rafting guide and instructor.

The Marriott Town Center Hotel will be hosting the luncheon meeting in the Gauley Room on Wednesday, March 16, at noon. The board of directors will meet at 10:30 a.m. Reservations are required for this meeting and must be received by Friday, March 11. 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.

_____ Yes, I will attend the noon luncheon meeting on Wednesday, March 16.

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, March 11. Register by mail or online at 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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PO Box 13604
Charleston, WV 25360



March 16
Reid Williams
The Gauley Room
Marriott Town Center Hotel
12:00 p.m.
Board meeting
10:30 a.m.



President's Corner

Lisa Wharton

Spring is definitely in the air and I am hopeful that the groundhogs got the prediction of an early spring correct! PRSA West Virginia is off to a great start and we are looking forward to an exciting year. We are planning two professional development seminars this year, so keep checking on our website for those dates and topics.

I also want to encourage you to invite others to our meetings and semi-

nars. There are many public relations professionals out there who could benefit by joining our chapter and I am sure that we, in turn, would benefit from their involvement.

Also keep the students in our PRSSA chapters in mind. Many of us have had mentors along the way on our career path and being involved with mentoring or hosting an intern can be a

great experience for both parties.

Lastly, keep in mind that our deadline for our Crystal Awards is approaching. Early submissions are due on March 21st, so gather up your best work from 2010 and be sure to be included in this year's awards gala. Details are on our website along with all the news from our chapter. I look forward to seeing you at our meeting on March 16th.

