

Careers beyond PR were focus of July meeting

Public relations can open the door to higher levels on the corporate ladder than ever before, according to Kentucky Coal Association President Bill Bissett in remarks at the July chapter meeting.

Bissett is a past president of the West Virginia Chapter of PRSA.

“I miss doing straight public relations work, but there is often more to business,” he said. He said he’s proof that PR people can reach the CEO level in more and more fields and businesses.

Bissett highlighted the key benefits of public relations in several areas, based on con-

versations with colleagues in politics, entertainment, agencies and associations.

He said public relations brings several skills to the political arena, including crafting and honing messages, understanding audiences and knowing the importance of not burning bridges. “Like PR, politics is a relationship business,” he explained.

The entertainment business needs PR skills in writing bios and news releases, formal communications, public speaking and putting music and performances in a “good light,” Bissett said.

In the agency world, Bissett discussed having a communi-

cations committee to pitch ideas on how to promote the agency. PR people understand being realistic and not overselling a story, juggling priorities and tasks, meeting deadlines, communicating well, understanding the difference between how you see yourself and how you are seen, and many practitioners are understanding budgets and financial responsibility.

In associations, Bissett explained he now has to do more than just PR. “Getting outside your comfort zone can hurt,” he said. “You need to remember that the same rules that used to apply to clients, like three talking points for a message, now apply to you.”

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Gollehon elected to PRSA College of Fellows

The Public Relations Society of America (PRSA) announced that it has elected Joe W. Gollehon, APR, and eight others, to the prestigious PRSA College of Fellows. The 2011 Fellows candidates will be inducted October 15 at a ceremony at the PRSA 2011 International Conference in Orlando, Fla.

“Joe W. Gollehon’s induction into the College of Fellows represents one of the highest honors in his career, and a great honor for us in PRSA,” said Rosanna Fiske, APR, Chair and CEO. “Through continued commitment and service to the profession, Gollehon has demonstrated extraordinary accomplishments that advance our profession.”

Gollehon is a 37-year veteran of corporate and agency public relations whose dedication, innovative strategies and professional qualities have made him a role model for students and practitioners alike. A crisis

communications and public affairs specialist, he has provided counsel and professional services to the energy, manufacturing, education, health care and financial industries. Accredited in 1979, he has filled several chapter and district leadership roles including assembly delegate, president of the West Virginia Chapter and chair of the East Central District.

Gollehon said, “PRSA has been a part of my professional life for more than 37 years. I’m truly humbled and honored to be selected by the College of Fellows and consider this a capstone to my career.”

The College of Fellows was founded in 1990 as a way to recognize individuals who have demonstrated superior capabilities as public relations practitioners or educators. According to the PRSA Bylaws, College of Fellows candidates must have 20 years or more of experience in the public relations industry and exhibit exceptional personal and professional qualities,

while advancing the state of the profession. This year’s candidates are senior practitioners and educators who have shown strong dedication and made significant contributions to the field of public relations.

“We are proud to welcome these talented men and women into the PRSA College of Fellows. Through their accomplishments, they have left an indelible mark on their profession, their organizations, their communities and PRSA,” said Fred Bagg, ABC, APR, Fellow PRSA, 2011 chair of the College. “Election into the College is one of the highest individual honors in our profession.”

Gollehon joins chapter members Cathryn Gibbs Harris, APR, Fellow PRSA and Diane Slaughter, APR, Fellow PRSA in membership in the College of Fellows.



Joe W. Gollehon APR

50 for \$50 Campaign underway - please contribute

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Please recognize me as:

Make check payable and mail your contribution to:

This is not deductible as a charitable contribution.

PRSA-WV Chapter

PO Box 13604

Charleston, WV 25360-0604



Member News

Joe B. Long, APR, spoke at the June 4 INTEGRATE Conference, sponsored by the West Virginia University IMC program. He shared information the value of earning Accredited in Public Relations (APR) status to distinguish yourself to employers and clients who demand more strategic, sophisticated communications counsel.

August Meeting Notice

WV Lottery turns 25: The celebration

The West Virginia Lottery is celebrating 25 years of games, winners and contributions to programs in West Virginia.



West Virginia Lottery Deputy Director of Marketing Nikki Orcutt, who joined the organization in June of 2008, will be our guest speaker. For six years, this graduate of The Ohio State University was Public Affairs Leader and Communications Specialist for The Dow Chemical Company's West Virginia Operations.

She will share the public relations and marketing efforts that have helped the Lottery enjoy a quarter century of success and increasing revenues, and stories of how Lottery contributions have benefitted education, senior citizens and other supported programs. In addition, she will share the activities that celebrated the organization's first 25 years. Moving forward, she will discuss their strategies for planning and implementing their advertising, marketing and public relations budgets.

The board of directors and committee chairs will meet in the Gauley Room at the Marriott Town Center Hotel at 10:30 a.m. on Wednesday, August 17. Lunch will begin at noon. The cost of the luncheon meeting is \$17 per student or member and \$22 per guest. Reservations are due by Friday, August 12. You can register and pay online at www.prsawv.org.



Donors

- J. Todd Beane
- Amy Wentz Berner
- Tammy Harper
- Paul Helmick
- George Manahan
- Diana Martinelli, PhD
- Jeri Matheney, APR
- Helen Matheney, APR
- Diane Slaughter, CAE, APR, Fellow
- Debbie Starks
- Lisa Wharton

Yes, I will attend the August 17 luncheon meeting with Nikki Orcutt.

Name _____

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Guest _____

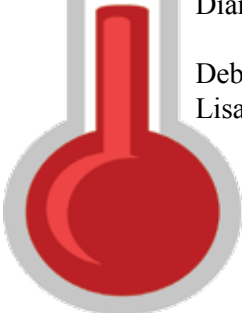
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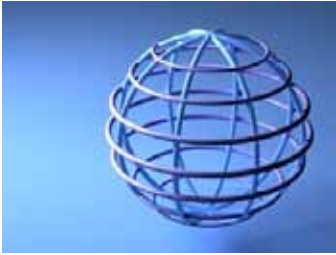
Reservations are required for this meeting and must be received by Friday, August 12. Register by mail or online at www.prsawv.org.

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



August 17, 2011
WV Lottery turns 25
Nikki Orcutt
Marriott Town Center Hotel
Charleston, WV
12:00 - 1:30 p.m.
Board and committee chairs
10:30 a.m.



President's Corner

Lisa Wharton

I hope you'll join me on October 19 when the Professional Development and Public Service Committees are joining forces to present a "PR Bootcamp" for PRSA members and staff or volunteers of nonprofit organizations.

Through a grant from the East Central District of PRSA, we will be hosting the videoconference in South Charleston and Morgantown. Additional sites may be added.

The conference will provide a professional development opportunity for public relations practitioners around the

state that provides useful and informative content to help participants be better at public relations. This conference is intended for all West Virginia PR practitioners, and designed particularly for personnel or volunteers of nonprofit organizations, those who may be new to public relations and those whose job includes part-time PR duties.

The tentative agenda for this half-day conference includes sessions on raising the profile of your organization, making the transition from news to PR, reaching out to the news media and the

logistics of putting together a newsworthy news release and news conference.

Look for additional information in September.

In addition, I want to once again congratulate our winners in this year's Crystal Awards competition and urge you to enter your campaigns and projects in the East Central District Diamond Awards competition. Complete information can be found at <http://www.prsawv.org/ecd.php>. This is a great way to showcase your work in a six-state regional venue!

