

## What the future of radio holds for you

by **Mark Johnson**  
**WV State University**

While usually associated with high school and college sports, MetroNews has a much bigger presence in West Virginia, according to Vice President Joe Parsons. However, many fail to realize that MetroNews claims ownership to 61 radio stations throughout our state.

Shortly after beginning his career at MetroNews, Joe Parsons was told by a colleague that “radio is going away,” a statement which has been repeatedly made during his 26-year tenure. Fortunately, the demise of radio has been exaggerated. According to a survey by Arbitron, Parsons related that radio listenership is up 4% over last

year. The largest gains are in the 18-34 demographic. He said the survey found 92% of all teens 12-17 still listen to the radio.

Radio is so effective because it’s the only medium a person can take everywhere, according to Parsons. The radio medium gives advertising a captive audience. He said different radio formats allow specific audiences to be targeted.

Parsons said that, contrary to popular belief, MetroNews no longer considers itself to be in the “radio business,” instead they now consider themselves to be in the content-delivery business. Aside from radio and television broadcasting, they now have an online presence which includes streaming media.



Parsons believes that within his lifetime radio will be able to deliver content without the use of transmitters. Instead of using the traditional means of transmission, Parsons hopes to witness the transmission of radio programming via Internet Protocol (IP), mobile devices, etc.

## Join PRSA in May and save!

When you join the Public Relations Society of America as a new member by May 31, you will receive a free \$25 VISA gift card.

Just visit [www.prsa.org](http://www.prsa.org) to become a new member; be sure to indicate at that same time that you want to join the West Virginia Chapter!

Associate members, those with less than two years of experience, who join by May 31 will receive a free one-year membership in the New Professional Section, a \$20 value!



Whether you’re an Associate or Regular member, join in May and save!

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## 50 for \$50 Campaign underway - please contribute

As we all know, the economy has not bounced back as quickly as some of us would like. However, we do want to ensure our chapter continues to move forward in a positive direction.

To that end, the PRSA-WV Chapter Board of Directors is inviting you to participate in an exciting project. It is called the "50 for \$50" campaign, and your assistance with it will help us to proceed with several initiatives. We are asking 50 members to contribute \$50 each to this campaign.

These monies will be used for

three priorities. They are:

- Encouraging student support and involvement by offsetting costs for three students to attend each of our monthly meetings;
- Supporting our current members by continuing to accept dues of \$25 per year for those seeking new employment due to downsizing; and
- Technology enhancement for our meetings so members around the state can "attend" two meetings simultaneously in various parts of the state through video conferencing.

You will be hearing more about this campaign during the coming months, but I would invite you to consider making your donation today. Your contribution, whether personally or through your company or organization (or both), will be recognized at our meetings, in the newsletter and on our web site. Please use the form below or access the form to submit your contribution at [www.prsawv.org](http://www.prsawv.org) under the upcoming events section.

Please join with me in this important campaign to support initiatives to help continue the success of PRSA-West Virginia Chapter.



**Join** with PRSA-WV Chapter in our "50 for \$50" Campaign, in which 50 members each contribute \$50 to support these priority initiatives:

**Student Support and Involvement  
Member Support during Economic Downturn  
Technology Enhancements for Meetings**



All contributors will be recognized in PRSA-WV publications.

To contribute or for more information, please contact:

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*Count on me!*

Name:

Company:

Address:

Phone:

Email:

Please recognize me as:

Make check payable and mail your contribution to:

PRSA-WV Chapter  
PO Box 13604

Charleston, WV 25360-0604

*This is not deductible as a charitable contribution.*





Donors

## May Meeting Notice

### Social Media Seminar: Strategy, Implementation and Evaluation



We all know about social media, and it's hard to stay on top of the new venues and uses, let alone proving its worth to management and clients.

Join us on Wednesday, May 18, at Stonewall Resort, Roanoke, WV, for a professional development session to help you understand the strategy, implementation and evaluation of social media.

Robert Holland, ABC, will speak about "How to get the greatest value from social media." He will provide an overview of the business value social media has the potential to provide and on measurement. Owner of Holland Communications in Richmond, Va., he has more than 20 years of experience in organizational communication, including employee communication planning, publication management, consulting, media relations and change communication.

Paige Nunn, Dominion's manager, Customer Services Planning, Research and Analysis, based in Richmond, Va., will discuss how Dominion developed its strategy for social media.

PRSA-WV's own John Bolt, director, News & Information Services, West Virginia University, will discuss how WVU uses social media to directly engage its audiences, using Facebook, Foursquare and other platforms.

We will begin with a buffet lunch at 11:30 a.m. in Stillwater Restaurant, with the seminar beginning at 12:30. We will conclude at 4:30 p.m. The cost for this seminar is \$45 per person. Reservations are required and must be received by Friday, May 13. You can register online at [www.prsawv.org](http://www.prsawv.org).

We'd like to thank our corporate sponsors, Dominion and Saint Joseph's Hospital of Buckhannon.

.....  
 Yes, I will attend the professional development seminar on May 18.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

\_\_\_\_\_ Check enclosed for \$45 per person (\$\_\_\_\_\_)

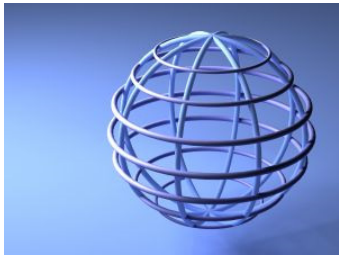
Reservations are required for this meeting and must be received by Friday, March 11. Register by mail or online at [www.prsawv.org](http://www.prsawv.org).

Make check payable and mail with reservation form to:

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

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May 20, 2011  
Social Media: Strategy,  
Implementation & Evaluation  
Stonewall Resort  
Roanoke, WV  
11:30 a.m. - 4:30 p.m.



## President's Corner

Lisa Wharton

As we work in our various professions as public relations professionals, it often difficult to keep up with the many changes facing us in our careers. That is one of the primary reasons that my membership in PRSA is so important to me. I can access information regarding many of the challenges that I face daily through the PRSA website. With access to podcasts, blogs, and journal articles, the PRSA website gives me a convenient way to search for information relating to questions that I may have.

In addition to access to the national website, attendance at our local meetings and seminars give me the opportunity to hear first hand from presenters. These sessions also offer the chance to interact with other professionals as well as to learn from the exchanges between the audience and the presenter.

In May, we have the first of our professional development seminars for the year. I believe that "Social Media: Strategy, Implementation and Evaluation" will prove to be an engaging seminar for all of us. Topics addressed will

include development of a social media strategy, engaging audiences using social media, and how to ensure that we are getting the greatest value from social media.

I am excited that this professional development seminar will be held at the beautiful Stonewall Resort in Roanoke. Located in central West Virginia just minutes off of I-79 (exit 91), this location will give some of our members from our northern counties easier access to our chapter's event this month. I hope you will plan to attend and look forward to seeing you there.

