

“PR Boot Camp” a success across the state

The folks shown below are just some of the more than 80 public relations professionals and nonprofit organization representatives who participated in the October 19 “PR Boot Camp for PR Professionals and Nonprofits” at locations in Buckhannon, Huntington, Morgantown, Parkersburg and South Charleston.



South Charleston attendees

Kathleen DuBois, of Progressity, started the conference with a discussion on raising the profile of your organization. She provided seven strategies for doing this, including: know your business; develop a communication plan; unleash creativity, be proactive; harness the power of online communication; showcase subject matter experts and take action.

Chris Stadelman of The Phillips Group and Liza Cordeiro of the W. Va. Dept. of Education provided their perspectives on making the transition from news to public relations. Stadelman said people need to develop relationships with media before you need them. “The world doesn’t revolve around

the golden dome in Charleston,” he said. “Remember the weeklies and small papers outside Charleston and give the news a local angle for each market.

Cordeiro said she had a harder time making the transition from television to public relations. She said she brought a common sense approach and an understanding of the visual needs of the media. She corrected her weaknesses in marketing and sales/promotion by going back to school. “My slaps of reality have included being misquoted and having to start from scratch with each new reporter,” she said.

Jeff Jenkins of MetroNews and Brad McElhinny of the Charleston Daily Mail shared their insights into reaching out to the news media. Both agreed that the story must be compelling, have an angle and have a visual component, even for radio. Jenkins said the media is trying to figure out social media, adding, “Some things haven’t changed, like building relationships and just talking to each other.” Both agreed they have to think about scooping themselves on their social media outlets.



Buckhannon attendees

Chris Martin of WVU discussed PR and relationship building in today’s new media world. She quoted a girl who said, “If the news is important, it will find me.” Martin said PR has changed from working with the media to working with constituents. “You need to determine the type of relationship you want to build, not what technology you need to use.”

We thank all our speakers for their time and lessons shared.



Parkersburg attendees

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WV Chapter wins ECD award

The West Virginia Chapter has been recognized by the East Central District of the Public Relations Society of America with a Chapter Excellence Award.



The Chapter was honored for its chapter outreach efforts in 2010.

The chapter outreach award recognized the chapter's efforts to "promote the profession" including the expertise of chapter members and the effectiveness of the discipline outside of the chapter. This was done through the insert in The State Journal that was released in January 2011. Strategies included targeting the business community in West Virginia and developing a publication that demonstrated the professionalism and effectiveness of the discipline and the expertise of chapter members.

Articles were written by chapter leaders and members and highlighted the profession, the growth of PR jobs over the next decade, us-

ing social media to grow your business and the value of "Accredited in Public Relations." The publication also included a welcome from President Lisa Wharton, a

list of past chapter presidents, a list of individual honorees and highlights of 2010 chapter meetings. The back page included complete information on the Crystal Awards program, which resulted in a slight increase in competition entries for 2011.

The award was presented during the East Central District *QuickStart* Conference in Columbus on September 17. This year's award is displayed at each chapter meeting. West Virginia Chapter Executive Director Diane Slaughter, CAE, APR, Fellow PRSA, accepted the award during the meeting.



Member news



During the 2011 PRSA International Conference, **Joe W. Gollehon, APR, Fellow PRSA** was inducted into PRSA's College of Fellows in recognition of his service and dedication to PRSA and his lasting impact on public relations. Gollehon, right, is shown with his wife, Ann, seated, and former PRSA-WV Chapter President Karen Frashier, APR, and member David Cotten, APR, Fellow PRSA.

Gollehon joins chapter members Cathryn Harris, APR, Fellow PRSA, and Diane Slaughter, CAE, APR, Fellow PRSA.

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Charleston, WV 25360-0604

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50 for \$50

November meeting notice

Join this list of PR professionals today in supporting students and other professionals and promoting statewide education through the West Virginia Chapter of PRSA.

The DC experience: Lessons learned

How do you fill the shoes of the longest-serving member of Congress on a temporary basis? Join us at the November 16 meeting and hear the answer to that question from former U.S. Senator Carte Goodwin.



Appointed to fill the late Senator Robert C. Byrd's seat in 2010, Goodwin will discuss his experiences in Washington. Learn how he was able to promote his agenda on the national stage through his work on the Senate Armed Services Committee, Committee on Health, Education, Labor and Pensions, Senate Budget Committee and Committee on Rules and Administration.

Goodwin is a partner with Goodwin & Goodwin, and his practice includes litigation and appellate advocacy, as well as advising clients on government relations, intellectual property and commercial transactions. He served as General Counsel to West Virginia Governor Joe Manchin III, 2005-2009, and as Clerk for the Honorable Robert B. King, United States Court of Appeals for the Fourth Circuit, 1999-2000. He earned his undergraduate degree in philosophy from Marietta College and his law degree from The Emory University School of Law.

In addition, officers for 2012 will be installed by the chapter's first president, Bill Chaddock.

The evening begins with a cash bar at 5:30, followed by dinner at 6:00 p.m. The Charleston Civic Center will be our destination for the evening and is located at 200 Civic Center Drive, Charleston, WV.

The cost of the dinner meeting is \$25 per student and \$35 per person for all others. **Reservations are due by Friday, November 11.** You can register and pay online at www.prsawv.org.

The meeting is sponsored by NiSource, Inc.

_____ Yes, I will attend the November 16 dinner meeting.

Name _____

Company _____

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Guest _____

Company _____

_____ Check enclosed for \$25 per student/\$35 for all others.

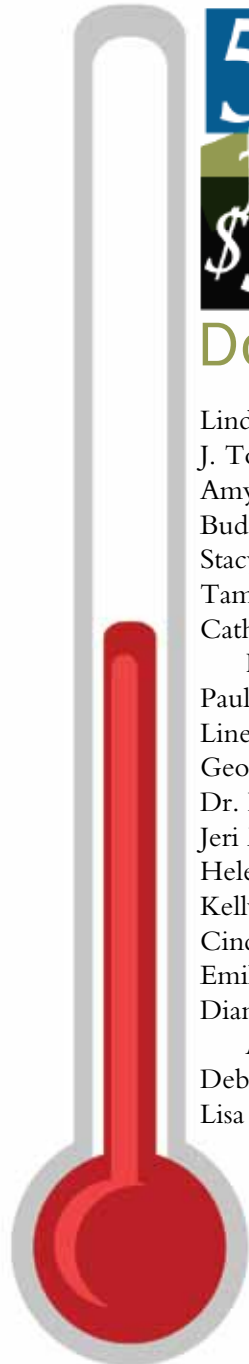
Reservations are required for this meeting and must be received by Friday, November 11. Register by mail or online at www.prsawv.org. Full payment must accompany each registration. Make check payable and mail with reservation form to:

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

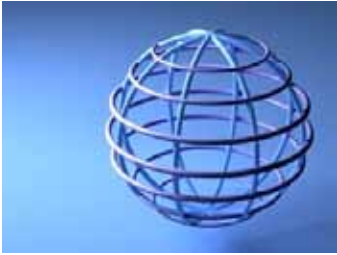


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- Lisa Wharton



PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



November 16, 2011
"The DC Experience"
Former U.S.
Senator Carte Goodwin
Cash Bar
5:30 p.m.
Dinner
6:00 p.m.



President's Corner

Lisa Wharton

I would like to take this opportunity to say thank you to our speakers who gave such excellent presentations at our PR "Boot Camp" this month: Liza Cordeiro, Kathleen DuBois, Jeff Jenkins, Brad McElhinny, Chris Martin and Chris Stadelman. Without your willingness to share your expertise, we could not have provided this workshop.

I also need to say a special thank you to everyone whom helped make our first Video-Teleconferencing workshop such a success. There were many weeks of behind-the-scenes meetings, testing of equipment and site-setup in order to bring this seminar to the five locations throughout the state. First

I would like to thank our committee chairs Deb Wheeler and Lynn Swann along with committee members Amy Berner, John Bolt, Jennifer Goddard, Jeri Matheny, Kelly Merritt, Ginny Painter, Greg Smith, Diane Slaughter and Joe Stevens. Also thanks to our site coordinators who took charge of setting up their sites, greeting our participants and ensuring that everyone enjoyed the program: John Bolt in Morgantown, Ginny Painter in Huntington, Lalena Price in South Charleston and Katie Wooton in Parkersburg.

Lastly, a special thanks to our site technicians without whom we could not have taken advantage of this technology: Doug Anthony with West

Virginia University in Parkersburg; Chuck Cook with Marshall University in Huntington; John Duwall and Ray Miller with West Virginia University in Morgantown; Will James with Marshall University in South Charleston; and Brandon Shoulders with St. Joseph's Hospital in Buckhannon.

As we near the end of our year, be sure to mark your calendars for our annual dinner meeting on the evening of Wednesday, November 16th. We will hear from a great speaker, U. S. Senator Carte Goodwin and will also be installing our new officers for the 2012 year. I look forward to seeing all of you at the dinner.

