

Lottery advertising with less, but watching the impact

The West Virginia Lottery is doing what many other companies and organizations are doing...more with less, according to Lottery Deputy Director of Marketing Nikki Orcutt.



She said you need to learn who sets your budget. You should know if you have a voice in your budget, if you actually have a budget and what types of analysis your decision makers have before your budget is set.

“You need to find a return on investment in everything you do, whether it’s advertising or

sponsoring a hole at a golf tournament,” she said. “You need to know your audience and the media to spend wisely and effectively.”

Orcutt cut \$1 million from the Lottery’s advertising budget, but said sales have remained stable. “We’re decreasing our spending, not our quality,” she explained. She said this was accomplished by:

- developing a strategic marketing plan including timing, media, frequency and audience;
- speak to your demographic and stay connected to media;
- utilize partnership and sponsorship opportunities where possible;
- share budget information and

work with media buyers and sponsors;

- purchase paid media in advance;
- bundle production when possible with same crew, locations or space;
- know your demographics and your opinion makers; and
- don’t be afraid to try something different (she’s now advertising in movie theaters to reach a captive audience with a captive message).

She said reach can be increased while spending less, but you need to set a strategy for the scope of work before using Twitter, Facebook and the Internet. “Make sure there’s something for your customers and know why you’re there,” she advised.

Time to enter ECD Diamond Awards competition

The East Central District of the Public Relations Society of America is calling for shining examples of public relations campaigns and tactics for its 34th annual Diamond Awards competition. The Diamond Awards are presented to public relations practitioners who have successfully addressed a communications challenge with exemplary skill, creativity and resourcefulness.

The Diamond Awards are open to any public relations professional who is a member of the 16 chapters in the PRSA East Central

District or any nonmember whose place of business is within the district’s boundaries.

The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, Pennsylvania and West Virginia.

The entry deadline is Monday, Sept. 19, 2011, with late entries accepted until Monday, Sept. 26, 2011, with payment of late entry fee.

Download your 2011 Diamond Awards category descriptions and entry forms now at www.prsadayton.com or <http://www.prsawv.org/documents/2011ECDDiamondEntryForm.pdf>

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The rationale for a PRSA dues increase

THE RATIONALE FOR A DUES INCREASE

As the West Virginia Chapter's Assembly Delegate, I want to discuss the proposed national dues increase that will be voted on during the 2011 Leadership Assembly in Orlando, Florida on October 15.

After holding the line for a decade with no increase in the cost of membership dues, and with annual operating costs now outpacing revenue growth, PRSA has reached a critical point financially. It's for this reason that our national Board of Directors engaged a Business Model Task Force to audit PRSA's financial condition, and to make recommendations to the Board for ensuring PRSA's financial health into the future.

Following the Task Force's recommendations — based on a comprehensive review of financial, membership and sponsorship trends; comparative data from other industry associations; and the evolution of PRSA's product and service offerings — the national Board voted to ask the 2011 Leadership Assembly to approve a \$30 increase in the cost of basic PRSA membership dues, to \$255 from \$225, effective January 1, 2012. This is a modest increase, especially when you consider that membership dues would be priced at more than \$270 today, had the cost been tied to increases in the Consumer Price Index since 2002.

Membership dues, which account for approximately 50 percent of PRSA's revenue, have remained steady, but other revenue streams, such as professional development and Jobcenter, have declined in recent years due to the downturn in the economy and other market conditions.

Cost-control measures — which in recent years have included cost and operational efficiencies, elimina-

tion of underperforming products and services, staff reductions, a pay freeze, reducing Board travel and cutting sales and marketing expenditures — have eliminated \$1.5 million in operating expenses from the PRSA budget.

Having cut expenses and exhausted nearly every practicable source of new revenue — and all the while keeping membership dues at their 2002 levels — an increase in the cost of membership is now vital to our continued reinvestment in the Society. Among other things, funds from the proposed dues increase will be used to update existing benefits and create new ones; explore new products and services; create additional programming for senior professionals; enhance delivery systems by creating a mobile version of the PRSA website, introduce eLearning and create more digital publications; and otherwise modernize key infrastructure

While the Board will continue to look for ways to enhance member value while holding costs steady in 2012, several new member benefits may be possible with the incremental revenue the proposed dues increase will provide. The most prominent among them are:

- Webinars included free with PRSA membership. PRSA is making plans to offer its entire catalogue of professional development webinars to its members — for free — starting in 2012. This represents nearly \$2,000 in annual savings for members who participate in one PRSA webinar per month. It's also consistent with the findings of PRSA's 2011 Membership Value Perception and Satisfaction Survey, which confirm the high value our members place on free webinars.
- Webinars exclusively for Chapter use in creating local professional development programs will aid our Chapters' local recruiting efforts. By making the total cost of PRSA membership competitive with the non-member cost to view a single

PRSA webinar, the small price difference will encourage non-members to become PRSA members.



Joe W. Gollehon APR

- Loyalty programs to reward PRSA's most-involved members. PRSA is planning to devise and implement loyalty marketing programs based on member involvement. These cross-channel programs will facilitate the engagement, retention and growth of PRSA's member base and, by improving the value proposition of PRSA membership even further, also will aid in Chapter and Section recruiting efforts.

So, the bottom line for a dues increase is simply this:

- PRSA has not increased the cost of its membership dues in 10 years, even though the cost of doing business has risen sharply over that time.
- PRSA has increased the scope and number of benefits it delivers and taken other steps to increase member value, satisfaction and renewal during that same 10-year span.
- PRSA has also been diligent about finding new ways to diversify its non-member revenue sources, and has cut \$1.5 million in operating expenses from its budget.
- PRSA needs a new approach to ensure our future financial health.

Although, I ask you to support this dues increase, the vote I will cast and defend at the Assembly will be the collective decision of the members of the West Virginia Chapter. Chapter members will vote on this issue at the September 21 meeting.

Member news

Amy Wentz Berner, MA, has accepted a new position as Instructor of Speech Communications at Southern West Virginia Community and Technical College (SWVCTC). Amy has served as an adjunct instructor for Marshall University for several years and is excited about this opportunity with SWVCTC that will allow her to teach full time and spend more time with her family.

September meeting notice

Small town, big ethics

Dawn Miller, *Charleston Gazette* editorial page editor, will share her insights and perspectives on ethics in newspapers and the broader industry. Take a few minutes to refresh your journalism ethics; learn about the ethical challenges facing the news media especially in this “new media” era and participate in a friendly discussion on how writers balance their profession and stay engaged in the community as a friend, neighbor and volunteer. Dawn will allow ample time for discussion and questions.

Dawn is a native of Berkeley County and is a 1991 WVU history graduate. She started her career at the *Charleston Gazette* working as a reporter covering a variety of issues before moving to the editorial page, and being named editorial page editor in 2006. Dawn has been an active volunteer in the Charleston community for years and is chairwoman for Read Aloud West Virginia.

September is PRSA’s Ethics Month. One of the great benefits of PRSA is that it provides numerous resources to sharpen our skills in all areas of our profession. Take some time out this month to test your knowledge of ethical practices in public relations. A handy quiz is located at this link: <http://www.proprofs.com/quiz-school/story.php?title=eq-prsa-ethics-quotient-quiz-2011>.

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, September 21. 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, September 16. You can register and pay online at www.prsawv.org.



Donors

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

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 Yes, I will attend the September 21 luncheon meeting with Dawn Miller.

Name _____

Company _____

Email _____

Guest _____

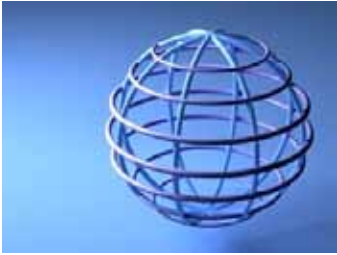
Company _____

Check enclosed for \$17 per student/member; \$22 for guests. Reservations are required for this meeting and must be received by Friday, September 16. 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



September 21, 2011
Small Town, Big Ethics
Dawn Miller
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

It is hard to believe that we are quickly approaching fall and summer will soon be behind us. That being said, we as a Chapter are looking ahead to the fall bringing some exciting opportunities and programs.

In September, we will have a great program with Dawn Miller, an editorial writer for the *Charleston Gazette*, talking about news reporting and ethics. In October, we will hold the second of our professional development seminars. This one will be a "PR Boot Camp"

and will be held as a teleconferencing session. Currently, plans are to host the event in Charleston, Buckhannon and Morgantown, giving PR professionals from around the state an opportunity to participate at a venue nearer their offices. We also hope to extend the teleconference to other locations if possible.

October will also see the launch of our mentorship program. This program will give those new in the PR profession an opportunity to interact

with an accomplished Public Relations professional. We are also looking at developing a speakers bureau which will further enhance the field of public relations by offering knowledgeable speakers to other organizations.

I encourage you to keep checking our website for information on how you can become involved in these upcoming programs and events. As always, if you have questions or ideas, please feel free to contact me anytime. Enjoy the rest of your summer!

