



Nuclear Iran: The key to achieving an empire

By Melissa Dungey

At the May meeting, Michael Tobin, a Jerusalem-based correspondent for FOX News Channel and a former WSAZ reporter in West Virginia, shared the amazing and sometimes terrifying experiences he had while reporting on-site in the Middle East.

He got right to “the heart of what Iran is after,” which is an empire of conquered states held together by nuclear threat. Non-Islamic Israel is in the midst of the Islamic states that Iran wants to build their empire on and for this reason Iran wants it eradicated. The CIA believes that Iran is working to get better centrifuges and more low enriched uranium before it makes the move for a nuclear bomb. According to

Tobin, “Diplomacy has failed. Economic sanctions are the next step” in dealing with Iran.

One question that Tobin is asked frequently is if he is afraid that he will be kidnapped. His answer is that “kidnaps are planned. I try to be in and out before anyone knows that I have been there.” He once had an unexpectedly long stay in Afghanistan and when asked about what the locals are like, he laughs, saying he doesn’t know because he spent all his time trying to hide from them. Satellite and

video phones were essential to his survival in these situations.

As can be seen in his response to what the locals are like, Tobin has a necessary sense of humor that helped to lighten the seriousness of his topic.



Michael Tobin shares his perspective on issues in the Middle East.



Mike Tobin, Mayor Danny Jones, President George Manahan and guest Roxy Turner visit during in May.



President George Manahan presents interns Melissa Dungey (left) and Hallie Sampson with copies of “Effective Immediately,” written by member Emily Bennington.

Welcome new members

Please join the Board of Directors and Membership Committee in welcoming the following new members:

- **Emily Bennington**
Dixon Hughes
Phone: (304) 414-2675
ebennington@dixon-hughes.com

- **John Bolt**
West Virginia University
Phone: (304) 293-5520
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Join thousands of your colleagues Oct. 16–19 for the PRSA 2010 International Conference: Powering PRogress in Washington, D.C., the epicenter of thought leadership. This year's Conference features keynote presentations from some of the most influential and respected thought leaders in the areas of social technology emergence, online research, crisis communication and public affairs, including:

Bettina Luescher, chief spokesperson, United Nations World Food Programme, who will discuss how critical effective communication is, how the United Nations handles communications during disasters and the spotlight placed on the crucial role of public relations and communications practitioners this year as catastrophic events unfolded throughout the world.

Bill Tancer, the world's pre-eminent expert on online behavior and author of "Click: What Millions of People Are Doing Online and Why It Matters — Unexpected Insights for Business and Life," who will share how he mines the databases of his company, Experian Hitwise, for information on more than 10 million Internet users to determine what people are really doing online and how they use Internet-based services and offer a unique perspective on human behavior.

Charlene Li, author of "Open Leadership: How Social Technology Can Transform the Way You Lead," co-author of "Groundswell: Winning in a World Transformed by Social Technologies," and founder of Altimeter Group, who will lay out a new approach today's leaders must adopt to maintain a competitive advantage and define the characteristics, skills and behaviors of today's open and engaging leaders, as well as best practices for creating a coherent and effective social media strategy.

Shaping the Debate: Public Affairs Strategies and the Health Care Reform Bill public affairs panel, featuring Paul Anderson, vice president of Communication Strategies and Public Outreach at AARP; Eric Lundberg, grassroots director at WellPoint; Susan Neely, president and CEO of the American Beverage Association; and Douglas Pinkham, APR, president of the Public Affairs Council, which will relate discussions to public policy stemming from the health care debate.

Now is the time to sharpen your skills, increase your knowledge and leverage the power of communications. Save \$200 when you register by the saver rate deadline of August 27. Additionally, the first 750 Package 1 registrants will receive a free copy of Li's new book, "Open Leadership: How Social Technology Can Transform the Way You Lead," which you will receive during Conference check-in.

PRSA mourns Plank's passing

The PRSA family mourns the loss of Betsy Plank, APR, Fellow PRSA, who passed away on May 23, following a brief illness. She was 86.

While the term "pioneer" is often loosely used, Betsy was a true trailblazer in the field of public relations.

A resident of Chicago, Betsy was the first woman to head a division of Illinois Bell, be elected president of the Publicity Club of Chicago and serve as president of PRSA.

Betsy also broke new ground in the area of public relations education. In 1967, she helped to create PRSSA, and in 1987, was co-chair of a national commission to develop guidelines for the undergraduate public relations curriculum. In 2005, she established the Plank Center for Leadership in Public Relations at the University of Alabama, her alma mater, as well as PRSA's first-ever scholarship endowment fund, which also bears her name.

Betsy was a social activist who participated in the 1965 Civil Rights March from Selma to Montgomery, as well chairing or serving on numerous boards of directors at the local, state and national levels.

During her career, Betsy earned countless accolades for her dedication and service to public relations.

At Betsy's request, no memorial service or funeral will be held.

Thanks to our
Gala sponsors



Crystal Awards Gala announced

You've done the work. You've submitted the award entry. The entries have been judged and the results are in. It's time to shine!



Join us on Wednesday, June 16, when we present the Crystal Awards for outstanding campaigns and project entries for 2009. Additionally, awards will be presented for Best in West Virginia (campaign), plus individual honors for Chapter Service Award, Practitioner of the Year.

In addition, WVU Basketball Coach Bob Huggins will receive the PRSA-West Virginia Chapter's Outstanding West Virginian award.

This year's master of ceremonies will be Randy Damron. We would like to thank Columbia Gas Transmission and The Manahan Group for their sponsorship of this event. This is an excellent opportunity to invite clients and co-workers to the Crystal Awards Gala to see your work shine.

The cash reception begins at 5:30 p.m. at the Charleston Civic Center; dinner begins at 6:00 p.m. and will be followed by the awards ceremony.

The cost of the Gala at the Charleston Civic Center is \$35 per person. Bring a book for the children at the YWCA Sojourner's Shelter and save \$5 per person! Reservations are due by Friday, June 11. You can register and pay online at www.prsawv.org.

PRSA-WV Chapter member benefits

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_____ Yes, I will attend the Crystal Awards Gala on Wednesday, June 16.

Name _____

Company _____

Email _____

Guest _____

Company _____

_____ Check enclosed for \$35 for guests, members, or students
(\$ _____)

Reservations are required for this meeting and must be received by Friday, June 11, and can be made online at www.prsawv.org. (Cancellations after June 11 will be billed.)

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



June 16, 2010

Crystal Awards Gala
Charleston Civic Center

Cash bar: 5:30 p.m.

Dinner: 6:00 p.m.

Award presentations to follow

Featuring

Coach Bob Huggins

Outstanding West Virginian



President's Corner

**George
Manahan**

Welcome to summer and PRSA's "award season." This is the time of year when we recognize the great work provided by public relations practitioners for their clients and employers.

PRSA's awards differ from those handed out by other communication organizations. They are based on planning, strategy, and results – the very same criteria that are used by our employers and clients to gauge if a PR

tactic or campaign was successful. While style points can be given, the Crystal Awards are based on substance.

We received 85 Crystal Award entries this year, one of the largest numbers of submittals in recent history. It's also interesting to note that 29 of the entries were in the "campaign" category and there was at least one entry for each of our five campaign award groups – a first for us.

In the "project" category, we received 56 entries covering all award groups but four.

The San Francisco PRSA chapter judged our submissions and commented on the quality of the work coming from the West Virginia Chapter.

Good luck to everyone and see you on June 16.

A handwritten signature in black ink, which appears to read "George Manahan". The signature is written in a cursive, flowing style.

