

## Printing tips can save your time, money and sanity

“There are two main reasons your files fail when they’re sent to the printer,” said John Giles, The Giles Group. “The first reason is fonts and the second reason is color.”

“When you use keyboard commands to change styles, such as setting one word in bold, those commands may not reproduce properly across platforms,” Giles explained. To avoid this problem, he recommends including your font files with the application files.

“Color files should be CMYK for four-color work or Pantone numbers for specific colors,” Giles said. He explained that RGB colors are for monitors, not

for printing. He added that TIFF files must be specified as two-color work, or they will print as four-color, increasing your costs.

“Printers have developed standards for clients, but they may not share them with you,” Giles said.

For graphics, all files should be saved as EPS files for line art or TIFF files for photos. Repeated opening and closing of JPG files will deteriorate their quality, so Giles recommended saving them as TIF files early. He said graphic files should be included with page layout files.

“Photos should be scanned at the size to be printed, since resizing them in your document

will alter pixel spacing and quality,” he advised. Graphics and photos should be scanned at a minimum of 300 dpi.

“PDF files are quickly becoming the industry standard,” he explained. Printers also support InDesign and Quark, but PDFs will reduce your costs. “To save money, learn to create print-ready PDF files.”

Giles also stressed the need to provide hard-copy samples and color separations of your document.

Giles said practitioners need to know the standards, construct files properly, use PDF format, provide a proof and “pay more if you screw up.”

## Officers sought to lead chapter in 2009 – volunteer!

The slate of officers to lead the West Virginia Chapter in 2009 will be developed by the Nominating Committee, but they need your suggestions, according to Cathryn Harris, APR, Fellow PRSA, committee chairwoman.

Buddy Davidson will become president, while Sharon King and Crystal Good will continue as directors.

Nominees are being sought for the offices of president-elect, secretary, treasurer and one director to serve through 2011.

Officers are elected for one year terms, while directors are

elected for three-year terms.

The committee will present the slate at the September meeting for final approval during the October annual business meeting.

Additional nominations, if any, shall be accepted from members during the annual business meeting, providing the nominees have been contacted and agree to serve if elected.

Election shall be by majority vote of the members in good standing and present and voting. Balloting in contested elections shall be by secret ballot.

Officers elected at the

October meeting will be installed in November and take office January 1, 2009.

If you know someone who should be considered for office, including yourself, please contact Harris at cathairs405@aol.com by September 1.

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# East Central District

## Diamond Award deadline approaching September 26

The East Central District of PRSA is calling for entries that exemplify the best in public relations campaigns and tactics for its 31st annual awards competition.

The Diamond Awards competition is open to any public relations professional, including members of the 15 chapters in the East Central District or any nonmember whose place of business is within the district boundaries.

There are two entry types:

1. **CAMPAIGNS:** Full public relations programs that are strategic, multifaceted, and exemplify the four-step process designed to attain specific goals.
2. **TACTICS:** A single project prepared to accomplish a specific purpose. Individual items that are a part of a larger program or campaign may be entered as single examples only if the entire program is not entered.

There are four entry divisions:

1. All for-profit organizations.
2. All non-profit organizations.
3. All local, state and federal government bureaus or agencies.
4. All professional, trade, or industry associations.

There are 15 categories:

1. Community relations
2. Institutional relations
3. Events and observances
4. Public service
5. Internal communications

6. Public affairs
7. Marketing–consumer related
8. Marketing–business to business
9. Crisis communications
10. Investor relations
11. Global communications
12. Issues management
13. Multicultural communications
14. Integrated communications
15. Brand management

### **Judging**

Campaign and tactic entries will be judged by a panel of public relations professionals from the Central California Chapter, based on specific criteria. Campaigns will be judged on research, planning, execution and results. Tactics will be judged on objectives, budget, design, quality and results.

### **Eligibility and rules:**

1. Save money by meeting the early bird deadline of Sept. 19. All entries must be postmarked by Sept. 26, 2008.
2. A separate entry form must be attached to the front of each entry binder. Photocopies may be used.
3. The entry fee is \$50 for PRSA members, \$70 for non-PRSA members. Please make checks payable to: PRSA-West Virginia Chapter. Entry fees are not refundable.
4. The entry must have taken place between July 1, 2007-Sept. 19, 2008, and must comply with the checklist for

entry preparation.

5. The decision of the judges will be final, including declining to grant an award.
6. Award winners will be notified by e-mail once the judging is complete and given the opportunity to confirm award wording and to order duplicate awards.
7. Entries will be returned after judging only when a pre-paid envelope is provided.

Complete brochures have been mailed, thanks to printing sponsor Columbia Gas and postage sponsor BrickStreet Insurance.

For more information, contact Lisa Wharton Turner (lturner@stj.net) or PRSA-WV Chapter (we.are.pr@prsavv.org).

### **PRSA-WV Chapter member benefits**

- Accreditation support
- Chapter & Verse
- Code of Ethics
- Committee service
- Leadership opportunities
- Membership directory
- Monthly programs
- Networking opportunities
- Professional development
- Skills development
- Volunteer opportunities
- Web site

# Board

## 2008 Officers

### *President*

Tammy Harper Wheeler  
Dream Catcher  
304.342.9904

### *President-elect*

Buddy Davidson  
WV Dept. of Agriculture  
304.558.3708

### *Treasurer*

George Manahan  
The Manahan Group  
304.343.2800

### *Secretary*

Lisa Wharton Turner  
St. Joseph's Hospital  
304.473.0078

### *Past President*

Todd Beane  
WV State University  
304.766.5197

## Directors

Rob Jones, APR (2008)

Jim C. Hamer Co.  
304.453.6381

Sharon King (2009)

Charleston Civic Center  
304.345.1500

Crystal Good (2010)

Covenant House  
304.344.8063

## Assembly Delegates

Cathryn Harris, APR, Fellow (08)

Consultant  
304.610.1217

Rob Jones, APR (2009)

Jim C. Hamer Co.  
304.453.6381

## Executive Director

Diane Slaughter, CAE, APR,  
Fellow PRSA

304.984.0308  
we.are.pr@prsawv.org

# PD Seminar

## Media training: Your message

This session will use panel discussions and case studies to focus on pitching your message, delivering your message, controlling your message and ethics in dealing with the media.

Learn how reporters want to be contacted and what procedures they prefer. Also, how is a "good" story determined at the local, regional and national levels?

A panel of working media professionals will discuss delivering your message through questions from the audience.

There will be discussions on controlling your message when there is a crisis, or your message has been misconstrued, without feeding "the beast."

During lunch, participants will review case studies and discuss maintaining your ethics when dealing with the media. Please feel free to submit your scenarios for this section.

The seminar will begin at 11:00 a.m. and end at 3:00 p.m. There will be short breaks between each session. The professional development seminar will be held at the Marriott Town Center Hotel, 200 Lee St., E.

The cost of the seminar at the Marriott Town Center Hotel is \$35 for students and members, \$40 for guests, walk-ins or those who must be billed. Reservations are due by Friday, September 5, and online registration is available at [www.prsawv.org](http://www.prsawv.org).

.....  
 Yes, I will attend the PD seminar on Wednesday, September 10.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

Check enclosed for \$35 per student or member/\$40 per guest.  
(\$\_\_\_\_\_)

Reservations are required for this meeting and must be received by Friday, September 5.

Make check payable and mail with reservation form to:

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



## President's Corner

I can't believe the summer is almost behind us and our 28<sup>th</sup> year as a chapter is more than halfway through. We are already preparing for our 29<sup>th</sup> year!

However, we still have great things going on for the rest of the year.

September's Professional Development Seminar is coming up on the 10th, and Denise Baker, our East Central District liaison, will be our speaker for October. You will not want to miss these opportunities to interact with your fellow members and have an

opportunity to interact with Denise. She will share updates on social media and its effectiveness in public relations.

Please take a few minutes to fill out the recent survey that you received via email. This survey will aid us with our strategic planning process. The strategic plan will be a wonderful tool for our chapter as we move forward over the next few years.

Our new web site is up and running – if you haven't done so already, be sure to register as a member to benefit from the

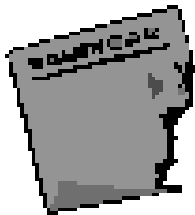
“Members Only” areas on the site. Your user name and password are your email address to log on. Once you are logged on, you can update your password as you see fit.

Have a safe Labor Day Weekend and we hope to see you on September 10!

Sincerely,

Tammy Wheeler, President

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



### September 10

Media Training:  
Your Message  
Marriott Town Center Hotel  
11:00-3:00 p.m.

Board members and  
committee chairs  
will meet at 10:00 a.m.