

## The eyes have it when focusing on digital photographs



“You can learn a lot from reading your camera owner’s manual,” according to Kenneth (Buddy) Davidson. “Anyone can become a good photographer.”

Davidson is Communications Officer for the West Virginia Department of Agriculture and President-elect of the West Virginia Chapter. He was the featured speaker at the April chapter luncheon.

“The subject you choose can make your photograph great,” he said. He showed examples of photos of sports, faces and Earth taken from space.

Davidson gave tips for improving your photography:

- Get closer to your subject.
- Focus on the closest eye of the person in your photo.
- Go for good timing.
- Use your flash, even on bright days, to provide adequate fill light.
- Watch for reflections behind your subject, including

windows and reflective surfaces.

- Your shadow should be in front of you so the proper light is shining on your subject. Use your brain and move your feet to get the light in the right position.
- Become an image hunter. Have good timing, look for images that tell stories and look for unique pictures.
- Keep shooting. Digital cameras allow to you keep taking pictures until you get the right shot without worrying about wasting film.

“Composition plus exposure equals the image,” Davidson explained. “Understanding aperture and shutter speed will help you take better pictures.”

He said that, on most digital cameras, “P” means it’s fully automatic, “A” gives the aperture priority, while “T” give priority to shutter speed.

Davidson said controlling the aperture relates to depth of field issues. For portraits, he recommended zooming in and setting a low aperture, since most portrait shots don’t have shutter speed issues. Shutter speed is the best control for action shots.

When buying a camera, see quality, not megapixels, Davidson suggested. “Suit your budget and your usage plans,” he said. “Quality lenses and important, but often overlooked.”

As a final tip, use a 1005 cotton cloth that’s never been exposed to fabric sheets to clean your lenses.

## Remember: Check the chapter!

This is a reminder that PRSA is now collecting your national and West Virginia chapter dues for 2008. Dues statements are sent prior to your anniversary date of joining PRSA.

In addition to confirming your contact information, please be sure to indicate that you want to be a member of the West Virginia Chapter. Dues for the chapter are \$50 a year and must be paid at the time you renew your national dues.

Dues income is critical to our budget, so please “check the chapter” when you pay dues.

Inside info	
The eyes have it.....	1
Check the chapter.....	1
Member news.....	2
New members.....	3
Meeting notice.....	3
Chapter benefits.....	4
Calendar.....	4

## PRSA Launches Updated JobCenter: Post free

Using PRSA's **JobCenter** (<http://jobs.prsa.org>) is now easier and more functional than ever. PRSA recently launched the updated and redesigned JobCenter, which is now a fully featured site that offers more information and easy-to-use functionalities for job seekers and employers. Posting a resume is now **FREE**. We also added an anonymous resume posting option for job seekers. Employers now have the benefit of pre-screen filters, bulk posting and a user-friendly candidate management system. Moreover, PRSA has developed a new heavily discounted pricing structure for members. To post a job or resume, visit the JobCenter.

Posting a resume on JobCenter gives members access to a public relations and communications targeted community of more than 32,000 members, including more than 9,900 students, as well as a database of 45,000 communication professionals from across the country.

In addition to enhancing the JobCenter design and functionality, PRSA also has engaged TopRank Online Marketing to provide search engine optimization and promotion services to extend the visibility of JobCenter listings on Web sites, such as Google, Yahoo and Microsoft Live. TopRank works with some of the largest

companies on the Web, and we look forward to using their expertise to help JobCenter users get even more value from their listings through improved search engine rankings.

### Members: Join a Section, save \$20

Members who join a professional interest section will save \$20 off the first year annual dues. Most section dues are \$60/ per year so you'll pay \$40. One section membership per person; not valid on section renewals; open to new members. This offer is posted on [www.prsa.org](http://www.prsa.org).

### PRSA Begins 2009 Board Search

Strong boards need strong leaders, and there is no shortage of potential candidates among PRSA members.

Fifteen board positions are available beginning in 2009. The officer positions are one-year terms and the director positions are two-year terms. The Assembly delegate-at-large and International Assembly delegate-at-large position are one-year terms. The applicable national positions for WV Chapter members are:

- Chair and CEO-elect
- Treasurer
- Secretary
- Director, East Central District
- Director-at-Large

- Two Assembly delegates-at-large

Eligible candidates must be accredited, PRSA members in good standing, and have served in at least one of the following capacities: voting delegate in at least one national PRSA Assembly; chapter president; section chair; district chair; or chair of a national committee.

Nominations should be sent to Donna Jonas, 33 Maiden Lane, 11th Floor, New York, NY 10038-5150, or by e-mail to [nomcomm@prsa.org](mailto:nomcomm@prsa.org). Information packets that outline the specifics of the nominating process will be sent to those individuals.

Candidate materials must be received by 5 p.m. on Monday, June 9, 2008 — no exceptions.

Once eligibility is confirmed, PRSA members can send candidate comment letters, with a limit of 300 words, by 5 p.m. (in the time zone in which the candidate resides) on Monday, July 7. The Nominating Committee will review applications and commentary, and then meet Aug. 1–3 in Chicago, Ill., to interview officer candidates in person and director candidates by phone. Candidates for Assembly delegate-at-large and International delegate-at-large positions will be considered based on information they provide on their application.

# Events

## Take me out to the ball game - June 26!

Once you hear Andy Milovich, you'll be ready to go to a West Virginia Power game.

Mark your calendar and make plans to join the West Virginia Chapter at the West Virginia Power game on Thursday, June 26, at 7:05 p.m.

We will be gathering in a spectators' box donated by The Manahan Group. This generous donation includes free tickets for the first 10 members (limit two tickets per member) to contact [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org)! Others wishing to join the fun can purchase tickets, and visit the box to root for the West Virginia Power.

George Manahan will be donating some legal beverages, as well as some fun snack food. You'll also want to enjoy food from Power Alley and other vendors.

If you're interested in attending this great summer social, contact [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org) today. We'll see you at Power Park on June 26!



# Meeting Notice

## Keeping the Power "on"

When Andy Milovich came to Charleston to work with the West Virginia Power, funding for the construction of the team's new home, Appalachian Power Park, was a hot-button issue for residents of Charleston and the taxpayers of West Virginia.



However, with a beautiful, modern ballpark in place, the controversy has faded and area residents have embraced the facility and the team, and are quickly turning afternoons at the ballpark into a Charleston tradition.

Milovich will share some of his experiences on what it takes to get a project such as Appalachian Power Park off the ground, and how to keep the public interested once the novelty has passed.

The Marriott Town Center Hotel will host this luncheon meeting on Wednesday, May 21, at 12:00 noon. The board of directors and all committee chairs will meet at 11:00 a.m. Reservations are required for this meeting and must be received by Friday, May 16. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests. Please add \$5 per person for walk-ins or if we must bill you.



Yes, I will attend the May luncheon meeting on "Bringing baseball to WV" on Wednesday, May 21.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

Check enclosed for \$17 per student or member and \$22 per guest (\$\_\_\_\_\_)

Reservations are required for this meeting and must be received by Friday, May 16.

Make check payable and mail with reservation form to:

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



## President's Corner

I'd like to start off by saying "welcome" to our newest members **Laura Williams**, Public Relations Manager, Moroch, and **Julie Gail Morrison** of Morgantown. I would also like to "thank" our current members for continuing to be a part of our chapter - your support is appreciated.

As we move into the year, I would like to remind you of the benefits that the National PRSA site has to offer us. If you haven't been to the site lately, take a moment to visit: [www.prsa.org](http://www.prsa.org).

If you have been interested in taking a college course and don't have the time to get out - National has *E-Learning on Demand*. You can find out more information about what is offered under *Professional Development*.

I hope to see you at our May meeting and at the ball park in June.

Sincerely,

Tammy Wheeler, President

### 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

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



**May 21**

Bringing baseball to WV

Andy Milovich

West Virginia Power

Marriott Town Center Hotel

12:00 noon - 1:30 p.m.

Board and Committee Chairs

Meeting

11:00 a.m.

**June 18**

Crystal Awards Gala

Charlie Cooper, emcee

Charleston Civic Center

5:30 p.m.