

## Officers and directors installed for 2007 chapter year

The chapter’s leadership team for 2008 was installed by East Central District Director Denise Baker during the November meeting.

Tammy Wheeler, The Arnold Agency, was installed as president. Joining Wheeler on the

leadership team are: President-Elect Buddy Davidson, WV Department of Agriculture; Treasurer George Manahan, The Manahan Group; Immediate Past President Todd Beane, West Virginia State University; Assembly Delegate Cathryn

Gibbs Harris, APR, Fellow PRSA, and Robert P. Jones, APR, Jim C. Hamer Co.; and Directors Robert P. Jones, APR, Jim C. Hamer Co. (2008), Sharon King, Charleston Civic Center (2009) and Crystal Good, Jackson Kelly PLLC (2010).

## We Are...Marshall: The movie’s impact continues

Marshall University is continuing to reap benefits from “We Are...Marshall,” a year after the movie’s release, according to Marshall University Chief of Staff Bill Bissett and Assistant Athletic Director for Communications Randy Burnside.

Burnside said the movie helped athletics and the university achieve greater name recognition.

“Sports often act as the ‘front porch’ for a school, and the recognition from the movie is inviting people to come into the ‘house’ to see what else we offer,” Burnside said.

Branding was started before the movie’s release and all parts of the university want to be involved in the “We Are...Marshall” campaign, according to our speakers at the November chapter meeting.

“Coaches and our staff have noticed prospective students know about Marshall University

based on the movie,” Burnside said, adding that two Canadian students have been recruited to the soccer team. “The 2007 media guide, which is centered on the movie theme, has increased our reach with the media.”

Burnside said earned media is generally equivalent to \$14 million in a year with a bowl game, while earned media was \$10 million prior to the movie. Since the movie in 2006, earned media totaled \$47 million.

“New students are hearing about the history and traditions of Marshall University and understand that impact on the community,” Burnside said. “All student athletes are required to see both ‘Ashes to Glory’ and the new movie.”

The story of the crash and its aftermath has been told to a new generation at a good time for healing, according to Bissett. “This gives us an avenue to reach everyone,” he said.



Prior to the movie’s release, Bissett said enrollment had been dropping. Enrollment for 2007 remained flat, and the university has a goal of 1900 for the next incoming freshman class. “Our name recognition should lead to increasing enrollment and we are looking stronger in the contiguous states,” he said.

While the impact on development and fund-raising is yet unknown, Bissett said sports donations are increasing and Marshall is hearing from alumni who haven’t been heard from in years.

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# Committee Work

## Planning begins for 2008 chapter work

Exciting plans are being made as PRSA-WV Chapter begins its 28th year of serving public relations professionals in West Virginia.

President Tammy Wheeler and her leadership team are recruiting committee chairpersons. They will be announced in the January issue of *Chapter & Verse*.

Since chapter dues are now being collected by PRSA nationally, a form has been sent to each member that allows you to express interest in advertising in the membership directory or *Chapter & Verse*, as well as sponsoring or underwriting a meeting or special event.

The form gives you the opportunity to request service on the following specific committees.

- **Accreditation** Committee schedules APR study sessions and administers the exam.
- **Awards** Committee develops entry forms and calls for entry, arranges for judging of entries, orders awards and prepares for the Crystal Awards Gala; judges other awards as needed.
- **Bylaws** Committee maintains and updates the chapter's bylaws and policy manual.
- **Chapter Excellence** Committee prepares entries for the East Central District Chapter Excellence Awards competition based on 2007 activities and events.

- **Corporate Sponsorship** works with vendors to generate sponsorship-relationships for the chapter.
- **Membership** Committee compiles the membership directory, distributes information to prospective members and acts as liaison with PRSA membership.
- **Nominating** Committee, consisting of three APR members, presents a slate of officers for election by the membership at the annual business meeting.
- **Professional Development** Committee selects topics and speakers and markets two professional development programs each year.
- **Program** Committee develops programs and selects meetings.
- **Public Service** Committee selects and implements public service projects that meet community needs.
- **Student Liaison** Committee works with four PRSSA chapters, working with advisors and developing relationships among and between PRSSA and PRSA.

As always, your input is sought for chapter activities, meeting topics and speakers.

Please return the forms with payment by January 1. Should you have any questions, please contact the office at 304.984.0308.

## 2008 meeting dates set

Please mark your calendar for these preliminary PRSA-WV Chapter meeting dates in 2008.

Meeting locations may vary this year, so please make note of the calendar each month.

- **January 16**  
Raamie Barker  
WV Senate  
*Luncheon meeting*  
*Marriott Hotel*
- **February 20**  
*Legislative breakfast*
- **March 19**  
*Luncheon meeting*
- **April 16**  
*Luncheon meeting*
- **May 21**  
*Professional development seminar*
- **June 18**  
*Crystal Awards Gala*
- **July 16**  
*Luncheon meeting*
- **August 20**  
*Luncheon meeting*
- **September 17**  
*Professional development seminar*
- **October 15**  
*Luncheon meeting*
- **November 19**  
*Installation dinner*

# Member News and Notes

## Membership news and notes highlighted

### 15 join West Virginia Chapter-PRSA in '07

We thank all the members who recommended the following professionals who have become PRSA members in West Virginia during 2007!

- **D. Scott Castleman**  
Account Coordinator  
Charles Ryan Associates  
300 Summers St., Ste. 1100  
Charleston, WV 25301  
Phone: (304) 342-0161  
scastleman@charlesryan.com
- **Gregory Keith Circle**  
CPR Image Consultants  
P.O. Box 979  
Athens, WV 24712  
Phone: 304.384.7737  
cpr@citlink.net
- **Lesli Forbes**  
Client Services Coordinator  
The Arnold Agency  
117 Summers Street  
Charleston, WV 25301  
Phone: (304) 342-1200  
lforbes@arnoldagency.com
- **Joan Harman**  
Dir, Public Relations  
West Virginia Farm Bureau  
One Red Rock Rd  
Buckhannon, WV 26201  
Phone: (304) 472-2080  
joanh@wvfarm.org
- **Kimberly S. Hatfield**  
Pub. Affairs/ Comm Analyst  
citigroup  
1317 Ridge Road South  
Martinsburg, WV 25403  
Phone: (304) 754-6083  
Pkkhatfield@comcast.net
- **Jama Burton Jarrett**  
Charleston Area Alliance  
1116 Smith Street  
Charleston, WV 25301  
Phone: (304) 340-4253  
jjarrett@charlestonareaalliance.org
- **Paige Johnson**  
Director of Marketing & PR  
Thomas Memorial Hospital  
4605 MacCorkle Ave., SW  
South Charleston, WV 25309  
Phone: (304) 766-3707  
paige.johnson@thomaswv.org
- **Valerie Little**  
Capital Resource Agency  
950 Kanawha Blvd., E.  
Charleston, WV 25301  
Phone: (304) 720-5413  
valerie.little@yahoo.com
- **Beth Michalec**  
Mannington, WV  
bmichalec@wvhtf.org
- **Stefanie Kay Panas**  
Marketing Coordinator  
Wheeling Area Chamber  
1310 Market St  
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Phone: (304) 233-2575  
spanas@wheelingchamber.com
- **Jane Powell**  
Jane Powell, LLC  
1111 Fledderjohn Rd., #133  
Charleston, WV 25314  
Phone: (304) 542.7366  
jane@imagebyjane.com
- **Sara Payne Scarbro**  
Deputy Press Secretary  
Governor's Office  
1900 Kanawha Blvd., E.  
Charleston, WV 25305
- **Elizabeth Southern**  
Communications Manager  
WV Dept. of Agriculture  
1900 Kanawha Blvd., E.  
Charleston, WV 25305  
Phone: (304) 558.3708  
bsouthern@ag.state.wv.us
- **Jennifer Wood**  
Web Site/Enrollment Mkt.  
University of Charleston  
2300 MacCorkle Ave., SE  
Charleston, WV 25304  
Phone: (304) 357-4842  
jenniferwood@ucwv.edu
- **Erik P. Wells**  
Wells Media Group, LLC  
PO Box 2545  
Charleston, WV 25329  
Phone: (304) 395-3745  
wellsmedia@verizon.net

### PRSA-WV 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

# This could be your ad!

Or, you could choose from our variety of other opportunities to reach an impressive list of public relations professionals in companies throughout West Virginia.

These public relations professionals spend thousands of dollars each year with suppliers of advertising, marketing, online services, printing, photography, office supply services and more. They hold meetings at resort and business destinations ranging in length from a few hours to a few days. Are they a market you want to reach?

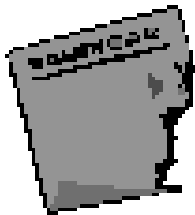
You can reach them through:

- ads like this in *Chapter & Verse* each month;
- advertising in the 2008 Membership Directory;
- advertising on our Web site, <http://www.prsawv.org>;
- sponsorship of a PRSA-WV monthly meeting;
- underwriting of our Crystal Awards program; or
- sponsorship of a PRSSA student grant or scholarship.

Call Executive Director Diane Slaughter, CAE, APR, Fellow PRSA, at 304.984.0308 or [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org) to determine which advertising or sponsorship opportunity will best meet your needs.

po box 13604 • charleston, wv 25360 • 304.984.0308 • fax: 304.984.3718 • [www.prsawv.org](http://www.prsawv.org)

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



There is  
no meeting  
in December.

Happy Holidays!