

## Managing your media messages highlighted

Pitching, delivering and controlling your message, and dealing ethically with the media, were discussed during the September professional development session.

George Manahan of The Manahan Group and Joe Stevens of The Media Group shared their tips for successfully pitching stories to the media. Tips included: don't oversell your story; know three main points for your story and anticipate media

questions; get to know reporters before you need them or they need you; know who to talk to, the value of your story and your story messages; don't forget about weekend coverage or other departments; and keep in touch with West Virginia reporters when they move on to other jobs.

Helen Matheny, APR, guided participants through several real-life ethical situations and led discussions of how to respond to various situations, while staying

in compliance with PRSA's Code of Ethics.

Brian Farkas of Associated Press (AP) and Brad McIlhinny of Charleston Daily Mail discussed the story criteria for their respective news outlets. AP is looking for regional, national and international angles, plus trend identification and a unique telling of West Virginia's story to the world. The Daily Mail is more focused on Kanawha and Putnam Counties.

Kristi Rhule of BrickStreet Insurance shared information on dealing with crisis communications. She stressed having a plan in place prior to a crisis, planning for three message points and understanding transition phrases to use to deflect negative questions. She also reminded participants that body language speaks louder than words, tell what you know without speculating and don't volunteer information.

## 2009 slate of officers announced

The slate of officers to lead the West Virginia Chapter in 2009 has been announced by the Nominating Committee.

Slated to lead the chapter are:

- President  
Buddy Davidson
  - President Elect  
George Manahan
  - Treasurer  
Lisa Wharton Turner
  - Secretary  
Sharon King
  - Immediate Past President  
Tammy Harper Wheeler
  - Assembly Delegates (2011)  
Rob Jones, APR
  - Directors  
Amy Wentz Berner (2009)  
Crystal Good (2010)  
Debbie Starks (2011)
- Officers are elected for one-

year terms, while the Assembly Delegates and Directors are elected for three-year terms.

The committee, chaired by Cathryn Harris, APR, Fellow, PRSA, will present the slate for approval during the annual business meeting in October.

Additional nominations, if any, will be accepted from members at the meeting, providing the nominees have been contacted and agree to serve if elected.

Election will 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 in October will be installed in November and take office January 1.

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# Tip of the Month

## Looking for an edge? Try adding three initials

*By Catherine Gibbs Harris, APR,  
Fellow, PRSA*

Looking for an edge in your career? Try adding three initials after your name: APR.

As a public relations professional, you have the opportunity to sharpen your craft and distinguish yourself by achieving your APR.

PRSA's Accreditation process is designed to raise the bar for PR professionals and advance our profession among employers, clients and the media. By growing

the ranks of APRs, we can promote excellence, a standard of knowledge and our code of professional ethics.

Accreditation was first introduced in 1965 as a standard for PRSA membership and, at one time, up to 35% of PRSA members had achieved their APR. Today, a reengineered process is designed to cater to the realities of life, work, professional development and our everyday practice. Introduced in July 2003, the Accreditation Examination is

100% multiple choice, computer-delivered and scored, and may be scheduled at the candidate's convenience. With a more streamlined process, the exam focuses on critical knowledge, skills and abilities (KSAs).

Information to begin the process can be found at [www.prsa.org](http://www.prsa.org). For more information in West Virginia, contact Joe Long, APR, at [joseph.b.long@verizon.com](mailto:joseph.b.long@verizon.com) or 304.344.7267.

# National News

## Changes to chapter dues completing first year

January 1, 2008, marked a change in the way PRSA-West Virginia Chapter dues are collected. As of that date, members no longer receive an invoice from our local chapter. Instead, your West Virginia Chapter dues are itemized as part of your PRSA National dues invoice, which you receive 60 days prior to your anniversary date. The change is the result of an October 2005 PRSA National Board decision to centralize all local dues collections through PRSA National.

Starting in 2008, PRSA National will invoice you within 60 days of your anniversary date, which has required some

prorating of your dues. For 2009 and beyond there is no prorating issue.

Thank you for being patient with us through this transition. While this change in the first year may seem a bit cumbersome, we think that over time it will streamline the bill-paying process for all of our members by focusing both national and chapter dues collection to a once-a-year commitment.

If you have any questions, please feel free to contact the PRSA-WV Chapter office at [we.are.pr@prsavv.org](mailto:we.are.pr@prsavv.org) or 304.984.0308 or any of the chapter officers or directors.

### 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

## 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)

Jackson Kelly  
304.340.1143

## Assembly Delegates

Cathryn Harris, APR, Fellow

Consultant  
304.610.1217

Rob Jones, APR (2008)

Jim C. Hamer Co.  
304.453.6381

## Executive Director

Diane Slaughter, CAE, APR,  
Fellow

304.984.0308  
we.are.pr@prsawv.org

# Meeting Notice

## Social media: Part 2

Social media has grown by leaps and bounds since Denise Baker shared her insights on this phenomom in April 2007.



Join us on Wednesday, October 15, when Denise Baker, APR, will take a look at the social news release, the social news room and services such as delicious.com, Twitter and LinkedIn among others. How do these services work, who uses them, how are they being used and are they credible? This interactive presentation will encourage discussion among the group about who is using social media and how it has worked for them. Baker, with Clary Communications in Columbus, Ohio, will meet with the chapter's

Board of Directors at 11:00 a.m. in her role as a director of the East Central District. The luncheon meeting also serves as the chapter's annual business meeting. Marketwire is sponsoring the meeting.

The Marriott Town Center Hotel will be hosting this noon luncheon meeting. Reservations are required for this meeting and must be received by Friday, October 10. Reservations and payment can be made online at [www.prsawv.org](http://www.prsawv.org). Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests.

.....  
 Yes, I will attend the luncheon meeting on Wednesday, October 15.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

Company \_\_\_\_\_

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

Reservations are required for this meeting and must be received by Friday, October 10.

Make check payable and mail with reservation form to:

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



## President's Corner

### Looking forward to 2009!

The nominations for the 2009 chapter officer and director positions are in! Please take time to review the nominations that are listed in the newsletter. During the meeting on October 15<sup>th</sup> you will have the opportunity to vote. Each year the Nominations Committee carefully reviews the open positions and potential members of the board. The Nominations Committee is always open for suggestions – if you have any suggestions for 2010 – make sure you get those

into the committee mid-year in 2009.

Once again, PRSA National will be handling our chapter dues. In addition to receiving your renewal notice from National, you will be receiving a Chapter Committee List from Diane. There are several committees within the chapter and you have the opportunity to either chair one of the committees or be on the committee. The committee selection list will slightly differ from the previous years – so

please pay particular attention to the REVISED Form. Volunteering within the chapter not only helps the chapter, but also helps you in moving up within the chapter to a possible leadership position. Thank you in advance for your consideration.

I am looking forward to seeing you at the October meeting.

Tammy H. Wheeler

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360



October 15

Social media: Part 2

Denise Baker

Clary Communications

Marriott Town Center Hotel

12:00-1:30 p.m.

Sponsored by Marketwire

Board meeting at 11:00 a.m.