

Charleston Restaurant Week enjoys PR support and input

As Charleston Restaurant Week (CRW) prepares to take the show on the road to Parkersburg, Buzz Foods President Dickinson Gould laid out what has made the event so successful to members of the PRSA – West Virginia Chapter.

When the event started four years ago, there were eight restaurants participating. After four years of growth, more than 20 restaurants now take part in an event during the traditionally slow period of January for restaurants.

The goal isn't just about getting out to eat at this time period, but getting out to eat local. Dickinson presented a passionate speech on eating and supporting local eateries.

"When I visit another city, I don't think to myself to check

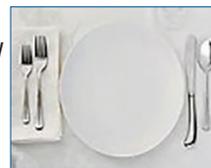
out their Applebees," Dickinson said. "Instead, eating local gives a visitor a much better sense of the personality of that city and culture."

PRSA-WV had the opportunity to ask questions as well as bring up some of their earliest memories about the West Virginia staple Buzz Food Service (BFS).

"The first thing I ever got to cook on my own was a Buzz Buttered Steak," said Steve Morrison with the Asher Agency. The famous, frozen meal provided food and memories for generations of West Virginians and is still available at grocery stores today.

PR has played a tremendous role in the growth of CRW, partly due to the popularity of the idea itself. A member of the PR com-

munity designed the menu for CRW for free and sent the finished product to organizers.



"It's incredible that this person just loved the idea of CRW so much, he did it for free and without us asking," Dickinson said. "

And good relationships with local media also helped increased awareness each year. The local media has embraced the concept of CRW and covered it extensively. Now, as the idea moves to Parkersburg, public relations has come to forefront of getting the word out.

Dickinson said social media has had a huge impact on CRW. The debut of the menu sets social media buzzing. Participating locations even had an Instagram take-over event throughout the week.

Join PRSA-WV for the 5th Fox Trot

Join PRSA-WV at the 5th Annual Fox Trot for Parkinson's Research!

Join the PRSA-WV team on Saturday, March 18, 2017, at Capitol Market for Charleston's fifth 5k run/walk to support Parkinson's research. The first

eight PRSA members who sign up to participate will receive FREE registration. If you are interested in participating, please email Jordan Ferrell, jponce7591@gmail.com by March 8. Find out more at www.FoxTrotWV.com.



INSIDE INFO

Time for Crystal Awards.....	2
Chapter benefits.....	2
Join PRSA, save \$50.....	3
March program.....	3
Calendar.....	4
President's Corner.....	4

It's time to enter the 2017 Crystal Awards

It's time to plan your entries for the Crystal Awards to show off your best work from 2016!

We'd like to thank our early sponsors, Fahlgren Mortine, and invite you to join them by contacting Rachel Coffman at rachelcoffman@tsgsolution.com! Sponsorship of the Crystal Awards gives you promotion throughout the award entry process, as well as during the Crystal Awards Gala on June 14.

The early entry deadline is March 20, the regular entry deadline is April 10 and the FINAL deadline is April 28. Entries this year are entirely online.

The competition is open to students and professionals and both PRSA members and non-members. There are entry categories for business and industry, not-for-profit, political and issue management, pro bono and student work. Your entries can be entered as full campaigns or you can enter specific pieces as projects. All entries are judged on a combination of research, planning, execution, evaluation, budget and quality of work.

Campaigns can be entered as community relations, crisis communications, external communications, integrated communications, internal communications, social media campaigns and special events of fewer than five days or more than six days.

Projects can be entered for annual reports, articles, audio commercials, books, brochures, direct mail, invitations, logos, long-form video, magazine or newsletter for internal or external audiences, media kits, news releases, online publications, posters, research, scripts, single issue

newsletters/booklets, social media, video commercials and web sites.

We are using a new online entry system this year, Omni Contests, and here's what you need to know:

- Through your account, you will be able to manage all of your entries — this includes determining which entries have been submitted and those for which payment has been made.
- You can start an entry and save it without submitting it. You will be able to see which awards you have submitted and which you have not.
- You will receive a confirmation email once you have submitted an entry.
- The entry system allows you to pay your entry fees by credit card. If you need an invoice the system will generate that for you.

Here's what's new this year: a standardized judging criteria that focuses on research, financial and timeline budgets, measurable objectives and results. Judges will not give you a numerical score; instead, they will mark "needs development," "fair," "average" or "excellent." The awards platform will then translate these ratings into a final score.

These are the criteria on which judges will be scoring: research, planning, implementation and evaluation. A complete listing of the scoring criteria can be found on our web site. You are STRONGLY encouraged to read the criteria before submitting your entry.

You must submit a description of the submission and at least one supporting document. Up to nine additional supporting documents may be submitted. In addition, you need to submit a representative graphic and a summary to be read should you win. Judges have

limited ability to make subjective decisions under the new system.

The Crystal Awards Gala is returning to the Culture Center on the campus of the State Capitol, so mark your calendar for June 14. There will be plenty of parking!

The PR Council of Alabama will be judging our awards this spring, and we judged awards from the PRSA-Minnesota Chapter in February.

In addition to your Crystal Awards entries, we are seeking nominations for a number of individual awards. Please contact President Brandon Totten at btotten@amfmwv.com by March 20 to make nominations for the following awards:

- PRSSA Chapter of the Year;
- Young Professional;
- PR Educator of the Year;
- John H. Womack Chapter Service Award;
- Outstanding West Virginian; or
- Practitioner of the Year.

If you have questions about Crystals, contact Aly Gregg at AlyG0820@gmail.com.

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
- Website

Join for FREE

Experience the Power of a Strong Professional Community



Join in our 22,000+ communications community.



There's still time to join...

Just use promo code **SPRING17**

Join PRSA and the West Virginia Chapter during March, and PRSA will pay your chapter dues for a year. *You get an instant savings of \$50!*

New members receive a free one-year Chapter membership when you join National as a Regular member (\$255 annual dues + \$65 initiation fee).

This is for Regular members only and is not available for Associate members, current or renewing members.

Visit <http://www.prsa.org/joinus/howtojoin> for details.



March meeting notice

Your news: Is it real or fake?

When most of us grew up, the daily news came to us in newspapers, on the radio or on television. You (or your parents) trusted Walter Cronkite.

Today, over 40% of Americans get their news from Google. Go to that same search engine and type in "fake news," "fake news examples" or "fake news sites" and you will get literally millions of results.



As public relations professionals, what does this mean to our profession, our employers or our clients? How can we fight fake news stories and make sure our work is seen as credible, reliable and true?

West Virginia Press Association Executive Director Don Smith will be joining us for lunch on Wednesday, March 15, at the Civic Center. As the face of the newspaper industry in West Virginia, he and his members fight this battle on a daily basis. Discover the lessons they've learned and how you can protect your employers and clients from falling victim to the epidemic of fake news.

Reservations are required by Friday, March 10, and the cost of the event is \$22 for members and students and \$25 for guests. Just register at prsa.wv.org.

Board members and committee chairs will meet at 11:00 a.m.

Yes, I will attend the PRSA-WV Chapter luncheon meeting on Wednesday, March 15.

Name: _____

Company: _____

Email: _____

Guest(s): _____

Company: _____

Check enclosed for \$22 per member/student and \$25 per guest (\$_____)

Reservations are required for this meeting and must be received by Friday, March 10. Register by mail or online at www.prsa.wv.org.

Make check payable and mail with reservation form to:

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



March 15, 2017

The Impact of Fake News

Don Smith, WV Press Association

12:00 p.m. - 1:15 p.m.

First Floor Lounge, Charleston Civic Center

11:00 a.m. board meeting (same location)

March 18, 2017

Fox Trot (5k run/walk) for Parkinson's Research

Charleston's Capitol Market

Contact jpence7591@gmail.com by 3/8 to join the team

March 24, 2017

Storytelling in a Digital Age

WVU Innovation Center

with WVU and PRSA-Pittsburgh

Register at <http://www.mediainnoevents.com/digitalage/>



President's Corner

Brandon Totten

The warm weather is here already, and March brings some exciting opportunities for our members with two events to enhance our role in public relations.

First, our meeting on Wednesday, March 15 will cover a growing issue facing public relations practitioners and our audiences: fake news. According to the Pew Research Center, "Facebook has 1.8 billion users, and 44 percent of Americans get their news from the site."

Don Smith of the West Virginia Press Association will join us to discuss the growth of

fake news and how as public relations professionals we can help combat it for our clients, corporations or non-profit organization.

Then, mark your calendars for Friday, March 24 and the Professional Development Seminar "Storytelling in a Digital Age" with the West Virginia University Reed College of Media at the new Innovation Center in Morgantown. Featured speakers include communicators from the Huffington Post, FleishmanHillard and more.

We will join with PRSA-Pittsburgh to get a unique experience in story identification for tradi-

tional and immersive storytelling, engaging audiences in the digital environments and more!

Hurry! Space for this event is limited and there is an early bird rate of \$30 if you register before March 3.

Again, our annual Crystal Awards Gala is on Wednesday June, 14th at the Culture Center in Charleston. The Crystal Awards has grown to be one of the most competitive public relations awards in the nation.

Thank you, and I look forward to seeing everyone at one, or both of these events.