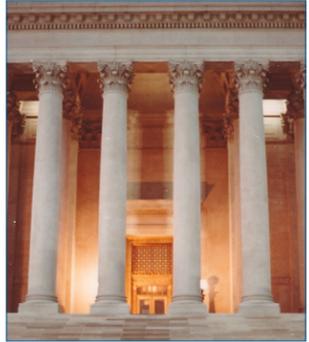




PR Strategies of a Nontraditional Political Campaign

Scarbro Shares Before and After of Being Campaign Manager for Gov. Jim Justice



Beginning his new career on the campaign trail in April 2015, Derek Scarbro quickly realized they had a different opportunity presented to them. Scarbro believes being a nonpolitician helped Jim Justice win the election as well as adapting new media that opened exciting and effective strategies to benefit the campaign. Unlike most politicians entering the campaign, Jim Justice did not have political figures backing him. Scarbro mentions that this aspect of the campaign seemed not to matter. Jim Justice was known from his charity experience, coaching, farming, energy, coal experience and owning The Greenbrier.

Scarbro said when working on a political campaign, you are marketing the candidate. When interacting with the public, Jim Justice was like “bottled lightning,” and they used that as a part of their strategies. He had a celebrity aura about him and they were careful not to lose that during the campaign.

They knew they could always get media coverage, which was occasionally challenging for his political

opponents. A new feature of this campaign for Scarbro was being able to obtain great video footage from news cast to use on social media. One of the most helpful strategies used during the campaign was adopting a TV monitoring system. This monitored all media coverage, both TV and social media, giving them insight into what the public was saying about them.

After winning the election, Scarbro managed the transition team for Gov. Justice. This task was more difficult, explained Scarbro, because they now had to recruit people to run the governing offices. Gov. Jim Justice wanted options for each office and they enlisted help from research teams at WVU and Marshal University to help with recruiting. Gov. Jim Justice has continued to be open ended with his media availability. He has held press conferences in his office, several town halls and traveling tours. Scarbro shared that his favorite part about this adventure is now, being in office. “That was the point of it all... the goal ...and now getting to help people,” said Scarbro as he concluded his story.

Member Spotlight: Jim Owston

Company: Alderson Broaddus University
Title: Dean of the College of Humanities and Social Sciences & Associate Professor of Mass Communication
Joined PRSA: 2016

What would be your dream job?
— I’m in it.

What advice would you give your younger professional self?
— Look for ways to cross promote everything. You get more bang for your buck.

What do you do for fun, outside of PRSA?
— I am a genetic genealogist.



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Gaining Employer Approval to Join PRSA

In today's economy, we know that you need to justify every expense, including spending time and money to join professional associations and attend events, both in-person and virtual. Follow these step-by-step instructions to gain approval from your management to join PRSA, a community of more than 21,000 public relations professionals:

STEP 1: Review the benefits of PRSA membership and determine which type is best for you. We offer our regular membership, associate membership for those with less than two years of experience as a public relations professional, and a group membership for teams of eight or more.

STEP 2: Highlight the benefits that your employer will receive with your PRSA membership, including employee intelligence, industry expertise to strengthen your business, time-efficient, cost-saving employee training, ethics to apply to your everyday business practices, and brand recognition that showcases the organizational talent and work quality.

STEP 3: Remind your employer that PRSA represents a wide variety of organizational types. Our members represent business and industry counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

STEP 4: Complete the Request Letter and Cost/Benefit Summary (p. 2) and submit both to your management. These tools will show that the value found in PRSA membership far exceeds the investment your employer will make. Check out these member benefits and see how they will benefit you and your employer!

- Stand behind a Code of Ethics that offers values, principles and practice guidelines that define professionalism and success.
- Enjoy free online and on-demand professional development training and preferred pricing on seminars, boot camps and conferences on topics from social media to crisis communications.
- Stay on top of emerging trends and industry news with PRSA's Issues & Trends daily newsfeed, monthly Public Relations Tactics flagship newspaper and The Strategist quarterly magazine, delivering executive level insight.
- Access our members-only database of case studies, articles and research, including Silver Anvil Award winners and nominees.

Questions? Send an email to Member Services or call (212) 460-1400.

Highlights to letter of request (see www.prsa.org for details):

Membership in the Public Relations Society of America (PRSA) is critical to my professional development, and I would like to request approval to join.

PRSA offers an extensive list of member benefits that will not only increase my professional knowledge and productivity, but also further our business goals and objectives by providing the following:

- A Code of Ethics that will offer values, principles and practice guidelines that define professionalism and success to increase our reputation and products.
- Free Professional Development opportunities and preferred pricing on seminars, webinars, teleseminars, boot camps and conferences on topics from social media to crisis communications.
- Emerging trends and industry news with PRSA's Issues and Trends daily newsfeed, monthly Tactics flagship newspaper and The Strategist quarterly magazine, delivering executive-level insight.
- Access to a members-only database of case studies, articles and research, including Silver Anvil Award winners and nominees.
- Brand recognition through various speaking opportunities and awards programs.

Annual National dues are \$255 plus a one-time \$65 initiation fee. PRSA also offers more than 100 local Chapters, and 14 Professional Interest Sections that offer additional members-only benefits and savings on segmented information, learning and networking opportunities. They also offer group membership for five or more individuals from the same organization.

PRSA membership is a sound investment for any employer, with membership paying for itself several times over. In addition to the free benefits PRSA offers, it also offers preferred pricing on various products and services. For a total of \$320, the value we will receive includes, but is not limited to:

<u>Benefit</u>	<u>Value/Savings</u>
Complimentary subscriptions to their monthly and quarterly publications	\$ 250 +
More than 25 free webinars/year	\$5,000
Preferred pricing on webinars (per event)	\$ 100 +
Preferred pricing on PRSA seminars and Conferences (per event)	\$ 50-\$300 +
Preferred pricing on online training (per course)	\$ 50 +
Preferred pricing on posts to PRSA Jobcenter (per post)	\$ 100 +
Access to case studies, white papers and members-only research and e-books	Varies
Discounted rates on insurance, shipping and other professional services	Varies
Organizational Listing in Find-A-Firm Directory	\$ 200 +
Total Available Savings	\$6,000 +

The value immediately covers more than the cost of PRSA membership many times over!

I look forward to sharing the takeaways from my PRSA membership with our organization. Please take a moment to review the information provided in this letter, and consider approving my PRSA membership at your earliest convenience. Go to bit.ly/WhyJoinPRSA to learn more.

Sincerely,
Your Name

Meeting Notice

Join us on May 17 when Elizabeth Pellegrin, Chief Marketing Officer for Charleston Area Medical Center (CAMC), will share her unique perspective in the communications and public relations world for the CAMC Health System and health care challenges.

Get an inside look into the operations in the CAMC Marketing and Public Affairs department, health care case studies and what sets health care customers apart from other audiences.

The noon luncheon meeting will take place in Salon E at the Charleston Civic Center.

Reservations are required by Friday, May 12, and the cost of the event is \$22 for members and students and \$25 for guests. Just register at prsawv.org.



PRSA-WV 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

Yes, I will attend the PRSA-WV Chapter luncheon meeting on Wednesday, May 17.

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, May 12. Register by mail or online at www.prsawv.org.

Make check payable and mail with reservation form to:

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360

President's Corner

Brandon Totten



April has been Accreditation in Public Relations (APR) Month, and I want to recognize and say thank you to our chapter members who have achieved APR status, as well as those who are pursuing their APR.

The APR will help you distinguish yourself from your peers and enhance the level of professionalism we offer our clients and companies. You can begin your APR journey on our website and connect with members on

their journey and experiences in the APR process at our chapter meetings.

We are now a little less than two months away from the annual Crystal Awards Gala recognizing the incredible work being done by public relations professionals, educators and students across West Virginia. Each year at the Crystal Awards, we recognize individuals that have contributed to the public relations profession in significant ways.

Those awards, Young Professional of the Year, Student Chapter of the Year, Educator of the Year, The John Womack Chapter Service Award and Prac-

itioner of the Year all represent the best of what we do daily.

Along with your own Crystal Award entries, I encourage everyone to nominate our peers for one of these prestigious awards.

The Crystal Awards Gala is Wednesday June, 14th at the Culture Center in Charleston, and we are working on a special event the day after the awards ceremony for our PRSSA student chapters. Stay tuned for more information!

Upcoming Events



May 17, 2017
PR and Health Care: CAMC Experience
Elizabeth Pellegrin, CAMC
12:00 p.m. - 1:15 p.m.
Salon E, Charleston Civic Center
11:00 a.m. board meeting (same location)



June 14, 2017
Crystal Awards Gala
5:30 p.m. - 9:00 p.m.
Culture Center
Student visits to agencies the following morning.



July 12, 2017
PRSA at the Park
6:45 p.m.
Appalachian Power Park