



Where will you help your career?

Time to make your
committee selections for 2018



Make your voice heard as the chapter moves into 2018, and help strengthen the profession and the chapter through your contribution of time, talent and energy.

To continue providing opportunities for your choice of committee service, we conducted an online survey to ask your committee service preferences and interest in 2018 advertising and sponsorship opportunities, but we may not have heard from you yet. If you haven't yet responded, it's not too late to participate!

Simply review the committee opportunities listed under the "Committees" tab at www.prsawv.org, then send an email to we.are.pr@prsawv.org giving us your first and second choices for 2018 committee service and if you would like information on 2018 advertising or event sponsorship.

President Kyra Harris and her committee chairs will be soliciting committee members through January, so there's still time to share your preferences for service.

Committee chairs for 2018 will be:

- Accreditation, Jennifer Goddard, APR;
- Awards, Aly Goodwin Gregg; co-chairs Bryna Butler, APR and Melanie George;
- Bylaws, Joe Long, APR;

- Corporate Sponsorship, Rachel Coffman;
 - Ethics Officer, Cathryn Harris, APR, Fellow;
 - Membership, Diane Holley-Brown, APR and Alisha Maddox;
 - Nominating, Joe Gollehon, APR, Fellow;
 - Professional Development, Jim Owston, Hilari Barton and Jordan Ferrell;
 - Program, Aly Goodwin Gregg;
 - Public Relations, Brandon Totten;
 - Public Service, Courtney Sisk Johnson;
- and
- Student Liaison Committee, Buddy Davidson.

Contact the PRSA-WV office with our committee choice(s) for 2018.

Win a Gift Card in 2018

PRSA-WV wants you to win a gift card in November! All you have to do is attend our monthly meetings and bring potential members. Each meeting you attend will earn entries into one gift card drawing, while every potential member you bring will earn you entries into a separate gift card drawing.

We hope to see you and your guests in 2018.

Repurpose the SWOT

by Bob Harris, CAE

“SWOTs suck!” It’s a direct quote by an association executive in a class discussing strategic planning. I may have agreed, probably smiled, but I would not have said it quite like that.

SWOT is a euphemism for a process to analyze the environment affecting an organization. The acronym stands for STRENGTHS, WEAKNESSES, OPPORTUNITIES and THREATS.

Its purpose is to examine the current situation of an organization by considering internal and external factors. An environmental scan supports better decision making.

The process explores two realms: internal aspects of the business followed by external ones. The areas are further broken down into strengths and weaknesses (internal) and opportunities and threats (external).

Strategic Planning

Conducting a SWOT is associated with strategic planning. The discussion encourages participants to share perspectives. Most are eager to see their input added to the flipchart or SWOT quadrant.

Some problems exist with the process. After reading hundreds of SWOT reports, it is disconcerting that you cannot distinguish the difference between an agricultural group and a medical association. Both boards might offer the generalities, “We have a great staff,” and “Government regulation is a threat.”

During the process, “group think” might take over — people affirming ideas of their colleagues. Most of the input is subjective without referencing performance metrics.

Another problem is the level of discussions. The planning should encourage innovative and visionary thinking. But SWOT discussions dip into the weeds with questions and opinions. It is an hour that might distract from strategic thinking.

Organic SWOT

If the right people are at the planning table, the environmental scan will happen naturally, without allocating time to throw ideas on the board.

The right people will be persons on the board who are visionaries. They should be able to speak for the community, employees, members and stakeholders because they do their own continuous environmental scan.

The number of people at the meeting should allow for meaningful conversations. Too few lacks diversity of input and representation. Too many and people struggle to be heard. The more people at the meeting, the longer the day in a process that requires intense concentration.

SWOT Adaptations

An environmental scan has value in various forms. Rather than conducting it annually or only at a retreat, consider these approaches.

- Allocate Time - Encourage people to scan the environment continuously, with regular reports to the group. Allocate time at meetings for visionary discussions, i.e. 2020 to 2025.
- Build Upon - Take advantage of a prior SWOT report. Rather than starting from scratch, pull the last SWOT to discuss what has changed.
- Assign - Subscribe to publications; assign board members to monitor certain organizations, stakeholders and trends so when the planning begins it flows organically without forcing a SWOT where the results look just like the association next door.
- Futurists - Invite respected visionaries to address the planning group before the meeting begins to address the board for 20 minutes each. After their presentations and group questions they can be excused.
- Pre-SWOT - Do the scan in advance of strategic planning. Provide a framework so board members can add their own perspectives. The staff will tabulate and summarize for discussion at the next meeting.
- Adapt - Redesign the criteria to build upon the SWOT model and align discussions with key criteria.

2018 Board

President

Kyra Harris

Charles Ryan Associates
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President-elect

Aly Goodwin Gregg

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Treasurer

Rachel Coffman

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Secretary

Diane Holley-Brown, APR

WV Dept of Administration
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Immediate Past President

Brandon Totten

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Directors

Matt Sutton (2018)

Fahlgren Mortine
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Jordan Ferrell (2019)

WV Dept. of Commerce
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Scott Castleman (2020)

Trans Canada
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Assembly Delegates (2018)

Joe Long, APR

WV State University
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Executive Director

Diane Slaughter, CAE, APR, Fellow

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January Meeting

Make :90 Last a Month

Want to know how to make 90 seconds last a month? Hear the inside story from PRSA-Pittsburgh Chapter President Steve Radick of Brunner when he discusses the 84 Lumber Super Bowl LI ad!

Radick is vice president of public relations and content integration at Brunner in Pittsburgh. He will be speaking about his experience being part of the team to create AdWeek's No. 1 Super Bowl ad in 2017 – for 84 Lumber – from both an advertising and PR perspective. Radick spoke at the PRSA International Conference in Boston in October about this very topic, so this is an amazing opportunity to catch a conference session in our own backyard.

The original 84 Lumber Super Bowl ad was banned by Fox for being too political, according to industry sources. The company then put together a new version. The beautiful and compelling ad tells the tale of a mother and daughter on an ambiguous trip through Mexico...

Indeed, the company confirmed that they wanted the commercial to recruit, train and hire men aged 20-29. According to sources, the message was loud and clear: if you're going to build a wall, 84 Lumber will build a door.

The joint meeting with the Advertising Federation of West Virginia will take place on *Tuesday, January 23*, at The Equities House on the corner of Virginia and Dickinson Streets in Charleston. Paid parking is available across the street. The fee for all attendees is \$25 per member/\$35 per guest and reservations are due by Friday, January 19, and can be made at www.prsawv.org.



President's Corner

"The achievements of an organization are the results of the combined effort of each individual."
~ Vince Lombardi

I'm honored and humbled to take my turn as president of the PRSA-WV Chapter for the upcoming year. Many amazing leaders have held this position, and I strive not only to fill their shoes but also to continue to move our chapter forward positively and productively.

For those who don't know me, I'm a big fan of quotes and use them frequently – and this statement from Vince Lombardi could not be more true. My theme for 2018 is "Back to Basics." What does this mean to me? That only by working together and strengthening the foundations of our chapter – programming, committees, membership and so on – will we succeed.

I challenge each member to make a New Year's resolution to help us reinvigorate our chapter. Come to a meeting and get involved! To our veteran members: newer members could benefit greatly from your knowledge and experience. To our newer members: take advantage of the opportunities our chapter presents to learn

and network with others in your field. No matter your skill level, value can be found by joining with colleagues and advancing the future of our profession.

Please do not hesitate to reach out if you have questions or comments. If you want to get involved but don't know how, we can find a spot for you! If you have ideas and want to assist in implementation, call or email! The only way we will become a better organization is by members taking an active interest in making it better.

Happy 2018, and I can't wait to see everyone on Jan. 23!



Kyrin R. Harris

Upcoming Events



January 23, 2018

Make 90 Seconds Last a Month: The Story Behind the 84 Lumber Super Bowl Ad
11:30 a.m. - 1:00 p.m.

Equities House
Corner of Virginia and Dickinson Streets,
Charleston



February 21, 2018

Alisa Bailey, CEO, Charleston CVB
12:00 p.m. - 1:15 p.m.
Holiday Inn Express Civic Center