



How to Make :90 Last a Month

The owner, Maggie Hardy Magerko said, "Make the ad."



"Builders knew the 84 Lumber brand, but not the consumers," according to Brunner Vice President of Public Relations and Content Integration Steve Radick. He is immediate past president of PRSA's Pittsburgh Chapter.

Research showed that builders used 84 Lumber because of the quality of their employees. Radick said the company philosophy is "good people + training + incentives = sales."

Maggie Hardy Magerko, owner of 84 Lumber, told Radick's team, "I want everyone in the country to know the 84 Lumber name."

Conversation about producing a Super Bowl ad started in October, and Radick's team had approval on November 30, plus inventory for a :90 ad, but no concept. The concept was approved on December 9, just a few weeks before the game on the first Sunday in February. The Brunner team had to develop strategies for the pre-game, game day and post-game campaigns. They had a budget of nearly \$20 million, including \$15 million for the ad buy.

Fox rejected the first ad, saying it was too controversial. Meanwhile, Radick was getting calls wondering why 84 Lumber was filming in Mexico.

January 17 they started building a web site that could handle both the full film and the po-

tential viewers. When the ad was purposefully leaked a week prior to the game, the tone shifted from "woe was us" to "see what we will do with it." They wound up on opinion pages and received wide media coverage before and after the ad aired during the game. Radick described the ways he used media exclusives for pieces and parts of the overall campaign. He said they actually built a 30' x 60' wall, including the door.

Our first meeting of the year was a joint meeting with the AAF-WV.



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.

Time to Enter the 2018 Crystal Awards

It's time to plan your entries for the Crystal Awards to show off your best work from 2017!

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 Celebration on June 13.

The early entry deadline is March 19, the regular entry deadline is April 9 and the FINAL deadline is April 30. 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 tactics. All entries are judged on a combination of research, planning, execution, evaluation, budget and quality of work, with tactics including a component for creative elements.

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 will be introducing several new video categories.

We are once again using the Omni Contests system, and here's what you need to know:

- Through your account (which has the

same user name and password you established last year), 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: differing standardized judging criteria for campaigns and tactics that focus on research, financial and timeline budgets, measurable objectives and results, with creative as an element for tactics. 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.

A complete listing of the scoring criteria for both campaigns and tactics 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 Celebration is returning to the Culture Center on the campus of the State Capitol, so mark your calendar for June 13. There will be plenty of parking!

The PRSA-Hawaii Chapter will be judging our awards in April and we'll be judging them in June; both chapters use Omni.

2018 Board

President

Kyra Harris

Charles Ryan Associates
kharris@charlesryan.com

President-elect

Aly Goodwin Gregg

GuardianBridge
AlyG0820@gmail.com

Treasurer

Rachel Coffman

TSG Solution
rachelcoffman@
tsgsolution.com

Secretary

Diane Holley-Brown, APR

WV Dept of Administration
diane.m.holley@wv.gov

Immediate Past President

Brandon Totten

AMFM
btotten@amfmwv.com

Directors

Matt Sutton (2018)

Fahlgren Mortine
Matthew.Sutton@
Fahlgren.com

Jordan Ferrell (2019)

WV Dept. of Commerce
jordan.h.ferrell@wv.gov

Scott Castleman (2020)

Trans Canada
scott_castleman@
transcanada.com

Assembly Delegates (2018)

Joe Long, APR

WV State University
jblong@frontier.com

Executive Director

Diane Slaughter, CAE, APR, Fellow

304.984.0308
we.are.pr@prsawv.org

February Meeting

Building On a Brand

President and CEO of the Charleston Convention & Visitors Bureau Alisa Bailey will discuss how Charleston is transforming its image through a multi-year brand development process.

Bailey will discuss:

- The Hip, Historic...Almost Heaven brand promise.
- The CVB's target markets.
- Four pillars of brand messaging and the results!
- The evolution of its "From the Hip" campaign.

Bailey has been the head of the CCVB since 2012. She is the former President of the Virginia Tourism Corporation and was the first woman Tourism Director of the West Virginia Division of Tourism and Bureau Chief of Commerce.

The meeting will take place on Wednesday, February 21, from 12:00 - 1:15 p.m. We will be visiting our new location for 2018, the Holiday Inn Express Civic Center at 100 Civic Center Drive in Charleston. There is free parking and our meeting room is down the hall to the left of the registration desk on the first floor.

The fee for the meeting is \$22 for members and students and \$25 for guests. Reservations are due by Friday, February 16, and can be made at www.prsawv.org.

The board and committee chairs will meet at 11:00 a.m.



President's Corner

"Coming together is a beginning, staying together is progress, and working together is success."
~Henry Ford

2018 is off to a raring start! For those of you who couldn't join us for the January meeting, Steve Radick's story of the 84 Lumber Super Bowl commercial was fantastic – a great representation of how public relations and advertising work hand in hand to create an overall campaign for a client. Working jointly with Ad Club in West Virginia, we had more than 40 folks in attendance and it was a great way to kick off the year.

But as Henry Ford's quote above suggests, coming together for one meeting is only the beginning. Let's keep attendance up and see even more members and potential members get involved as the year progresses. We are upping the ante for attending meetings beyond networking and learning — something the chapter hasn't done in several years. If you didn't see the note in the most recent newsletter, we are offering two incentives this year for attending meetings. The first is simply for showing up – for every meeting you attend, you will get an entry into

a prize drawing at the November meeting. The second incentive is for helping us recruit new members – for every meeting you bring a guest who could be a member of PRSA-WV, you will get an entry into a second prize drawing that also will take place at the November meeting.



As I wrote in January, I wholeheartedly believe the only way we will succeed and grow as an organization is by working together and having more of our members taking an active interest in the future of our chapter.

Our next meeting will be February 21. Alisa Bailey from the Charleston Convention and Visitors Bureau will be speaking about "Building on a Brand." We will be meeting at the Charleston Holiday Inn Express Civic Center in February, and as a special note, there is free parking. I hope to see you there!

Upcoming Events



February 21, 2018
Building on a Brand
Alisa Bailey, CEO, Charleston CVB
12:00 p.m. - 1:15 p.m.
Holiday Inn Express Civic Center
Board & Committee Meeting
11:00 a.m.

March 21, 2018
West Virginia Forward

12:00 p.m. - 1:15 p.m.
Holiday Inn Express Civic Center
Board & Committee Meeting
11:00 a.m.