



Building On a Brand

Hip, historic Charleston is elevating its brand.



Tourism is an incredibly important contributor to Charleston’s economy, according to CVB President and CEO Alisa Bailey. Several years ago, the “Hip • Historic • Almost Heaven” tag line was developed to increase the reach and influence of tourism in this area. The “Almost Heaven” was used to differentiate this destination from the “other” Charleston, and it’s been successful.

Research showed that millennials traveled more than Baby Boomers and sought different goals with their travel. There is a changing focus from visiting family to having destination experiences, and Charleston is well-placed to meet those travel desires, Bailey said.



Their research showed an interest in food, the arts, recreation and music. “We’re concentrating on attracting those markets,” Bailey explained. She said the area has everything from great restaurants and food-based festivals, to the Art Walk program, Live on the Levee

and more. In addition, the renovation of the Charleston Civic Center will open new opportunities to attract conventions and recreational travelers to the market. She unveiled the CVB’s expanded FARM brand to our audience.



The February meeting drew a large crowd of members and guests, drawn by Alisa’s presentation, the new venue and caterer and a beautiful, sunny day!

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.

Crystal Awards Tactics Judging Criteria

As you prepare your Crystal Award entries this year, keep in mind that the campaign judging criteria will remain the same, but the criteria for tactics (projects) have changed. Complete listing of the criterion can be found at <http://www.prsawv.org/crystal-awards/>. Possible points are in parentheses behind each description.

Research

Purpose

- The purpose of the project was clearly stated (2).

Methods

- Methods impacting the tactic are mentioned (1).
- Methods impacting the tactic are mentioned AND identified as primary or secondary research (2).

Types of Research

- Research was referenced but not clearly outlined (2).
- At least 2 types of research are used (4).

Research Impact

- Information included on how research results affected the creation or implementation of this tactic based on campaign objectives or strategies (6).

Planning

Four-step RPIE process

- At least 2 of the 4-step process are stated (2).
- At least 3 of the 4-step process are stated (4).
- The complete 4-step process is clearly stated (6).

Target audience

- Target audiences/publics are easily identified (4).

Identification of goals

- Provides a statement clearly outlining how this tactic supports the overall outcomes of a program, mission or purpose (4).

Identification of objectives

- One objective is clearly stated (2).
- Two or more objectives are stated (4).

Identification of strategies/tactics

- At least one strategy is listed related to this tactic, but it does NOT contain how to achieve objectives (2).
- At least one strategy is listed that relates to this tactic that contains the overall concept,

approach or general plan for a program designed to achieve objectives (4).

- Two or more strategies are listed that relate to this tactic that contain the overall concept, approach or general plan for a program designed to achieve objectives (6).

SMART objectives

- All stated objectives include 0 or 1 of the following criteria: specific, measurable, attainable, relevant, and time-specific (SMART) (0).
- All stated objectives include at least 2 of the SMART criteria (2).
- All stated objectives include at least 3 of the SMART criteria (4).
- All stated objectives include at least 4 of the SMART criteria (6).

Implementation

Timetable

- Starting and ending dates of the project ARE listed (4).

Identification of tactics

- Tactic states specific ways resources were used to carry out strategy and work toward objectives. (6).

Use of resources

- An explanation is included describing how tactic was used to carry out a strategy and work toward objectives (6).

Budget

- Budget referenced but no breakdown provided (2).
- Budget referenced and breakdown provided (4).
- Budget referenced, breakdown provided and an explanation of use of resources provided (6).

Overcoming challenges

- One challenge (internal or external) is described as well as how it was overcome (4).
- At least 2 challenges (internal or external) are described, as well as how they were overcome (8).

Be sure to visit our web site for complete details on items earning zero points, as well as a description of requirements and point totals for creativity and evaluation.

The early deadline is March 19, the regular deadline is April 9 and the extended deadline is April 30.

2018 Board

March Meeting

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West Virginia Forward



West Virginia Forward is a collaboration among the West Virginia Department of Commerce, West Virginia University, and Marshall University to identify short-term, larger-scale projects that will boost West Virginia's economic development efforts. The collaboration was supported by analysis from McKinsey & Company, which was focused on trending business sectors that could provide potential avenues for job growth and economic stability.

While all possibilities are being considered, a few key opportunities include workforce, business climate, entrepreneurship and infrastructure. This collaborative partnership aims to look at West Virginia's assets from a global perspective and pair them with economic trends that can be leveraged for future growth.

The state is in a transition economy. Our communities are struggling while jobs have disappeared. Our talent has been forced to leave the state they love to pursue opportunity. We need to embrace all that West Virginia has to offer and believe that we can create a new path forward. It is not about rising from the bottom of a poll or stat. It's about moving West Virginia Forward.

The meeting will take place on Wednesday, March 21, from 12:00 - 1:15 p.m. at 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, March 16, and can be made at www.prsawv.org.

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

President's Corner

"Individually, we are one drop. Together, we are an ocean."
~Ryunosuke Satoro

Awards season is upon us! Time to jog your memories and find your passwords for the online entry system. We have listened to your feedback, and you're going to notice a few changes to the categories and submissions this year – there is now different judging criteria for campaigns versus tactics (formerly projects) and we've added several new video categories as well as a new individual award.

For those of you who work ahead, early bird entries for the Crystal Awards are due March 19. The standard deadline is April 9 and, for the rest of us procrastinators, the final entry deadline is April 30. Remember the cost goes up the longer you wait to enter, so use that as motivation to get your entries done as early as possible. (I'm going to try!) Let's give the Hawaii chapter an ocean of entries to judge!

Speaking of judging ... we're going to need members to sign up to assist with judging Hawaii's entries in the near future as well. Even if you can't come to meetings or have trouble traveling to Charleston – this is another way you can

get involved and be part of the PRSA-WV team! Contact Aly Goodwin Gregg for more information.

Also new this year will be a silent auction at the Crystal Awards Celebration where all proceeds will benefit the John H. Womack memorial scholarship at Marshall University. We welcome donations from our member companies to assist us in reaching our goal of funding this scholarship! If you have an item you'd like to donate, please reach out to Diane or me. Our public service project will benefit the YWCA of Charleston.

Our next meeting will be March 21 at the Charleston Holiday Inn Express Civic Center. We will be learning about West Virginia Forward and its strategy to grow our state's economy. I hope to see you there!



Upcoming Events



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.



April 18, 2018
"Back to Basics" Professional Development
9:00 a.m. - 2:30 p.m.
Cole Complex Room 210, WV State University
Institute, WV