



We Celebrated Your Crystal Award Successes

Nearly 70 people joined the celebration of the work and the individuals honored.



A crowd of nearly 70 chapter members, public relations professionals and their guests attended the 2018 PRSA-West Virginia Chapter Crystal Awards Gala on June 13 at the Culture Center. The event honored outstanding public relations campaigns and projects undertaken in 2017, submitted through 113 entries.

Bob Thompson entertained during the cocktail hour, Charlie Cooper served as our master of ceremonies and our members and guests were generous in their donations to the YWCA of Charleston. Many also participated in the silent auction that raised nearly \$600 to endow the John Womack Scholarship at Marshall University. Our sponsors were Appalachian Power, Charles Ryan Associates, Fahlgren Mortine, GuardianBridge and Homestead Communications. Our recipients of 2017 Crystal Award and Honorable Mention project honors are:

- Honorable Mention – Non-profit/Govt.
Governor’s Guaranteed Work Force Annual Report
Commerce Communications

Brochures:

- Honorable Mention – Business/Industry
Jackson Kelly Marijuana Brochure
Charles Ryan Associates

Continued on page 2

Annual Reports:

- Crystal – Non-profit/Govt.



CVB’s Annual Report
Greenbrier CVB
with Fahlgren Mortine

THIS EDITION

| | |
|-------------------------------|---|
| Crystal Award Projects..... | 2 |
| Crystal Award Sponsors..... | 4 |
| Crystal Awards Campaigns..... | 5 |
| Individual Honorees..... | 6 |
| July Meeting Notice..... | 7 |
| Calendar..... | 8 |
| President’s Corner..... | 8 |

Continued from page 1

Direct Mail:

- Crystal – Student



Alderson-Broaddus University Semester in Europe

Alderson-Broaddus University with Lora Owston

- Honorable Mention – Business/Industry
ROCKWOOL Direct Mail
Charles Ryan Associates
- Honorable Mention – Non-profit/Govt.
College Recruitment Mailers
Marshall University

Invitations:

- Honorable Mention – Business/Industry
ROCKWOOL ROXUL Invitation
Charles Ryan Associates

Logos:

- Crystal – Business/Industry



Motorists Leaders Conference Terranea Logo

Motorists Insurance Group with Charles Ryan Associates

- Crystal – Non-profit/Govt.



WV DNR Gold Rush
WV Division of Natural Resources with Commerce Communications

- Honorable Mention – Business/Industry
Motorists Leaders Conference BANFF Logo
Charles Ryan Associates

External Magazine or Newsletter:

- Crystal – Business/Industry



BrickStreet Insurance Fall Magazine
BrickStreet Insurance with Charles Ryan Associates

News Releases:

- Honorable Mention - Business/Industry
BrickStreet and Motorists Insurance
Group News Release
BrickStreet Insurance with Charles Ryan Associates

Online Publications:

- Honorable Mention - Business/Industry
SLS Holiday Eblast
SLS with Charles Ryan Associates

Posters:

- Crystal - Business/Industry



BrickStreet Insurance Stretches Poster
BrickStreet Insurance with Charles Ryan Associates

- Crystal – Student



Philippi Baptist Church Souper Bowl Party
Philippi Baptist Church with Lora Owston

Continued on page 3

Continued from page 2

- Honorable Mention - Business/Industry
Virginia Craft Brewers FestPoster
Virginia Craft Brewers
with Charles Ryan Associates

Research:

- Crystal - Business/Industry



West Virginia Bankers Branding
Research

Scripts:

- Crystal - Student

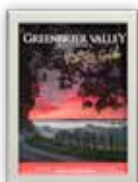


A Covered Bridge Christmas
Alderson-Broadus University Media
Practicum Class

- Honorable Mention - Non-profit/Govt.
HOPE Crew 100th Project
Citizens Conservation Corps
with GuardianBridge, LLC

Single-issue Newsletters/Booklets:

- Crystal - Non-profit/Govt.



Greenbrier Valley Visitors Guide
Greenbrier CVB
with Fahlgren Mortine

- Honorable Mention - Business/Industry
2018 AMFM Nursing and Rehabilitation
Center Calendar
AMFM
- Honorable Mention - Non-profit/Govt.
Lewis College of Business Viewbook
Marshall University

Social Media:

- Crystal – Student



20 Voices for 20 Years
Mountaineer Boys and Girls Club
with Colistra Campaigns Class at WVU
Reed College of Media

- Honorable Mention - Non-profit/Govt.
Back in the Budget
West Virginia Public Broadcasting
with The Manahan Group

Video - Scripted for Broadcast:

- Honorable Mention - Business/Industry
Education Super Highway Video
Education Super Highway
with Charles Ryan Associates

Video - Scripted Non-broadcast:

- Crystal - Non-profit/Govt.



2017-18 'Mentor' Institutional Spot
Marshall University

- Honorable Mention - Business/Industry
Motorists 2018 Leaders Conference
Terranea Teaser Video
Charles Ryan Associates

Video - Unscripted for Broadcast:

- Honorable Mention - Business/Industry
WV is HealthSmart Video
HealthSmart
with Charles Ryan Associates

Video - Unscripted Non-broadcast:

- Crystal - Political/Issue Management



ACLU Video
American Civil Liberties Union
with Charles Ryan Associates

Continued on page 4

Continued from page 3

- Crystal - Non-profit/Govt.



Marshall University School of Business
Video

Marshall University School of Business
with Charles Ryan Associates

- Crystal - Student



WVU Forensic and Investigative Science

WVU Reed College of Media

- Honorable Mention - Non-profit/Govt.
#CWV Guidebook Episode 3
Charleston CVB

Websites:

- Crystal - Non-profit/Govt.



Office of Energy Website

Office of Energy

with Commerce Communications

- Crystal - Student



STEMulate Success Website

WVU Reed College of Media

- Honorable Mention - Non-profit/Govt.

CVB Website

Greenbrier CVB

with Fahlgren Mortine

Written Articles:

- Crystal - Business/Industry



BrickStreet Insurance Fall Magazine
Article

BrickStreet Insurance

with Charles Ryan Associates

Campaigns

Community Relations:

- Crystal - Non-profit/Govt.



Reimagine Your Library

Kanawha County Public Library

with The Manahan Group

- Crystal - Student



Celebrating 20 Years

Mountaineer Boys and Girls Club

with the Colistra Campaigns Class at

WVU Reed College of Media

- Crystal - Student



Gardening for Good

Rainelle Agriculture Center

with WVU Reed College of Media

Continued on page 5

Continued from page 4

Crisis Communications:

- Honorable Mention - Non-profit/Govt.
Back in the Budget
West Virginia Public Broadcasting
with The Manahan Group

External Communications:

- Honorable Mention - Non-profit/Govt.
A Few Cents Makes Sense
American Heart Association Great Rivers
Affiliate
with Fahlgren Mortine

Integrated Communications:

- Crystal - Business/Industry



Virginia Craft Brewers Fest
Virginia Craft Brewers
with Charles Ryan Associates

- Crystal - Non-profit/Govt.



It Could Happen to You
West Virginia Lottery
with Digital Relativity

- Honorable Mention - Non-profit/Govt.
Greenbrier CVB Website
Integrated Launch
Greenbrier CVB
with Fahlgren Mortine

Internal Communications:

- Honorable Mention - Student
STEMulate Success
WVU Reed College of Media

Social Media:

- Crystal - Business/Industry



HealthSmart Social Media Campaign
HealthSmart
with Charles Ryan Associates

Special Events - Seven Days or Less:

- Honorable Mention - Non-profit/Govt.
Bridge Day 2017
Bridge Day Commission/Fayette County
Chamber of Commerce
with Digital Relativity
- Honorable Mention - Business/Industry
ROCKWOOL Special Events Campaign
ROCKWOOL
with Charles Ryan Associates

ECD Diamond Awards

- Diamond
Philippi Mummies Event
Alderson-Broaddus University
- Diamond
2016 Crystal Awards Program
Guardian Bridge, LLC and Homestead
Communications
- Honorable Mention
Wolhond Tools Inc. Brochure
The Manahan Group

Our Sponsors



BOUNDLESS ENERGY™



charles ryan associates



GuardianBridge



Our Individual Honorees

John H. Womack
Chapter Service Award



Courtney Sisk Johnson

Dr. Hal Shaver, APR
PR Educator of the Year



Joe Long, APR, WV State University

Cathryn G. Harris, APR, Fellow
PRSSA Chapter of the Year



West Virginia University
PRSSA Chapter

Young Professional Award



Jordan Ferrell,
Commerce Communications

Christopher P. Stadelman
Outstanding Media Pro



Christopher P. Stadelman

Practitioner of the Year



Charleston CVB Staff



HealthSmart with Charles Ryan Associates

July Meeting Notice: True Spin



Hear from Ann Green, one of our own, and author of “True Spin: The Industrial Manager’s Guide to Effective, Honest Public Communications.”

Since the December 1984 disaster in Bhopal, India, the way companies who operate industrial facilities communicate with the public changed forever. Where environmental, health and safety issues are concerned, open communications are not just ideal — they are required. Ann will share with us how your company can save money, improve relations with the communities in which you operate and recruit the best local talent.

Ann Green is president of Ann Green Communications and is a nationally recognized leader in building communications between companies and communities. She is considered a pioneer in developing grassroots conversations between industry and stakeholders—including some of the nation’s largest companies and well-known activists.

Ann has more than 30 years of experience consulting with over 100 companies in 32 states. She was instrumental in developing Community Advisory Panels (CAPs), which provide two-way communication between businesses and their stakeholders, including local citizens, elected officials and regulators.

Ann has worked with various industries to develop comprehensive crisis management plans. She also has created international crisis management plans for the chemical industry.

Ann has earned the Master of Science degree in journalism and behavioral science from West Virginia University and a Bachelor of Arts degree in history and journalism from Glenville State College. She has been honored as Practitioner of the Year and received the Lifetime Achievement Award from by the West Virginia Chapter of the Public Relations Society of America. She was recognized by the Charleston, West Virginia, Area YWCA as a Woman of Achievement and was a finalist for West Virginia Entrepreneur of the Year sponsored by Ernst and Young. In 2012, she was honored by Glenville State College as Alumnae of the Year.

The meeting will take place on Wednesday, July 18, 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, July 13, and can be made at www.prsawv.org.

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

President's Corner

"The best teamwork comes from men who are working independently toward one goal in unison."

– James Cash Penney

Congratulations to the individuals and teams that were honored at this year's Crystal Awards celebration! We saw some amazing projects and campaigns from professionals and students across the state. I want to personally thank the Awards Committee for a great night.

To everyone who won, don't forget to enter the East Central District's Diamond Awards – you can use the same Omni system login and write-up information, so it couldn't be easier! Put your work up against other chapters from across the East Central District – this includes Indiana, Kentucky, Michigan, Ohio, western Pennsylvania and West Virginia.

I also want to thank all of the volunteers who helped judge the Hawaii awards recently. Many

hands make light work – this was the smoothest and most fun judging experience we've had in many years. Again, thanks go to Aly, Bryna and Melanie for all you've done for the chapter in the past few months! Way to go, team!



The Crystal Awards may be over, but the year is still young. We have several great speakers and events yet to come. Our next meeting will be July 18 at the Charleston Holiday Inn Express Civic Center. We will be hearing from Ann Green as she discusses key messages from her book, "True Spin: The Industrial Manager's Guide to Effective, Honest Public Relations." I hope to see you there!

Upcoming Events



July 18, 2018

["True Spin"](#)

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

Holiday Inn Express Civic Center

Charleston, WV

Board & Committee Meeting

11:00 a.m.



August 15, 2018

PRSA at the Park

6:45 p.m.

Appalachian Power Park

Sponsored by:

