



Take Me Out to the Ballgame

PR pros and students had a great time thanks to Appalachian Power.



By Alisha Jarrett, WVSU Intern

PRSA-WV was in full swing as they hosted PRSA at the Park on Wednesday, August 15 at 7:05 P.M.

Although the WV Power lost to the Columbia Fireflies 5-2, the crowd was in great spirits as they cheered on the team. Chapter members and PRSSA students from WVSU joined together for an evening of fun.

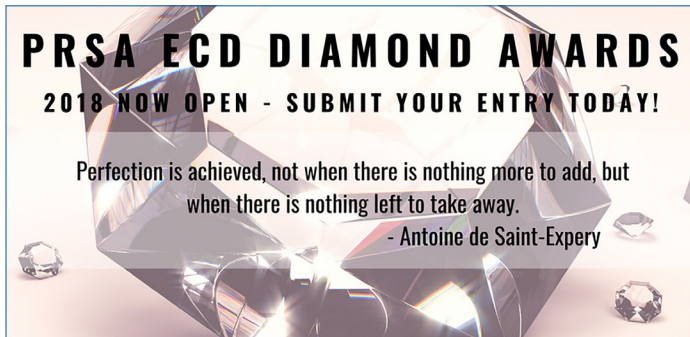
A big thank you goes to Jeri Matheney, Phil Moye and Debbie Pannell with Appalachian Power for sponsoring our evening on the Party Deck, complete with ballpark favorite foods and drinks.

Nearly 40 attendees enjoyed great weather and the chance to mingle with old friends and to make new ones.



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Time to Enter the ECD Diamond Awards!



Did you win a Crystal Award or Honorable Mention in the PRSA-WV Crystal Awards competition in June? Are you working on a cool project? Maybe you rocked a special event, or successfully dealt with a crisis...enter your campaign or tactic in the East Central District Diamond Awards!

The Diamond Awards have been improved and feature:

- Expanded categories that align to PRSA National Awards so you can easily transition to National recognition.
- The ability to submit your program online in minutes.

It's time for the 2018 East Central District Diamond Awards! [Click here for the complete Call for Entries...](#) then [click here to start your entry](#). If you entered the Crystal Awards Competition, our user name and password will be the same ones you used then!

Receive the District-wide recognition you deserve!! The East Central District of PRSA is once again recognizing public relations brilliance in campaigns and tactics for its 41st annual Diamond Awards competition. Within the East Central District, there are National-caliber campaigns and tactics that deserve recognition. The Diamond Awards are presented to public relations practitioners who have successfully addressed a communication challenge with exemplary skill, creativity and resourcefulness.

The Diamond Awards are open to any public relations professional who is a member of the 17 chapters of PRSA East Central District, AND any nonmember whose place of business is within the district's boundaries. The East Central District covers the states of Indiana, Kentucky, Michigan,

Ohio, Western Pennsylvania and West Virginia.

This year we are using Omni Contests, allowing you to enter and pay for your entries completely online. You can also start your entry at one time, then complete it at a later date. You can use your same user name and password from the Crystal Awards to enter the same award at the District level!

Speaking of which, take a moment to Save the Dates below to ensure you're planning accordingly (each deadline has a separate entry fee):

- Early Entry Deadline: Monday, September 17, 2018
- Regular Entry Deadline: Monday, October 1, 2018
- Extended Entry Deadline: Monday, October 15, 2018

If you've already won at the chapter competition level, this is the perfect opportunity for the potential of additional professional recognition. Remember that strategic, multifaceted public relations campaigns that exemplify the four-step process and meet specific goals are ideal for campaigns. A single project designed to accomplish a specific purpose that may be part of a larger campaign is perfect entries for tactics.

Start your planning now! We're so looking forward to seeing all of the entries and winners this year. For more information, contact: ecdprsadiamondawards@gmail.com.

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

2018 Board

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September: Changing Field

The way many PR professionals are telling their organization's story is rapidly evolving. This includes how many of us interact with members of the media.

Join us in September as a panel of experts discusses this changing playing field and offers insights and lessons learned.

The meeting will take place on Wednesday, September 19, from 12:00 – 1:00 p.m., so United Way Day of Caring volunteers can be in Niro by 1:30. 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, September 14, and can be made at www.prsawv.org.

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



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.

President's Corner

"Diamonds are nothing more than chunks of coal that stuck to their jobs."

– *Malcolm Forbes*

It's back-to-school season, when kids everywhere are getting new books, returning to their routines and studying. ... It's a good time for us to do the same.

September is national ethics month – and while ethical concerns happen daily across our profession, it's never a waste of time to review our PRSA code and pledge. Do you remember our professional values? What about our provisions of conduct? Not to worry, we'll sweep out the dust and go through the highlights at our September meeting – Noon Sept. 19 at the Charleston Holiday Inn Express Civic Center.

Don't have time to come to the September meeting to attend our annual chapter review? Download the PRSA Ethics app and read through the materials the next time you are waiting for a meeting to begin or

as you sip the first cup of coffee to start your day.

The prsa.org website has a section devoted entirely to ethics, including resources and case studies. It's great for reminders and additional information as well.

While you are reviewing ethics, think again about working toward your APR.

We've got a few folks studying now, and it's always easier to work as a team, so I encourage you to think about joining them. Contact our Accreditation Committee Chair Jennifer Goddard at jgoddardwv@gmail.com to learn more!

Hope to see you in September!



Upcoming Events



September 19, 2018
[Changing Field](#)
11:45 p.m. - 1:00 p.m.
Holiday Inn Express Civic Center
Board & Committee Meeting
11:00 a.m.



September 19, 2018
[PRSA at the Park](#)
Nitro Food Pantry, 20th Street, Nitro, WV
Working from 1:30-4:30
If you can help, please contact
[Courtney Johnson](#) with your tee-shirt size.