

# BLUE RIDGE



A membership publication of the Blue Ridge Chapter of the Public Relations Society of America

September/October 2008  
Vol. 17 No. 5

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## “Did you bring your tools to work?”

By: Amy Whittaker, Programs Chair

The Blue Ridge Chapter is fortunate to have many members who have years of experience in the field of Public Relations. They bring much knowledge and advice from their experiences from which we can all benefit.

One such member is Vince Hazleton, Ph.D., APR, Fellow PRSA, a member of PRSA since 1980.

Join us October 11 as Vince talks about the tools professionals need to advance in their careers. As a Professor in the Communication Department at Radford University, Vince can speak first hand about the importance of education as well as professional development.

He has published numerous book chapters and journal articles on communication and public relations. One of his recent projects that he will share with us shows that accredited independent practitioners make more money than unaccredited practitioners.

Vince has been active in the field of Public Relations since 1978. He was the PRSSA advisor at Illinois State University for 10 years and served as President of the Central Illinois Chapter of PRSA.

He has been an active member of the Blue Ridge Chapter of PRSA since 1993, serving on the board of directors as assembly delegate and faculty advisor for the Radford PRSSA chapter. He has received two presidential leadership citations from PRSA. In 2003 he served as Director of the Mid-Atlantic District of PRSA.

He has participated in nine PRSA National Assemblies and he currently



Vince Hazleton

serves on the board of directors for the Public Relations Society of America. For the board of directors he is the liaison to the Research Committee, the Commission on Public Relations Education, and the Educational Affairs Committee.

Vince has received two Book of the Year awards from the Public Relations Division of the National Communication Association for PR Theory and PR Theory II.

Vince developed the curriculum and the proposal for the Public Relations degree program at Illinois State University where he taught for 17 years and served as department chair from 1986-1992.

He has taught as a visiting professor at North Carolina State University, the University of Salzburg in Austria, and Pepperdine University.

A native of Louisiana, Vince earned a BA in Speech and Drama from the University of Science and Arts of Oklahoma and an MA and Ph.D. in Communication from the University of Oklahoma. ♦

## Message from the President

By: Jennifer Faulkner

Greetings Blue Ridge Chapter!

I hope this issue of Blue Ridge Views finds each of you well and gearing up for the fall season.

Our chapter had an exciting and busy summer with two great luncheon programs, growing the membership of our chapter to record numbers, and congratulating newly Accredited members.



On behalf of the chapter, I want to take this opportunity to personally welcome our new members. You have joined an exciting group of public relations, marketing and communication professionals!

I encourage each of you to get involved - your options are endless. You will have the opportunity to network with other members, coordinate chapter related tasks and learn something new. If you have an interest in a particular committee for 2008, please let me or any other board member know.

Join us for a night of celebration – fine food, live music, and highlights of the best public relations work in Southwest Virginia. The 2007 Summit Awards Gala will be held on Friday, November 2 at the Hotel Roanoke. Don't miss it!

Finally, congratulations to the new PRSSA chapter leaders of Liberty, Radford, and Virginia Tech. We are here to support you!

All the best,  
Jennifer Faulkner  
BRC-PRSA President



### 2007 Gala and Summit Awards

6 p.m. Cocktail Hour and Jazz Band  
7 p.m. Dinner and Summit Awards

Friday, November 2  
Hotel Roanoke

Reserve your spot today! This celebration is not just about the Summit Awards, but also celebrating our community of PR professionals! Tickets are \$40 each for the special dinner that will feature a New Orleans flair, payable to Blue Ridge PRSA. Mail payment to: Dean Browell, ND&P, 410 South Jefferson St., Roanoke, VA 24011.

# sneak peek

check out our December  
meeting speaker:

“Successful  
Communications in  
an Era of New Media:  
The New, the Next  
and the Best”

Join PRSA National Chair & CEO Rhoda Weiss, APR, Fellow PRSA, as she shares what's new, what's next and examples of the best in all areas of public relations, communications and marketing—from trends and best practices in new technology and social media to great ideas for communicating with employees, multicultural audiences, the media, the community and other key stakeholders.

noon  
December 13  
Hotel Roanoke

The Blue Ridge Chapter  
Public Relations Society of America presents

Vince Hazleton  
Professor of Communications  
Radford University

Thursday, October 11, 2007  
Noon Luncheon Meeting, Hotel Roanoke

Fees & Information

Chapter Members: \$22  
Students & Interns: \$17  
Non-Members: \$30

Note: There is a \$5 LATE FEE for  
reservations made after  
Monday, Oct. 8.

Parking at the Hotel Roanoke is  
\$3 for self-parking, \$5 for valet.  
Parking on Wells Avenue  
is free.

Please make check payable to  
Blue Ridge Chapter - PRSA

Mail reservation form and  
money to:  
Tiffany Bradbury  
Education Information Specialist  
City of Roanoke Fire/EMS  
713 Third Street, SW  
Roanoke, VA 24011

RSVP online at:  
[www.prsa-blueridge.org](http://www.prsa-blueridge.org)

If you require a special meal (e.g.  
vegetarian) or have a food allergy,  
please indicate this when making  
your reservation.

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of members attending (\$22 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Number of students attending (\$17 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Number of non-members attending (\$30 ea): \_\_\_\_\_

Names: \_\_\_\_\_  
\_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Please check if this is your first BRC-PRSA meeting.

# Welcome new PRSA members

By: Elaine Bays, Membership Chair



## Ernest DelBuono

Ernest DelBuono is the Vice President of Neathawk Dubuque & Packett, an advertising agency with offices in Richmond and Roanoke. Ernest was formerly a consultant with Rome, Italy's Ingegneria Dei Sistemi and will be based in the Roanoke office, while working with ND&P clients throughout the country.

Prior to his work in Europe, DelBuono was with Rowan & Blewitt where he counseled Fortune 100 companies on issues such as SUV rollovers, 9/11, product recalls and other high-profile events.

In addition to his corporate experience, Ernest served 20 years as an officer in the U.S. Coast Guard including serving as the Press Secretary to the Commandant of the Coast Guard. He also oversaw Coast Guard media relations in a variety of roles including the Exxon Valdez oil spill, Hurricane Andrew and other national security issues for the White House.

He holds a Master of Science in Public Relations from Boston University and a Bachelor of Arts in Political Science from Villanova University.



## Ashley Hess

Ashley Hess recently graduated from Virginia Tech with a B.A. in Communication (concentration in PR) and a double major in Spanish. She was a member of PRSSA starting in 2004 and served as Virginia Tech's chapter president her senior year.

Ashley is originally from Springfield, Va., and is now living in Blacksburg and working as a Communications Specialist at Luna Innovations Incorporated in Roanoke.



### Jeanette O'Neill

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Jeanette O'Neill started her career in broadcasting. She worked at WSLN, Newschannel 10 for five years and in that time worked both on-air and behind the camera. She worked as a news producer – in charge of writing all the scripts for the 5:30 p.m. show and also as a weekend sports anchor – delivering the local sports news on WSLN at 6 p.m. and 11 p.m. as well as for the Fox 10 p.m. news.

In search of a change, Jeanette found Foot Levelers and now works as a marketing copywriter specialist there. She writes press releases, articles for publication and creates copy for ads and marketing materials.



### Chuck Lionberger

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A native of the Roanoke Valley, Chuck Lionberger has seen both sides of the information fence. Lionberger, a Salem High School and James Madison University graduate, first started in journalism as a production coordinator for WSLN-TV. Over the next eleven years, he served in a number of roles including assignment editor, executive producer, news operations manager, new media director, and Web site production coordinator. While at WSLN, he won several awards, including two regional Edward R. Murrow awards for best news Web site (Region 12 - 2002, 2004) and Virginia Associated Press Broadcasters award for best Web site by a television station (2002).

In November, 2004, Lionberger made the switch to public relations work by joining the staff of the Salem District of the Virginia Department of Transportation. For several days following the tragic events of April 16, 2007 at Virginia Tech, Lionberger was called into service by the Virginia Department of Emergency Management to work in the Joint Information Center at Virginia Tech. He worked on a number of special projects and developed several handouts for public involvement meetings.

In June, 2007, Lionberger became the Community Relations Specialist for the Roanoke County Public Schools. Lionberger lives in Roanoke with his wife, Michelle, and three children, who all attend Roanoke County Public Schools. He enjoys spending time with his family on the golf course and taking his family to theme parks. He does not enjoy working outside on the yard and flower beds, but knows it's something he has to do.

# BRC-PRSA member spotlight



**Name:** Vicki Greene  
**Age:** 31  
**Title:** Marketing and Information Specialist  
**Company:** City of Roanoke  
**PRSA Member Since:** 2005

## CAREER

### Why did you choose PR as a career?

I was a newspaper reporter after graduating from college. After a few years of low pay and horrible hours, I hopped the fence to government work when one of my sources recommended me for a newly created public information position with Social Services in North Carolina. I've been hooked ever since!

### What have been the highlights of your career?

I've been blessed to receive some awards for my work and recognition from my peers, but there's no doubt what's been most rewarding has been seeing people's lives improved through public information. When you promote a community event or service and then see people come out, participate and benefit, there's nothing better.

### What's been the greatest challenge you've faced in your career?

In NC, I was told my job might be eliminated within months as part of a county-wide layoff due to the poor economy. It was quite difficult to go to work everyday, making plans and conducting business as normal when I didn't really know if I would be around to complete those tasks. Until that time, I'd never appreciated having a job so much!

### What is your PR philosophy?

More than anything, this profession should be about honesty. If you don't keep it real, people can always tell... the public is smarter than that. Our job is to improve or increase public awareness or perception. If what we're doing doesn't accomplish one of those goals, we usually need to rethink it.

## PERSONAL LOW DOWN

### Where were you born?

Asheville, NC.

### College?

North Carolina State University in Raleigh, NC.

### What brought you to SW VA?

My ex-husband was relocated to Roanoke.

### Married, single, divorced?

Divorced.

### Children and ages?

None.

### Pets?

None.

### Outside interests/hobbies?

Reading, lots of crafty things like knitting and sewing, cooking and community involvement.

### How do you describe your personality?

I'm an only child and a Gemini, so I'm a little bit of everything all at the same time. I can be outgoing and shy, a leader and a worker, responsible and free-spirited...I guess it just depends on the moment and my mood!

## FAVORITES

### Food:

Thanksgiving dinner is my idea of a perfect meal: turkey, mashed potatoes, dressing...yummo! But perhaps it's being with people you love that makes any food taste a little better!

### Musicians:

Amy Winehouse, Amos Lee and Maroon 5 are in my CD player right now.

### Vacation Spot:

My first trip to Vegas is in October, so my answer may change, but Saint Lucia so far.

### If you could change one thing in your life, what would it be?

As tempting as a couple are to choose from, I'd really be scared to change anything...if only that I might not be where I am today or where I might want to go tomorrow.

### What is your earliest childhood memory?

I had to answer this question on the first day of State and Local Politics in college. It was actually phrased "What is your earliest political memory?" and I had the earliest. While my classmates all said the Reagan assassination attempt, I had this gem from age three or four:

*Continued on Page 7*

## Member spotlight

*Continued from Page 6*

I was playing while my parents watched television one night, and they kept shushing me to be quiet because President Carter had broken in with an address from the Oval Office.

I remember my parents seemed bummed out after a couple of minutes, and I couldn't understand why they didn't just change the channel. (I didn't know he was on all three.)

The more he went on and on and on, the more I sensed this new feeling I'd never had before...resentment! But it wasn't because this man on TV had gotten my parents down in the dumps talking about stuff I didn't understand like gas lines or hostages.

If I remember correctly, my mom had told me tonight was the night my favorite show came on, "Eight is Enough," but now she was saying it wasn't going to come on because of the president and I'd have to wait until next week to see my "boyfriend," Adam. I pouted all night, and if I could have voted in 1980, I would have definitely voted republican!

### **What is your perfect day away from work?**

Maybe a day on the lake or tailgating in Raleigh, anytime I spend with my family or just hanging out with my friends.

### **Community Involvement?**

Junior League of Roanoke Valley, city liaison to the Mill Mountain Zoo board, The Contemporaries, Valley Forward and a few other organizations.

## FUN & BIZARRE

### **If there was reincarnation and you had a say in the matter, what would you come back as?**

This always the question I've thought, man, I would have no idea what to say to that! I supposed I'd come back as Warren Buffet or someone like that. I'd love to know what it feels like just for a little while to have a good head for money. Heck, I'd settle for coming back as someone who can balance a checkbook!

### **If you were to share something that would shock me, what would it be?**

This isn't terribly shocking, but as a reporter, I interviewed Venezuelan President Hugo Chavez and a few other notable personalities. I've been attacked by a drug dog and beaten up by a karate black belt (while in a protective suit), participated in a gambling ring raid and tazer demonstration and even got a panhandler's license all in the name of researching stories. It was a crazy lifestyle, but an exciting one!

### **What's your most embarrassing moment?**

I was covering a Catawba County Commissioners budget meeting for the Hickory Daily Record. These were quite solemn occasions held in an ornate turn-of-the-century courtroom where the officials sat behind the judges' stand, so everyone tried to act with a certain amount of decorum.

I began to feel a tickle in the back of my throat, so I decided to get up quietly and walk down the middle aisle out the back of the courtroom for some water at the lobby fountain.

I stood up to slip out, somehow not realizing my right leg was asleep. When I put the weight of my right leg down on my four-inch wedge sandal, it turned my ankle so I was standing on the side of my foot. The four-inch fall made me stagger into the nearby seats, clutching the seats to keep from falling to the floor.

I thought I'd just tripped, so I regained composure on my left foot, and stepped on my right again. To my surprise, doing the exact same thing resulted in the exact same outcome!

I staggered and fell several more times, pulling myself along the backs of the seats before I reached the double doors, so embarrassed, thinking I probably looked like I was drunk.

But oh no, I apparently looked worse than drunk. The commissioners stopped the meeting and asked the Fire/EMS director to help me because they thought I was having a seizure.

When I told him it was just a tickle in my throat and a leg that had fallen asleep, everyone in the courtroom could hear him laughing outside. He got me some water, but by that point, the tickle was long gone.

My face was hot the rest of the meeting, and being a budget meeting, it made for a very long day! ♦

# APR Study Sessions Offered in October

By: Shelly Whitaker, APR, Accreditation Co-Chair

The APR Committee will be offering a series of chapter sponsored study sessions for Thursday evenings in October.

The sessions run for four weeks on Thursday evenings and last about two and a half to three hours.

If you are ready to start the APR process or are even just curious about the process, please attend.

Please let Shelly Whitaker, APR, (shelly.whitaker@advance-auto.com / 540-561-8452) know if you are interested.

We need at least three members to sign up in order to offer these sessions, so please respond by September 19th if you are interested in participating. ♦

## Think Career Growth.

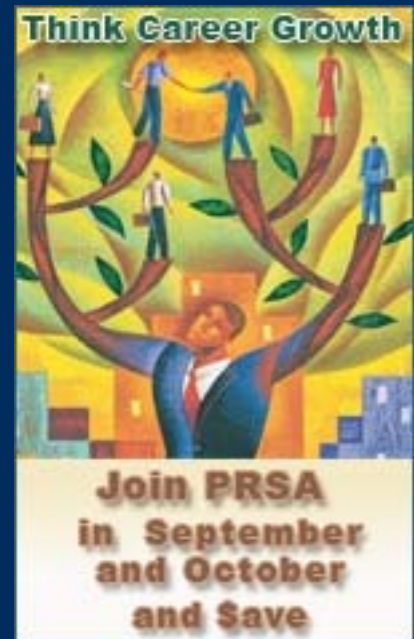
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As the world's largest organization for public relations professionals, PRSA gives you ready access to everything you need to stay informed and enhance your career. From now through Oct. 31, PRSA membership provides you with a great deal more.

Join PRSA during this special offer at the full member rate of \$290 (\$225 national dues, plus \$65 initiation fee), and get local PRSA Chapter membership **FREE** for one year. You can choose from over 100 local Chapters, plus enjoy a host of benefits.

With PRSA you can:

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- **Accelerate your career** with PRSA's JobCenter, mentoring service, and CareerTools™.
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**Special offer! Get a local PRSA Chapter membership FREE for one year when you join PRSA National in September and October.**

**Think PRSA. Join today at [www.prsa.org](http://www.prsa.org).**

Now is the time to join PRSA. Simply complete a membership application by clicking the "Think Career Growth" icon at [www.prsa.org](http://www.prsa.org), or obtain an application from a PRSA chapter. Be sure to indicate the promotion code AUTUMN2007 to receive the free chapter membership.

# PRSSA student spotlight



**Name:** Lauren Keller  
**Age:** 21  
**PRSSA Member Since:** 2007  
**College:** Radford University

## COLLEGE AND CAREER

**Why did you choose PR as a major?** I chose PR as my major because I love all aspects of the job; writing, media, everything incorporated.

### **What have been the highlights of your college experience so far?**

The highlights of my college experience have been getting to experience some of my professors, Dr. Webster and Dr. Brown, to name a few and also my internship at Advance Auto Parts with Shelly Whitaker.

### **What's been the greatest challenge you've faced in college?**

The greatest challenges that I've faced in college are managing a "non-existent" bank account, bills for our apartment and taking 12 credit hours on top of an internship.

### **What is your greatest accomplishment so far?**

I believe my greatest accomplishment is getting the internship at Advance Auto because for the first time my interviewer, Shelly, had no idea who my dad is and therefore, could not be influenced by him to hire me.

### **What is your career dream for the future?**

My dream for the future is to be a PR executive in either my own business or a Fortune 500 company.

### **What is your PR philosophy?**

My PR philosophy is to be the best professional I can, maintaining all aspects of everything that a professional should be.

## PERSONAL LOW DOWN

### **Where were you born?**

Richmond

### **Where do you live?**

Boones Mill

### **Pets?**

4 Rat Terriers. We used to have horses, guinea pigs, cats and sometimes cows as well until we moved to a neighborhood

### **Outside interests/hobbies?**

Riding horses, playing tennis

### **How do you describe your personality?**

High strung, competitive in the work force, striving to exceed expectations, courageous, loyal, compassionate.

## FAVORITES

### **Food:**

Anything I'm not supposed to eat, everything that's bad for me.

### **Musicians:**

I don't really have a favorite.

### **Vacation Spot:**

A nice, quiet, sandy beach

### **Thing to Do:**

Go for long walks, play with my dog, Marquee.

### **What is your perfect day away from school?**

One of two things-go to the lake and laze around or just do anything outside or have a quiet day on the couch having a movie marathon.

### **Community Involvement:**

If I had to pick an activity to give back to the community, I would volunteer for an organization called CASA that serve as children's advocates.

## FUN & BIZARRE

### **If there was reincarnation and you had a say in the matter, what would you come back as?**

I would come back as a beluga whale.

### **What is your earliest childhood memory?**

My earliest memory is from when my parents took me on a cruise in the Bahamas. I was so little I don't actually remember my age, but I remember the boat having a glass bottom and seeing my Dad swim under the boat and waving at me.

*Continued on Page 10*

## PRSSA member spotlight

*Continued from Page 10*

### **If you could change one thing in your life, what would it be?**

If I could change one thing in my life, I would change my relationship with my parents. It hasn't been great since I was about 12, and although it's getting better now, there have been some struggles in our family.

### **If you were to share something that would shock me, what would it be?**

I won a shooting match in second grade. I was in the competition against grown men in a 22 match and I beat them all! I can still out shoot any man around- I also hunt, and how many men can say that they've killed their pray with a single shot every time? ♦

## **APRs make more money. Interested now?**

Approximately 20% more, according to the 2005 *PR Week*/Korn Ferry Salary Survey, which revealed that Accredited public relations professionals' yearly salary averaged almost \$17,000 more than their non-Accredited counterparts — very interesting, indeed.



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*To find out the value of APR — personally, professionally and financially — contact your Chapter Accreditation chair or visit [www.praccreditation.org](http://www.praccreditation.org).*

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# Third Annual PRSA/PRSSA Leadership Retreat

By: Lauren Keller, Radford University PRSSA Recording Secretary

Meeting at Roanoke College once again, PRSA and PRSSA members came together on Sept. 7 to strategize and share goals for the upcoming year. Faculty and professional advisors accompanied the students from their respective schools along with Jennifer Faulkner, PRSA's President.

Shelly Whitaker, APR, Radford University's professional advisor and Dr. Lisa Baker-Webster, Radford's faculty advisor, attended with Radford University's students; Beth Kolnok, Virginia Tech's professional advisor, attended with Tech's students. Liberty University's PRSSA chapter members, unfortunately, couldn't attend this year. Next year they will hopefully be able to make the trek!

The evening began with introductions and the sharing of goals and ideas from each officer present. The advisors assisted the students in leading discussions and sharing ideas between the two schools.

Virginia Tech is working on having another conference this coming year and invited Radford and Liberty to cross-sponsor with them, therefore allowing the conference to be recognized nationally by PRSSA. Radford hopes to be able to support Tech and provide the extra help that they need.



Radford is also planning a bowling event in which Virginia Tech and Liberty are invited to join. They plan to rent out the bowling alley in the Bonnie Student Center for an evening of friendly competition and networking among fellow students in the three chapters.

All of the officers who attended tremendously benefited from the advisors' and Jennifer Faulkner's advice and input.

The retreat was well organized and extremely informative, especially for those who had never held an office in PRSSA and appreciated some guidance.

A different atmosphere from the Hotel Roanoke luncheons, the retreat offered the opportunity for a relaxed, intimate question/answer and discussion setting.

The retreat definitely pumped up the students to make this year the best ever! Thank you to our advisors and Jennifer Faulkner, for taking time out of your busy schedules to help us become better leaders within our organizations! And also, we would like to extend a special thank you to the Blue Ridge Chapter for the pizza and snacks! ♦