

# PRSA Blue Ridge Chapter 2020 Annual Report

## By the numbers...

79

Number of members

11

Number of programs

241

Number of program attendees

34

Number of Summits (Gold/Silver)

2

Number of members receiving their APR

## Words of wisdom...

"A mentor/protégé relationship is most valuable when both parties invest in it."  
- Philip Tate, APR, Fellow PRSA

"You can still build relationships virtually – spend time (and a little bit of money) on creating the right atmosphere from which to broadcast yourself."  
- Vance Crowe, Communications Consultant

"Use the Edelman Media Cloverleaf as your guide to promote. Lesson learned: audio mattered more than video."  
- Matt Briney, Vice President, Media & Communications at George Washington's Mount Vernon

"Disinformation intends to deceive; misinformation is an error with no ill intent. Fact checking is critical; although note that there is a limit to what fact checking can do to persuade."  
- Mike Horning, Associate Professor of Multimedia Journalism at Virginia Tech

"Your executive presence is a combination of your character (the who), your substance (the way) and your style (the how)."  
- Chris Turnbull, Senior Director of Corporate Communications and Operational Continuity at Carilion Clinic

"If you write a good PR plan, you pretty much have the makings of a great award entry."  
- Chuck Lionberger, Director of Community Relations at Roanoke County Public Schools

"Transparency in communication is crucial, especially during a pandemic."  
- COVID Happy Hour Panel

"Consumers are watching companies, and paying attention to equality now more than ever."  
- Nneka Logan, Associate Professor of Communication at Virginia Tech

"Know what you want. Assess your skills and gaps. Build a plan...and a plan B."  
- Denise Hill, Assistant Professor of Strategic Communications at Elon University

"Crisis management in the age of social media - develop a response to all of the people who will see your post, not necessarily the author of the original post."  
- Evan Nierman, Founder and CEO at Red Banyan

"PRSA is exploring new programming for members, and continues to provide members many opportunities at the national and regional level."  
- Samantha Villegas, Director of Strategic Communications at Raffetis

## Building PRSA Blue Ridge for the Future

- 01 | Hired Chapter Administrator
- 02 | Creation of Board manuals
- 03 | Creation of sponsorship levels
- 04 | Creation of communications calendar

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Blue Ridge

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