The WV Press Corporate Partner Program is an individualized partnership designed to recognize your specific needs and goals. The plans are outlined on an annual basis and can start at any point in the year. Below is a general summary of benefits. We’d love the opportunity to discuss your needs and goals and design a plan that works.

In 2023, WV Press is back to in-person events, with larger benefit packages for our corporate partners. WV Press events offer a unique and powerful platform, allowing our Corporate Partners to gather with media, government leaders and private sector representatives in a win-win social/business opportunity where everyone feels they are a welcome guest.

As the most active non-competitive media organization in the state, WV Press can bring together newspapers, television, radio, and online news groups in forums that provide our corporate partners the greatest media access. State agencies such as the Governor’s Office and Department of Tourism recognize and use WV Press as a media partner.

SERVICES
- Earned Media
- Media Consulting
- Advertising Placement
- The Lobby
- Today’s News
- WV Press at the Capitol Reporters
- WV Press Video

EVENTS
- Legislative Lookahead
- Legislative Media Social
- WV Press Annual Convention

PERKS
- Associate Memberships
- Corporate Partner First Rights

CONTACT
Don Smith, Executive Director
DonSmith@wvpress.org
304-550-0454

Betsy Miles, Assistant Executive Director
BDeBord@wvpress.org
304-951-2474
Earned Media

As a Corporate Partner of WV Press, you will receive benefits and services designed to maximize earned media exposure, including:

- Distribution of press releases or articles to West Virginia’s 68 newspapers, with a cover introduction describing interest to readers and suggested placement.
- Consideration for statewide conference calls on topics of interest for all newspapers.
- Extended coverage of releases and articles as content on Today’s News.
- WV Press will promote all partner activities and encourage media participation.

Media Consulting

The corporate partner components listed have been developed over the last decade by meeting the needs of each partner with a customized relationship. That same dedication to meeting needs has created new component — media consulting.

Our clients depend on WVPress for market analysis and guidance on community outreach — the best way to get their message to the right audience, using the right media.

As West Virginia’s largest media network, WV Press works with the state’s newspaper, TV, radio and online news industries. WV Press can serve as a hub for news and information distribution to all state media, providing advice, collaboration and coordination in the process.

WV Press partners also have access to media monitoring, a comprehensive digital coverage of local, statewide and national media by the NEWZ Group, a WV Press partner.

Advertising Placement

WV Press can assist with all newspaper advertising, providing one-stop service for print, digital or video ads — with one newspaper or every newspaper in the state.

WV Press also places advertising regionally and nationally. Specializing in legal advertising, WV Press advises on state code requirements and operates the newspaper industry’s legal ad website: WVLegals.com.
The Lobby
As a Corporate Partner, you receive a free page in The Lobby, the WV Press' listing of key associations, attorneys, leaders, and lobbyists at the West Virginia Legislature. The full color publication is distributed to legislators when the session convenes.

Today’s News
WV Press curates an online newsletter distributed every day to 1,200 leaders in business, government, legislature, and organizations.

- Corporate partner’s logo and tag line included in WV Press’ daily e-newsletter — featuring original content and articles from newspapers across West Virginia — and WV Press at the Capitol coverage of the legislature.
- Includes a link to partner’s press releases and posts.
- One-year listing as a corporate partner.

WV Press at the Capitol Reporters
- During the session, the WV Press has two reporters covering the legislature, with content distribution to all newspapers.
- WV Press provides coverage that includes video, photos, and document-sharing to give more insight to readers and viewers.
- Corporate partner recognition is included in all branding efforts.
- WV Press includes partner press release items in WV Press Today’s News, ensuring partner issues are seen by legislators during the session.
WV Press Video

Studio@WVPress has been producing videos from its own events and other opportunities. Videos from the 2022 Convention and the 2023 Legislative Lookahead highlight the effort, but there are many others.

We turn around event videos quickly, which makes coverage from the media more likely and is convenient for hosts and attendees.

Benefits include:

- On-line streaming, when possible, via WVPress.org, social media and newspaper websites.
- Opening and closing billboard recognition on all segments.
- Optional: 15 or 30-second informational spots on the streaming broadcast.
- Access to the studio for partner video efforts.
- Opportunity to use (for a reduced fee) the in-house studio professional – Ben Robinson.
- A minimum of eight (8) Studio@WVPress video releases.

Studio@WVPress will be the video host for the WV Press Convention in August.
Legislative Lookahead

Our Legislative Lookahead is held near the start of the Legislative session at the West Virginia Culture Center and is attended by many legislators, legislative leadership and other state officials. Our 2023 Lookahead was a huge success with tremendous media coverage. The WV Press media event featured four panel discussions of key topics for the upcoming legislative session and a lunch with time for networking.

- Partners can present in the discussion panels.
- Visible recognition during the event.
- Recognition from the moderator.
- Inclusion in promotional and post-event communications.
- Partners have full access to a recording of the event.

Legislative Media Social

WV Press hosts a networking event at the West Virginia Culture Center in February. Journalists from print and broadcast media and guests will be in-person to meet with legislators and state officials. Our inaugural event in 2023 was very well attended.

- Corporate partnership includes visible recognition during the event.
- Recognition from the moderator.
- Opportunity to briefly address the attendees.
- Opportunity to provide a white paper or other literature in the WV Press email packet sent to every legislator and media outlet.
- Inclusion in all promotional and post-event communications.
WV Press Annual Convention

The West Virginia Press Association hosts the largest gathering of reporters in the state in late summer. The convention features panels, awards programs, speakers and, since 2024 is an election year, plenty of political candidates will be on tap.

Speakers at the 2022 Convention included West Virginia Tourism Secretary Chelsea Ruby, West Virgina Intermediate Court of Appeals Justice Dan Greear and West Virginia Secretary of Commerce James Bailey.

- Up to four (4) full registrations.
- Panel/workshop representation by corporate partner will be considered.
- Recognition on all signage and space on-site for exhibit or display.
- Inclusion in press releases, social media, and website promotion.
- SWAG bag participation.
- Recognition and promotional spots on livestreaming.
- Access to database of attendees.

CONTINUED
Associate Membership

- WV Press Associate Membership for one year,
- Logo and complete contact information on WVPress.org with a link to the members' website. (Average of 12,500 visits per month by over 8,100 unique visitors.)
- Receipt of “Today’s News” and “Week in Review” e-newsletters.
- Two (2) registrations at the WV Press annual Convention … a $700 value.
- Two (2) registrations at the annual Media Social … a $100 value.
- Access to the WV Press suite of services at corporate partner pricing, including:
  - One-stop earned media distribution of press releases and news content.
  - Regional Outreach Programs to meet with the publishers, editors, reporters and advertising directors of West Virginia newspapers on a statewide or regional basis.
  - Legislative updates … access to information on legislation impacting WV Press members and corporate partners.
Corporate Partner First Rights

- First rights to renew all the components of this corporate partnership as a package, or as individual sponsorships.
- As a Corporate Partner, you get first consideration for Naming Sponsorship in several new WV Press developments:
  - Las Noticias En Tu Idioma… with Sergio Rodriguez: A new video Spanish language news and information feature to reach a growing population in West Virginia.
  - Miles in a Minute … with Betsy Miles: A regular video news bite that shares topics of interest and happenings of the day.
  - WV Press Family Sponsorship: A new program that allows press members to bring their spouse/partner and children to the convention at no cost, ensuring that recognition of their outstanding work is enjoyed by the entire family and the convention is family friendly event.
  - Regional Media Socials: Bringing regional media, sponsors, and guests together for discussions and networking. While news and media are centered at the State Capitol, West Virginia has 55 counties … 34 of them border counties … regional meetings hosted by WV Press facilitate the greatest outreach possible.
  - WV Press Week in Review: A Sunday feature that wraps up the week’s news by putting together the top postings from WV Press Today’s News.
  - WV Press High School Student Internships: WV Press will work with West Virginia Department of Education to provide high schools students work at community newspapers around the state.

Corporate Partnerships start at $10,000, depending on your goals and the components we customize to meet them.