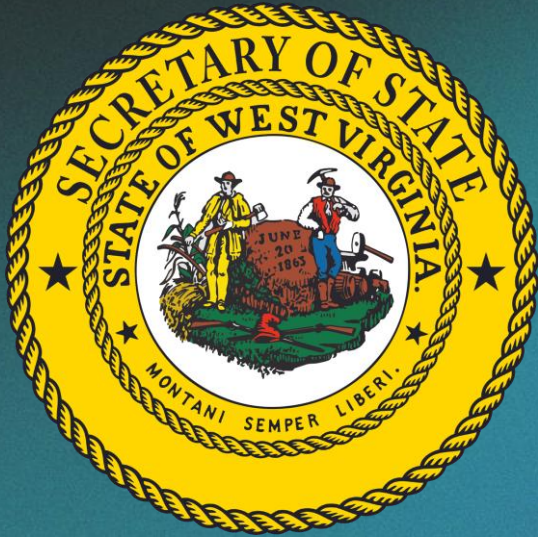


Presentation to

NASS Business Services Committee



“Just Three Questions!”

WV Secretary of State Kris Warner

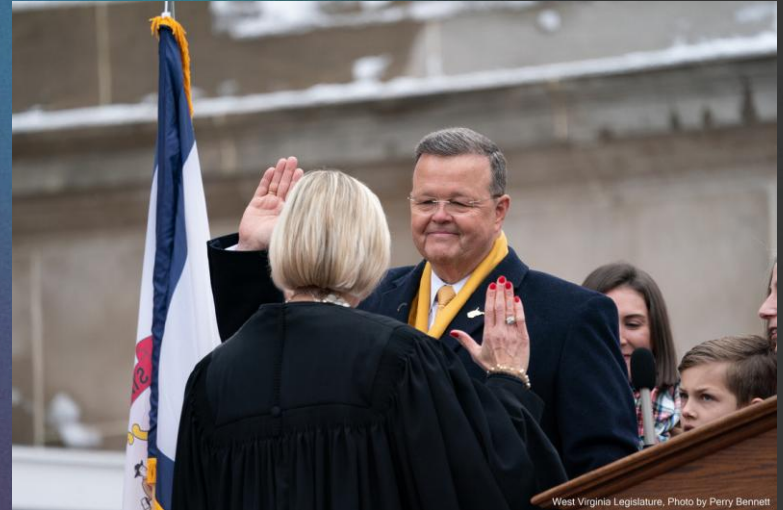
Asst. Communications Director Diane Nester

August 6, 2025

Secretary Kris Warner

West Virginia's 31st Secretary of State

- **2021** - Appointed Executive Director of WV Economic Development Authority
- **2017** - Appointed by President Donald Trump to serve as the WV State Director for USDA Rural Development
- **2012 to 2016** - West Virginia's National Committeeman for the Republican National Committee
- **2000 to 2004** - State Chairman WV Republican Party
- **More than 30 years** experience as an entrepreneur and successful real estate developer

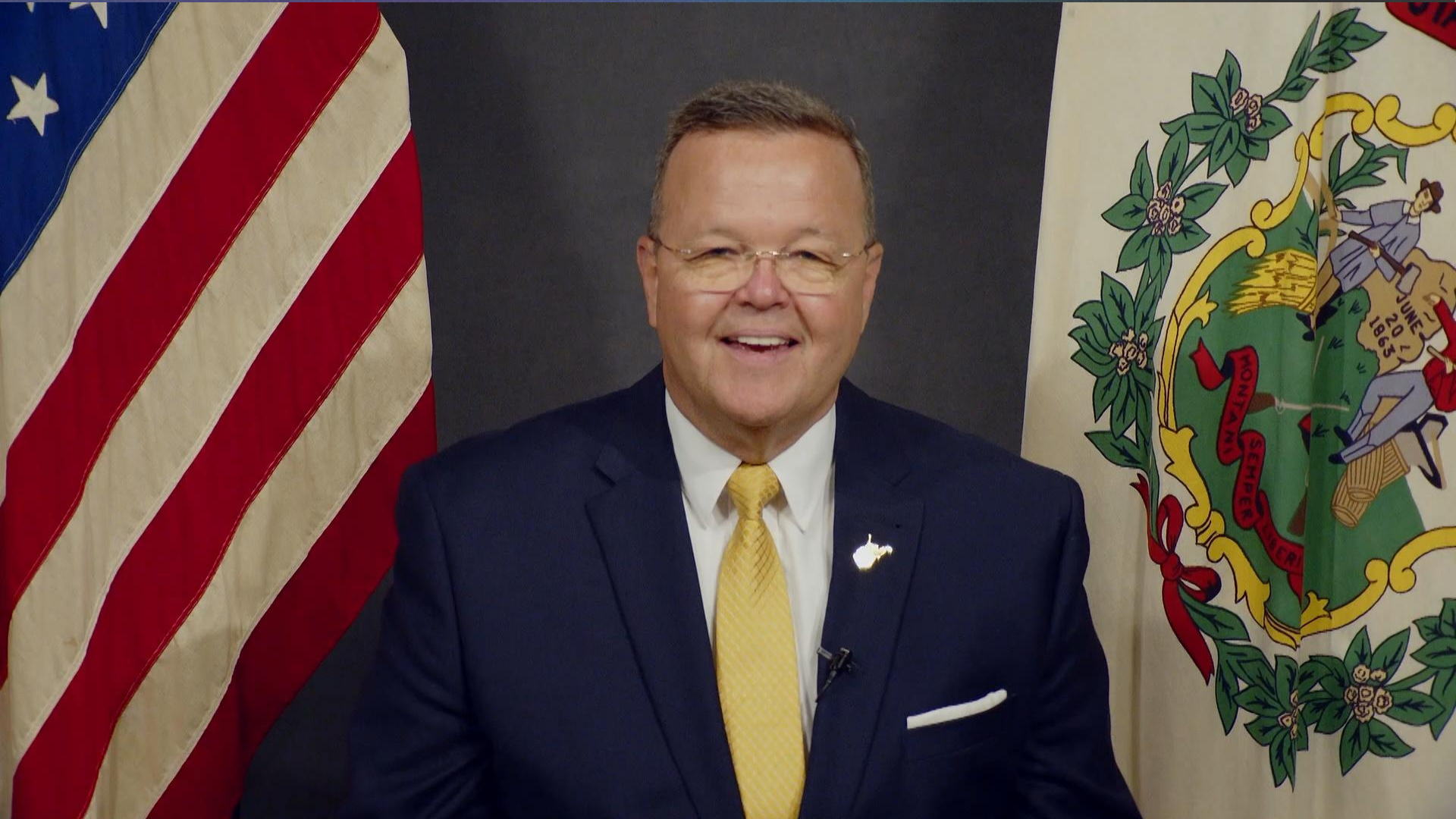


“Just Three Questions!” at a Glance



A program to educate West Virginians about business resources and identify economic drivers in the state.





Format and Production

- Short, focused video interviews
- Minimal set up
- Limited editing - focus on authenticity



Workflow

- Identify guest
- Coordinate interview
- Prepare talking points
- Set up and record
- Edit video
- Publish on social media
- Distribute press release



Guest Selection

- WVSOS staff recommendations
- Alignment with office mission
- Calendar-driven



Distribution & Engagement

- Share on social media platforms
- Tag featured guests to amplify reach
- Prepare press releases
- Post “Throwback Thursday”



As proud partners of [WVWCU](#), we love seeing our clients shine! 🌟

In this episode of Just Three Questions!, [West Virginia Wesleyan College](#) President Dr. James Moore joins Secretary of State Kris Warner to talk about the value of a liberal arts education in today's fast-moving workforce.

WVWCU institutions like WVWC are developing critical thinkers, creative problem-solvers, and future entrepreneurs—one graduate at a time.



📺 What workforce skills matter most in today's fast-changing world?

West Virginia Secretary of State Kris Warner sat down with [West Virginia Wesleyan College](#) President Dr. James Moore in Buckhannon for Just Three Questions! to talk about how WVWC is shaping future leaders through creativity, collaboration, and critical thinking.

"At Wesleyan, we teach students how to do the things robots can't," said Dr. Moore. "The ability to think critically, work in teams, and solve problems creatively—that's what sets our graduates apart."

Watch the full interview on the [WV Secretary of State's Office](#) YouTube channel to learn how WVWC is preparing students for real-world success.



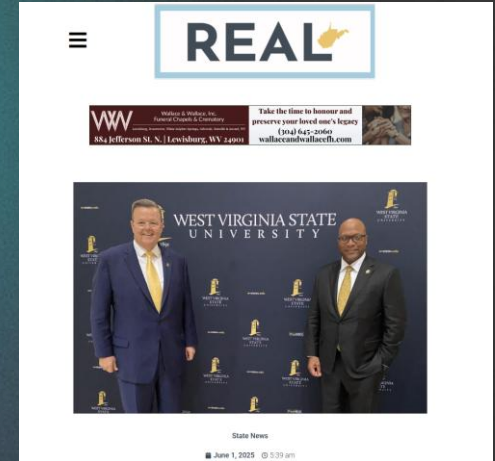
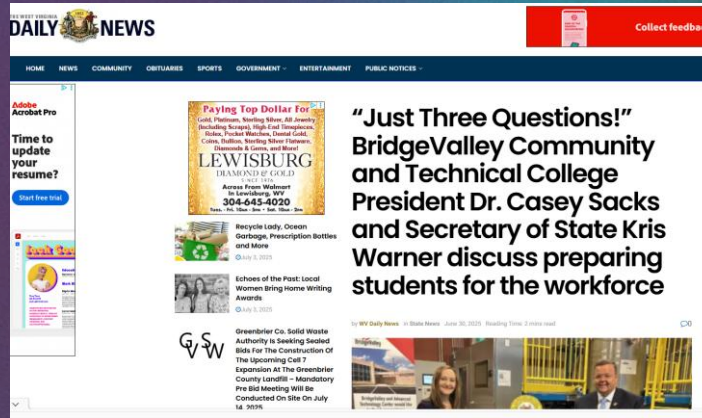
YOUTUBE.COM

"Just Three Questions!" with DR. JAMES MOORE- Interview No. 9 with Dr. James Moore



Measuring Success

- Views
- Subscriber growth
- Earned Media
- Partner amplification
- Guest feedback



How to Replicate

- **Template Approach:**
 - Standard branding
 - Custom open and close
 - Simple question framework
- **Resources:**
 - Cell phone or camera package
 - Microphone(s)
 - Editing software



Key Takeaways

- Authentic voices drive connections
- Short format respects busy audiences
- Network effect from guests' own sharing
- Pilot with a few high-impact voices
- Track reach and sentiment
- Scale and customize question framework for your mission



Connect with WVSOS

Secretary of State Kris Warner
kwarner@wvsos.gov / 304.558.6000

Diane Nester
dnester@wvsos.gov / 304.368.6346

www.sos.wv.gov

