

From state to church, Griffith is proud Mountaineer

“I’m pro West Virginia, pro coal and blessed to be from West Virginia,” said Christian Broadcasting Network (CBN) anchor and reporter Wendy Griffith.

This great-great-great niece of Devil Anse Hatfield has great memories of West Virginia, including asking George Manahan for advice on taking the deputy press secretary job with Gov. Underwood and working with Rod Blackstone, who was press secretary, in the Underwood administration.

Working with Pat Robertson, she says he is approachable, but “you know when he walks into the room.”

“I have been a Christian for 15 years and I laid my career at God’s feet and He gave me the world,” she said.

She has covered stories around the world, as well as close to home. She shared a clip on her feature story on Hatfield’s conversion and baptism years before his death, plus her two other stories.

She said she never pictured herself working on the national level, but took a tape (no resume) to a 700 Club singles conference. She went to a live taping, gave the tape to a staff member and got the first call two weeks later. Three months later, she was covering President



Clinton’s impeachment hearing.

There are more similarities than differences

between secular and religious TV news, but prayer is what separates CBN from CNN.

“CBN’s mission is to spread the good news of Jesus Christ to every nation,” she explained. “We have chapel daily at noon and hold prayer before every newscast. I’ve covered wars, disasters and more all over the world, and I feel God’s protection where He sends me.”

Officers sought to lead chapter in 2010 – volunteer!

The slate of officers to lead the West Virginia Chapter in 2010 will be developed by the Nominating Committee, but they need your suggestions, according to Cathryn Harris, APR, Fellow PRSA, committee chairwoman.

George Manahan will become president, while Sharon King will remain as secretary and both Crystal Good and Deborah Starks will continue as directors.

Nominees are being sought for the offices of president-elect,

treasurer and one director to serve through 2012.

Officers are elected for one year terms, while directors are elected for three-year terms.

The committee will present the slate at the September meeting for final approval during the October annual business meeting.

Additional nominations, if any, shall be accepted from members during the annual business meeting, providing the nominees have been contacted and agree to serve if elected.

Officers elected at the October meeting will be installed in November and take office January 1, 2010.

If you know someone who should be considered for office, please contact Harris at cathairs405@aol.com by September 1.

Inside info

ECD Diamond Awards.....	2
Chapter benefits.....	2
Meeting notice.....	3
President’s corner.....	4
Calendar.....	4

East Central District

Diamond Award deadline approaching September 18

The East Central District of PRSA is calling for entries that exemplify the best in public relations campaigns and tactics for its 32nd annual awards competition.

The Diamond Awards competition is open to any public relations professional, including members of the 15 chapters in the East Central District or any nonmember whose place of business is within the district boundaries.

There are two entry types:

1. **CAMPAIGNS:** Full public relations programs that are strategic, multifaceted, and exemplify the four-step process designed to attain specific goals.
2. **TACTICS:** A single project prepared to accomplish a specific purpose. Individual items that are a part of a larger program or campaign may be entered as single examples only if the entire program is not entered.

There are four entry

divisions:

1. All for-profit organizations.
2. All non-profit organizations.
3. All local, state and federal government bureaus or agencies.
4. All professional, trade, or industry associations.

There are 15 **categories:**

1. Community relations
2. Institutional relations
3. Events and observances
4. Public service

5. Internal communications
6. Public affairs
7. Marketing—consumer related
8. Marketing—business to business
9. Crisis communications
10. Investor relations
11. Global communications
12. Issues management
13. Multicultural communications
14. Integrated communications
15. Brand management

Judging

Campaign and tactic entries will be judged by a panel of public relations professionals from the Central California Chapter, based on specific criteria. Campaigns will be judged on research, planning, execution and results. Tactics will be judged on objectives, budget, design\quality and results.

Eligibility and rules:

1. Save money by meeting the early bird deadline of Sept. 18. All entries must be postmarked by Sept. 25, 2009.
2. A separate entry form must be attached to the front of each entry binder. Photocopies may be used.
3. The early entry fee is \$50 for PRSA members, \$70 for non-PRSA members. Entry fees are not refundable.
4. The entry must have taken place between July 1, 2008-Sept. 25, 2009, and must comply with the checklist

for entry preparation.

5. The decision of the judges will be final, including declining to grant an award.
6. Award winners will be notified by e-mail once the judging is complete and given the opportunity to confirm award wording and to order duplicate awards.
7. Entries will be returned after judging only when a pre-paid envelope is provided.

Complete brochures will be mailed to each PRSA member in the East Central District.

For more information, contact Nicole V. Candler, APR, at (502) 550-0252 or by email to nic@niccreative.com.

PRSA-WV Chapter 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
- Web site

Board

2009 Officers

President

Buddy Davidson
WV Dept. of Agriculture
304.558.3708

President-elect

George Manahan
The Manahan Group
304.343.2800

Treasurer

Lisa Wharton Turner
St. Joseph's Hospital
304.473.0078

Secretary

Sharon King
Charleston Civic Center
304.345.1500

Past President

Tammy Harper
Dream Catcher Creative
304.342.9904

Directors

Amy Wentz Berner (2009)
304.757.1999

Crystal Good (2010)
Covenant House
304.344.8063

Deborah Starks (2011)
Mountain State BCBS
304.347.7663

Assembly Delegates

Rob Jones, APR (2011)
Jim C. Hamer Co.
304.453.6381

Executive Director

Diane Slaughter, CAE, APR,
Fellow PRSA
304.984.0308
we.are.pr@prsawv.org

PD Seminar

Creating Your Personal Ethical Decision-Making Framework: A Closer Look at Two Codes of Ethics

Like the Public Relations Society of America (PRSA), West Virginia has a code of ethics that governs state employees, elected officials, lobbyists and others.. W. Va. Ethics Commission Executive Director Theresa M. Kirk will share the state's code with us and explain how it protects us. Cathryn Harris, APR, Fellow PRSA, will then share PRSA's Code of Ethics and provide a copy to each attendee..

Following these explanations, we will have a "What would you do?" discussion about ethics cases that allows you to apply the PRSA Code of Ethics as guidance for professional actions when faced with an ethical dilemma. Scenarios will include: your response if your management asked you to draft a news release that was not truthful; your actions with the media when you learn a competitor is using underhanded tactics to gain government approval of a mining venture; and what ethical standards apply when writing blogs or using other social media.

The luncheon meeting will be held at the Marriott Town Center Hotel, 200 Lee St., E., at noon on **Wednesday, September 23**. The board and committee chairs will meet with East Central District Director Denise Clark at 11:00 a.m.

The cost is \$25 for students and members, \$30 for guests, walk-ins or those who must be billed. Reservations are due by Friday, Sept. 18.



_____ Yes, I will attend the PD seminar on Wednesday, September 23.

Name _____

Company _____

Email _____

Guest _____

Company _____

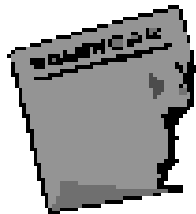
_____ Check enclosed for \$35 per student or member/\$40 per guest.
(\$ _____)

Reservations are required for this meeting and must be received by Friday, September 18.

Make check payable and mail with reservation form to:

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360-0604

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



September 23

Creating Your Personal Ethical
Decision-Making Framework

Theresa M. Kirk
WV Ethics Commission
Marriott Town Center Hotel
12:00-2:30 p.m.

Board/Comm. Chair Meeting
with ECD Director Denise Clark
11:00 a.m.



President's Corner

In the recent survey of members nationwide, respondents listed networking opportunities as the most important services for chapters to deliver. Seventy-eight percent of respondents put it in the “top box” and only one percent had it in the “bottom box,” ranking it above “programs by thought leaders,” “job center,” “website” and a good way above even the accreditation program.

Let me ask - do you consider networking to be one of your main reasons for being in PRSA? If so, let me also ask if you think the chapter has delivered on that front? Finally, ask yourself if you've maximized your networking

opportunities.

Because I can assure you that you have not - unless you've worked as an officer or a board member. Working on the board and as officers or chairpersons really puts you in the middle of the action, and, yes forces you to interact with your fellow members

The time to consider serving the chapter is now. We're beginning the process of nominating individuals to the board or to chapter office, and the Chapter needs newer members to become involved. Contact Diane Slaughter, Cathryn Harris or me if you'd like to discuss it further

If you're not familiar with

the process, it's similar to many other organizations. You begin as a board member - serving an advisory and planning role - then usually move your way up through the offices. Eventually you become president (yay!) and you write a monthly column [at the last minute, right Diane?].

I've got to be honest with you. Involvement takes a time commitment, but even as president, it's not a huge amount of time - and the benefits are enormous.

And really, isn't that the reason you joined in the first place.