

Big ethics in a small town are the standard

"I've always told my reporters to tell the truth, get the facts and quotes and tone right," said Dawn Miller, *Charleston Gazette* editorial page editor. She said this is a major key to ethical journalism.

Other guidelines she uses include the Golden Rule and advice once given to her by former Insurance Commissioner Hanley Clark who told her to "do the right thing for the right reason."

She said she once learned a lesson about filters and lenses

from a photographer. He told Miller to make sure the photo, or story, matched what you perceived, not what the machine captured.

Miller said she encourages her reporters to acknowledge and examine their own beliefs and feelings about an issue to determine how they could impact the report's translation of a particular story.

Discussion moved to the impact of social media on today's journalism. Miller said the same ethical guidelines should apply

to social media that apply to other forms of reporting.

She said she takes issue with corporate spokespeople using their personal Facebook pages for company business, then not accepting friend requests from the media.

Miller isn't a fan of anonymous or unsigned email or social media opinion posts, saying they aren't always credible.

She sees blogs by newspaper staff as part of the "official" paper, but said staff can have a personal internet presence.

2012 leadership team nominations announced

The Nominating Committee, chaired by Cathryn Harris, APR, Fellow PRSA, has announced the 2012 slate of officers. Slated to lead the chapter are:

- President
Debbie Starks
- President-elect
Jeri Matheney, APR
- Treasurer
Amy Wentz Berner
- Secretary
Sara Payne Scarbro
- Immediate Past
President
Lisa Wharton
- Assembly Delegate (2012)
Joe W. Gollehon, APR, Fellow PRSA
- Directors

Helen Matheny, APR (2012)

Laura Jordan (2013)

TBA (2014)

Officers are elected for one-year terms, while the Assembly Delegates and Directors are elected for three-year terms.

Those interested in the open director position should contact Cathryn Harris at cathairs405@aol.com.

The slate will be presented in October as part of the annual business meeting, in accordance with our bylaws. Additional nominations, if any, will be accepted from the floor, providing the nominees have been contacted and agree to serve if elected.

Election will be by majority vote of the members in good standing and voting. Balloting in contested elections shall be by secret ballot.

Officers elected in October will be installed in November and take office January 1.

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Bylaws changes explained

In 2010, the Public Relations Society of America (PRSA) approved new bylaws for the association. As an integrated association, our chapter bylaws must be in compliance with those at the national level.

Guided by the PRSA template, Immediate Past President George Manahan worked to bring our bylaws into compliance with the national document.

The proposed bylaws will be voted on by PRSA-WV Chapter members attending the October meeting, then will be sent to PRSA for approval. Since space in this newsletter does not permit printing the entire bylaws document, it will be sent by email to chapter members for review. Any comments should be directed to we.are.pr@prsawv.org.

The proposed bylaws revision specifies: the name, territory, objectives and restrictions for the West Virginia Chapter; membership eligibility, admission and categories,

membership rights and privileges, criteria for membership resignation or termination, dues and membership meetings; scope of authority for chapter officers and board members, board composition, board officers and their duties, vacancies, removal or resignation of officers, board meetings, quorum and officer/board member reimbursement and compensation; committee appointment, dissolution and reporting; approval of amendments; and issues relating to charter, books and records, annual reporting to PRSA, conflict of interest, chapter assets and dissolution and nondiscrimination.

These bylaws may be amended by a two-thirds vote of the members present at any meeting in which a quorum is present, provided such proposed amendment(s) has been approved by the Chapter's board, and at least thirty days' notice has been given to all members of any proposed amendment(s). Amendments adopted in accordance with this provision become effective only after approval by the PRSA national board.

Member news

Joe W. Gollehon, APR, Fellow PRSA has been elected to PRSA's College of Fellows in recognition of his service and dedication to PRSA



and his lasting impact on public relations. He will be inducted into the College during PRSA's International Conference in October.

He joins chapter members Cathryn Harris, APR, Fellow PRSA, and Diane Slaughter, CAE, APR, Fellow PRSA.

Andy Wessels has been named Director of Public Relations for Mountain State University. He can be reached at 304.941-0636, ext. 3003 or awessels@mountainstate.edu.

50 for \$50 Campaign underway

Count on me!

Name:

Company:

Address:

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Please recognize me as:

Make check payable and mail your contribution to:

PRSA-WV Chapter

PO Box 13604

Charleston, WV 25360-0604

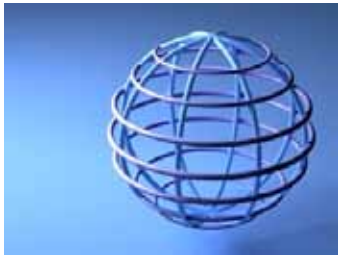
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Jeri Matheny, APR
Helen Matheny, APR
Kelly Merritt
Cindy Miller
Diane Slaughter, CAE, APR, Fellow
Debbie Starks
Lisa Wharton

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



October 19, 2011
PR Bootcamp
Panelists
Buckhannon,
Charleston, Huntington,
Morgantown, Parkersburg
12:00 - 4:00 p.m.



President's Corner

Lisa Wharton

It has been a great year for our PRSA chapter and we are anticipating continued excellent programming for the last two meetings of the year. We are especially excited about our upcoming video-teleconference workshop. This workshop will be a first for our chapter utilizing high-speed connections that will enable us to interact across the state. We will host sessions in Morgantown, Parkersburg, Buckhannon, Charleston and Huntington. The workshop will be a "PR Boot Camp" directed toward non-profit organizations. It will begin in each location with a luncheon designed to give local PR professionals and individuals in non-profit organizations the opportunity for networking face-to-face. The Video-

Teleconference will begin at 1 pm with four sessions focusing on: "Raising the Profile of Your Organization," "Making the Transition from News to PR," "Reaching Out to the News Media," and "PR 3.0-Public Relations and Public Relationship Building in Today's New Media World." Please make plans to join us at one of these locations on Wednesday, October 19th.

Also, mark your calendars for our yearly dinner meeting on the evening of Wednesday, November 16th. It will be at this meeting that we will be inducting our new board and welcoming our new president, Deborah Starks, who will take over guiding our chapter in 2012. We will also have a very special guest speaker, so be sure to check

our website for more details.

Lastly, I would encourage you to consider donating to our "50 for \$50" Campaign. This Campaign focuses on three priority initiatives: Student Support and Involvement, Member Support during Economic Downturn, and Technology Enhancements for Meetings. We have a goal of 50 donations of \$50 each, ultimately raising \$2500 for these valuable initiatives. Individuals and companies who donate will be recognized at our annual dinner in November, so be sure to send in your contribution. As always, if you have questions or ideas, please feel free to contact me or any of our board members anytime. Enjoy the coming of fall!