

Making news: How WV Newsline helps PR pros

West Virginia Newsline is a West Virginia start-up with West Virginia staff and investors.

Launched in 2006, the company went commercial in 2007 and now has over 30,000 readers in West Virginia. President Paul Helmick said the company is using this aggregating software to provide this branded-by-state product in 15 other states.

Helmick said WV Newsline is indexing news articles, which saves the user time by presenting a one-page format to see stories of interest to an individual.

In addition to the free news aggregating service, premium

services include advertising, news clipping, news release distribution and media monitoring.

“We index 62 news services in West Virginia, plus news releases from PR Newswire referring to West Virginia,” Helmick said. “The service includes printed web sources from newspapers, radio and television. We track a variety of national news sources in addition to West Virginia media.”

Users can personalize the news sources they follow most closely and can search archives for up to 30, 60 or 90 days and



can search by subject on the source’s site.

News trends indicate increasing online access to media to save time and personalize news for busy executives. More readers are scanning, rather than reading stories in-depth, due to information overload. Helmick said the ability to view a source’s history is also important to users.

“We have seen a dramatic shift in online advertising to reach the premium audience of online business readers,” he said.

Newsline is branded on a state-by-state basis. Their site drives 99 percent of traffic to a single page, rather than multiple channels. “We only allow 10 advertisers per state and they must meet certain budget requirements,” he explained.

In conclusion, Helmick said, “Our core value and niche is one site, one page, keeping it simple and keeping it current for users and advertisers alike.”

2008 slate of officers elected

The slate of officers to lead the West Virginia Chapter in 2008 was elected at the October Annual Business Meeting.

Elected to lead the chapter are:

- President
Tammy Wheeler
- President Elect
Buddy Davidson
- Treasurer
George Manahan
- Secretary
Lisa Wharton Turner
- Immediate Past President
Todd Beane
- Assembly Delegates (2008)
Cathryn Gibbs Harris, APR
Rob Jones, APR

- Directors
Rob Jones, APR (2008)
Sharon King (2009)
Crystal Good (2010)

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

The committee, chaired by Cathryn Harris, APR, Fellow, PRSA, presented the slate in advance of the annual business meeting.

Officers will be installed on November 28 and take office January 1.

Inside info

Bylaw changes approved.....	2
New members.....	3
Meeting notice.....	3
Chapter Excellence Award..	4

Chapter Bylaws Change

Changes to chapter bylaws made with October vote

Under PRSA bylaws, chapters are required to review their bylaws every three years. Under the leadership of Bylaws Committee Chairman John Womack, the proposed changes were approved by the membership at the October Annual Business Meeting. Changes are highlighted here, with the full text of changes listed on www.prsawv.org.

- Primary and secondary objectives of the chapter have been delineated.
- Changes have been made to the general governance section with reference to the elected board members of the chapter. “At the time of their election no one employer shall be represented by more than one officer or director. Officers or directors who change employers after their appointment and before their term expires shall not be covered by this provision.”
- Chapter membership eligibility is specifically contingent on membership at the national level.
- In perhaps the most sweeping change since the formation of the chapter, bylaws revisions now include six membership categories:
Public Relations Practitioner;
New Practitioner;
Related Practitioner;
Future Practitioner;

Retired; and
Alumni.

Members in all categories except Future Professional, Retired and Alumni are required to be members in good standing of the Public Relations Society of America at the national level. Public Relations Practitioners and New Practitioners can hold any chapter office for which they are eligible; Related Practitioners can serve as a Director, but not a chapter officer; Future Professionals, Retired and Alumni members can not serve as an officer or a director.

- Specifics of termination of chapter membership for nonpayment of dues and fees or for violations of PRSA ethics standards are explained.
- The right to serve as an Assembly Delegate is available to those who are Accredited or who are current board members of the chapter.
- Grounds for removal of elected chapter officers are explained and include failure to attend board meetings or being out of good standing.
- The composition of the Nominating Committee will now require that the committee chair be Accredited, while the other two members do not have that

requirement.

- The officers and board will review and decide whether to approve any bylaw changes recommended by the Bylaw Committee. Once approved by the officers and board, the recommended changes will be presented to the membership with a recommendation for passage from the officers and board.
- Any voting member of the chapter can contact the officers, board or Bylaw Committee and suggest changes to the bylaws. All suggested changes will be presented to the board of directors for consideration.

Amendments adopted in accordance with this provision become effective only after approval by the Society’s National Board of Directors. We have submitted these proposed changes to PRSA, and they have currently stated no objections.

The new dues amounts for these categories are expected to be reflected in your upcoming 2008 dues statement, which will now be included in your PRSA national dues statement. Public relations practitioners will be charged \$50, new practitioners will be charged \$40, related practitioners will be charged \$65, future practitioners will be charged \$15 and retired and alumni members will be charged \$25 annually.

Members

Please join the Board of Directors in welcoming the following new members to the West Virginia Chapter:

Gregory Keith Circle
CPR Image Consultants
P.O. Box 979
Athens, WV 24712
Phone: 304.384.7737
Fax: 304.425.0227
cpr@citlink.net

Valerie Little
Capital Resource Agency
950 Kanawha Blvd., E.
Charleston, WV 25301
Phone: 304.720.5413
valerie.little@yahoo.com

Jane Powell
Jane Powell, LLC
1111 Fledderjohn Rd., No. 133
Charleston, WV 25314
Phone: 304.542.7366
jane@imagebyjane.com

Beth Michalec
Mannington, WV
bmichalec@wvhtf.org



Give the gift of
literacy!

Bring a child's book to the
November meeting for the
kids at the YWCA Sojourner's
Shelter.

Meeting Notice

We Are...Marshall: The Impact

It's been nearly a year since "We Are...Marshall" premiered, and it's now hit the DVD market. What does the movie mean for Marshall University?

Hear the latest on the movie's impact from Marshall University Chief of Staff and Senior Vice President for Communications Bill Bissett and Sports Information Director Randy Burnside. They will discuss the movie's impact on enrollment and recruiting and the University's reputation.

November is also our chance to install officers and pass the gavel for the coming year. Join your peers in celebration as we honor the outgoing 2007 leadership team and join East Central District Director Denise Baker as she installs the leaders for 2008. These outstanding events will take place at the Charleston Marriott on Wednesday, November 28. The evening begins with a cash reception at 5:30, followed by dinner at 6:00.

Don't forget the books for the children!

This is a great chance to invite potential members to see how the West Virginia Chapter of PRSA can benefit them through education and networking.

Please remember that reservations and payment are due by Wednesday, November 21. Reservations cancelled after the deadline will be billed.

.....
_____ Yes, I will attend the November dinner meeting on Wednesday, November 28.

Name _____

Company _____

Email _____

Guest _____

Company _____

_____ Check enclosed for \$30 per person.
(\$_____)

Reservations are required for this meeting and must be received by Wednesday, November 21.

Make check payable and mail with reservation form to:

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

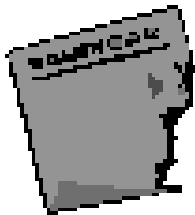
East Central District News

WV Honored

The West Virginia Chapter has been honored by the East Central District of PRSA for its membership development efforts in 2006. The award was presented during the *QuickStart* Conference. Other winners of Chapter Excellence Awards were the Greater Cleveland Chapter and the Central Michigan Chapter.



PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



November 28

We Are...Marshall: The Impact
Bill Bissett and Randy
Burnside
Marriott Town Center Hotel
5:30 p.m. - Social
6:00 p.m. - Dinner

EAST CENTRAL DISTRICT
CHAPTER
Excellence
AWARD WINNER

The East Central District
Public Relations Society of America

Congratulates

WEST VIRGINIA CHAPTER
2007 Chapter Excellence Award
for Membership Development

