

# 2011 Membership Directory



West Virginia Chapter

**Advancing the Profession and the Professional  
for more than 30 years**

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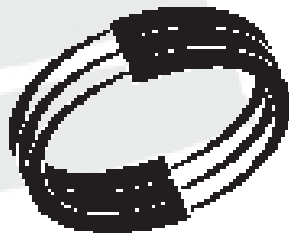
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# Advertisers

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# Committees

Chairs and co-chairs in bold, co-chairs listed alphabetically.

**Accreditation Committee** provides assistance and information to chapter members on accreditation, schedules APR study sessions and administers exam

**Helen Matheny, APR**  
**Jennifer Goddard, APR**  
All chapter APRs

**Awards Committee** develops entry forms and issues call for entries arranges for judging of entries and orders awards, designs, schedules and prepares for gala and presentation of awards

**John Womack**  
**Leah Worley**

**Bylaws Committee** reviews and recommends changes to the chapter bylaws.

**George Manahan**  
**Greg Smith**

## **Chapter Excellence**

**Committee** develops entry materials for East Central District Chapter Excellence competition

**Buddy Davidson**  
**George Manahan**

## **Corporate Sponsorship**

**Committee** develops advertising and sponsorship packages for potential sponsors, and solicits sponsors for chapter events and publications

**Amy Wentz Berner**  
**Paul Helmick**

## **Ethics Officer**

**Helen Matheny, APR**

**Membership Committee** provides membership directory for all PRSA members, updates directory as needed, distributes information on membership to prospective members, acts as liaison to PRSA membership division, provides treasurer with list of members for invoicing of membership investment

**Laura Jordan**  
**Todd Beane**

**Nominating Committee** presents a slate of officers for election by the membership at the annual business meeting

**Cathryn Harris, APR, Fellow PRSA**  
**Joe Gollehon, APR**

## **Professional Development Committee**

is responsible for designing, scheduling, securing speakers, locations and all other preparations necessary in regard to two professional development programs each year

**Lynn Swann**  
**Deb Wheeler, APR**

**Program Committee** develops programs for each month, arranges for speakers, locations, and meeting notices

**Debbie Starks**  
**Todd Beane**

## **Public Relations Committee**

**Tammy Harper**  
**Kristi Rhule**

**Public Service Committee** selects public service effort and secures approval of same from board of directors and implements program with assistance of chapter members, reporting results to board of directors

**John Bolt**

**Jery Matheny, APR**

**Student Liaison Committee** works with college PRSSA chapters and selects scholarship/grant candidates

**Buddy Davidson**

**Todd Beane**

# Past Presidents

George Manahan	2010
Buddy Davidson	2009
Tammy Harper	2008
Todd Beane	2007
Bill Bissett	2006
Brian Peterson	2005
Bryan Brown	2004
John Womack, CAE	2003
John Golden, APR	2002
Erika Bailey	2001
Harry Mitchell	2000
Virginia R. Painter	1999
Dolores A. Kinder, APR	1997-1998
Randy Bobbitt, APR	1996-1997
Karen Mess Frashier, APR	1995-1996
Penney A. Hall, APR	1994-1995
Susan Akers Nelson, APR	1993-1994
Helen Matheny, APR	1992-1993
Karl Brack	1991-1992
Rae Lynn Cupp	1990-1991
Bonnie J. McCarthy, APR	1989-1990
Diane Slaughter, CAE, APR, Fellow PRSA	1988-1989
Joe B. Long, APR	1987-1988
Ann S. Green	1986-1987
Roberta P. Fowkles, APR	1985-1986
Benjamin J. Polis	1984-1985
Joe W. Gollehon, APR	1983-1984
Cathryn Gibbs Harris, APR, Fellow PRSA	1982-1983
Joel Curry	1981-1982
W. William Chaddock, APR	1979-1981

# Accreditation/APRs

The Public Relations Society of America maintains a national accreditation program available to members in the public relations profession. Accreditation is attained by successfully completing both a Readiness Review conducted by a panel of three peers and a computer-based examination.

The practitioner must demonstrate a general knowledge of the broad field of public relations, and must have a comprehensive understanding of his or her concentration within the field. A member who is “Accredited in Public Relations,” or APR, has achieved the highest status available to anyone in the public relations profession.

Those individuals listed as “Fellow PRSA” have achieved the APR status, in addition to being nominated and accepted into the PRSA College of Fellows in recognition of contributions to the profession and the community after 20 years of experience in public relations.

The West Virginia Chapter is pleased to have the following members who have achieved APR and Fellow status:

Bryna Butler, APR  
Thomas A. Dearing, APR  
Jennifer Reed Goddard, APR  
Joe W. Gollehon, APR  
Charles R. Harman, APR  
Cathryn G. Harris, APR, Fellow PRSA  
Joe B. Long, APR  
Jeri Matheny, APR  
Helen Matheny, APR  
Shawn Patterson, APR  
Jeanette Rowsey, APR  
Diane Slaughter, CAE, APR, Fellow PRSA  
Julie Marsh Terry, APR  
Deborah S. Wheeler, APR  
Beth White, APR

# Honorees

## **Practitioner of the Year**

2010	Lynn Swann
2009	George Manahan
2008	C. Bryan Brown
2007	Lisa Wharton Turner
2006	Linda Arnold
2005	John Womack, CAE
2004	Joe Stevens
2003	Helen Matheny, APR
2002	Joe Gollehon, APR
2001	Virginia Painter
2000	Karen Mess Frashier, APR
1999	Penney A. Hall, APR
1998	Jeri H. Matheny, APR
1997	Diane Slaughter, CAE, APR Fellow PRSA
1996	Joe Long, APR
1994	Harry Mitchell
1993	Brent Archer
1992	Communications Staff, Columbia Gas Transmission
1991	Cathryn Harris, APR, Fellow
1990	John W. Wiater, APR, Fellow
1989	Dan Lacy
1988	Caryn Gresham
1987	Cathryn Gibbs Harris, APR, Fellow PRSA
1986	Ann S. Green
1985	William Chaddock, APR
1984	Roberta Fowlkes, APR

## **PRSA College of Fellows**

2006	Diane Slaughter, CAE, APR, Fellow PRSA
1998	John W. Wiater, APR, Fellow PRSA (deceased 2010)
1997	Cathryn Gibbs Harris, APR, Fellow PRSA

## **Lifetime Achievement**

2000	Ann S. Green
1996	Thad Epps (deceased)
1995	Charles Ryan, APR

## **Chapter Service Award**

2010	John Womack
2009	BrickStreet Insurance staff
2008	Bethany Ross/Jennifer Vieweg
2007	Tee Ford-Ahmed, Ph.D.
2006	Brian Peterson
2005	Tammy Harper Wheeler
2004	John Womack, CAE
2003	Jennifer Reynolds
2002	Todd Beane
2001	John Golden, APR
2000	Joe B. Long, APR
1999	Dolores A. Kinder, APR and Virginia R. Painter
1998	Karen Mess Frashier, APR
1997	Chuck Rice
1996	Penney Hall, APR
1995	Virginia Painter and Robin Long
1994	Chuck Rice
1992	Diane Slaughter, APR
1991	Roberta Fowlkes, APR
1990	Cathryn Gibbs Harris, APR, Fellow PRSA
1988	F. David Cotten, APR, Fellow PRSA

## **Outstanding West Virginian**

2010	Coach Bob Huggins
2006	Andy Milovich
1995	Dr. Edwin Welch
1994	Thomas S. Acker, S.J.
1993	Barbara C. Williams
1992	Read Aloud West Virginia
1991	Gov. Cecil Underwood
1989	Thomas C. Burns
1988	C. Gregory VanCamp
1987	Dr. Dale Nitzschke
1986	WV Broadcasters Assn.
1985	Sen. Jennings Randolph
1984	Jo Silman



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# Bylaws *As amended 2007*

## Article I – Name

The name of this nonprofit organization shall be the West Virginia Chapter of the Public Relations Society of America

## Article II – Objectives

In accordance with the mission of the Public Relations Society of America, the primary objectives of this chapter shall be to advance the practice of public relations by uniting those engaged in the profession; encouraging continuing education of practitioners; playing an active role in all matters affecting the practice of public relations; formulating the objectives and interpreting the functions of public relations, and those who practice it, to the public; strengthening the relationships of public relations professionals with employers and clients, with government at all levels, with educators, with the news media and with the public; and encouraging high standards of conduct and public service. A strong secondary objective is to encourage and support the education of student practitioners and to help them become professionals within the field. In addition the society will seek to improve the relationship and understanding between member public relations practitioners and the people and industries with which they work.

## Article III – Governance

*Section 1. General.* The Chapter is governed by membership-elected officers, directors and Assembly Delegate(s) who are guided in their actions by the terms and provisions of these bylaws and by the bylaws of PRSA. 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. In addition to these bylaws, the Chapter, in an effort to retain continuity in operations from year to year, maintains a policy manual that, while intended to be flexible, covers many functions and aspects of the Chapter's operations. In addition to other specified duties, the Secretary maintains and preserves true and accurate copies of these bylaws and policies and provides the same to every member and other individuals upon request.

*Section 2. Bylaws.* The Chapter functions within the governance and bylaws of PRSA and under the laws and jurisdiction of the United States of America and the State of West Virginia. The finding at any legal and proper proceeding before the PRSA Board of Directors or before any court of the named jurisdictions that any provision of these bylaws is illegal, unconstitutional or in conflict with PRSA bylaws will render that provision section or article moot, but does not diminish the

enforceability of the other provisions of the bylaws. Likewise, should emergency or unforeseeable conditions result in the temporary waiving of any provision or provisions of these bylaws by the Board of Directors sitting in a properly noticed proceeding, that action does not constitute waiver of any other provision of these bylaws and it does not prevent that provision or provisions from being later enforced.

*Section 3. Policies.* Actions by the Board of Directors that are designated as policy actions and other actions determined to have potential applicability or enforceability for a period beyond one fiscal year shall be deemed to be policies and must be included in the policy manual. These policies have the same force of governance as do bylaw provisions. While policies can be adopted, amended, temporarily suspended or abolished by a majority of those present and voting at any proper meeting of the Board of Directors, such actions require notice of such to all members of the Chapter by the first of the next chapter-wide newsletter or within 90 days by letter to all members of the Chapter. As is true for bylaws, the finding at any legal and proper proceeding before the PRSA Board of Directors or before any court of the named jurisdictions that any policy is illegal, unconstitutional or in conflict with PRSA bylaws or policies will render that policy moot, but does not diminish the enforceability of other policies. Likewise, should emergency or unforeseeable conditions result in the temporary waiving of a policy or policies by the Board of Directors sitting in a properly noticed proceeding, that action does not constitute waiver of any other policy and it does not prevent that policy from being later enforced.

## Article IV – Membership

*Section 1. Eligibility.* To be eligible for membership in the Chapter, a person must be a member in good standing of the Society at the national level. Any such member of the Society is eligible for membership in the Chapter.

*Section 2. Admission to Membership.* Admission to membership in the Society shall be governed by the pertinent provisions of the bylaws of the Society. Any person admitted to membership in the Society shall become a member of the Chapter, if eligible, on payment of Chapter dues.

*Section 3. Membership Categories* The West Virginia Chapter of the Public Relations Society of America has 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. Category 1 – Public Relations Practitioner. A public relations practitioner is one who is working in the traditional public relations fields. Category 2 – New Practitioner. A new practitioner is a practitioner who has joined the chapter within two years of earning their undergraduate degree or graduate degree, or who has worked in the profession for less than two years. Category 3 – Related Practitioner. A related practitioner is a practitioner working in a non-traditional field involving public relations or management of public relations functions, but who are not considered a full time public relations practitioner. Examples include association, business management, government employment or government relations where traditional public relations functions are not at least 50 percent of their normal responsibilities. Category 4 – Future Practitioner. A future practitioner is a college or university student who is an active member of their Public Relations Society Student of America chapter or who attends a college or university which does not have an active PRSSA chapter. Future practitioners can take part in PRSA-WV Chapter activities and, once obtaining junior status or higher, can be listed in the PRSA-WV Chapter membership directory are no cost as part of the chapter's support for helping them find internships or employment. Members in this category are not considered voting members of the Chapter. Category 5 – Retired. Any member of the Chapter who has been a member of PRSA in good standing for at least five years and is gainfully employed for less than 50 percent of the time is eligible for retirement status. Members on retirement status shall enjoy all the rights and privileges of membership. Category 6 – Alumni. An alumni member is any former member who no longer lives within the area covered by the West Virginia chapter, but who wishes to retain some personal and professional contact with the members of the West Virginia chapter. Alumni members can maintain their membership directory listing, access to the chapter website and other member privileges. Members in this category are not considered voting members of the Chapter.

*Section 4. Termination of Chapter Membership.* Any member who for any reason ceases to be a member of the Society or is dropped from the Society's roll for nonpayment of dues, or fails to pay Chapter dues and fees, shall cease to be a member of the Chapter and shall be dropped from the Chapter roll. Any member who is found in violation of the ethical standards set by the Public Relations Society of America can be removed from membership in the West Virginia Chapter by following procedures for removal as outlined in PRSA

national rules.

*Section 5. Rights and Privileges of Membership.* Subject to the bylaws of the Society, the right to be elected as an Assembly Delegate or Alternate Delegate shall either be Accredited or a current board member of the chapter.

*Section 6. Non-Discrimination.* Membership and membership privileges shall not be denied on the basis of race, creed, religion, disability, gender, age, color, national origin or other prohibited matters.

## Article VI – Board of Directors

*Section 1. Composition.* The governing body of the Chapter shall be a Board of Directors consisting of the President, President-Elect, Secretary, Treasurer, Immediate Past President, Assembly Delegate(s) and three Directors-At-Large. These officers shall be elected at the Annual Business Meeting of the Chapter in October and duly installed in November to begin serving a one-year term on January 1.

*Section 2. Assembly Delegate(s).* The Assembly Delegate(s) shall serve as the Chapter's representative(s) at meetings of PRSA Assembly and shall be elected by the Chapter membership for a three-year term in accordance with provisions of the bylaws of the Society.

*Section 3. Directors-At-Large.* One director shall be elected each year by the Chapter at its Annual Business Meeting in October to serve a term of three years beginning January 1 next ensuing or until a successor is elected and installed.

*Section 4. Vacancies.* If the death, resignation, suspension, ineligibility, removal or expulsion of any Officer, Director or Assembly Delegate occurs, the Board of Directors shall elect a successor who shall take office immediately and serve for the balance of the unexpired term. The successor shall be confirmed at the next chapter meeting by majority vote of the members in good standing and present and voting.

*Section 5. Removal.* Any Officer or Director who misses three consecutive board meetings without an excuse acceptable to the board may be given written notice of dismissal by the Chapter President and replaced in accordance with Section 4 above. Any Officer or Director who is not in good standing also may be given written notice of dismissal by the Chapter President and replaced in accordance with Section 4 above.

*Section 6. Board Meetings.* The Board of Directors shall meet no fewer than four times a year at such times and places as it may determine. It shall meet at the call of the President or on call of any three members of the Board of Directors. Notice of each meeting shall be given to each board member personally or by other means at least seven days in advance. A meeting may be called with less than seven days notice if such requirement of notice is waived by a majority of the Board of Directors. Such waivers must be given in writing and transmitted by any means, including electronic ones.

*Section 7. Quorum.* One-third of the membership

of the Board of Directors shall constitute a quorum for all meetings of the Board

## Article VII – Officers

*Section 1. Chapter Officers.* The officers of the Chapter shall be a President, a President-Elect, a Secretary and a Treasurer.

*Section 2. Terms of Office.* The officers shall be elected by the Chapter membership at the Annual Business meeting in October for a term of one year beginning January 1 next ensuing or until their successors are elected and installed. No officer having held an office for two consecutive terms shall be eligible for reelection to the same office. The officers will be jointly responsible for seeing that the Chapter meets minimum standards for Chapters as set forth by the Public Relations Society of America.

*Section 3. President.* The President shall preside at all meetings of the Chapter and of the Board of Directors. The President shall appoint all committees with the approval of the Board of Directors and shall be an ex-officio member of all committees except the Nominating Committee. The President shall perform all other duties incident to the office.

*Section 4. President-Elect.* The President-Elect shall, in the absence of the President from any regular or special meeting of the Chapter or the Board of Directors, exercise the powers and perform the duties of the President. The President-Elect shall assume the full office of the President should a vacancy occur in that position as specified in Article V, Section 4. The President-Elect also shall generally assist the President and perform such other duties as prescribed by the Board of Directors.

*Section 5. Secretary.* The Secretary shall keep records of all meetings of the Chapter and of the Board of Directors, send copies of such minutes to the District Chair, keep a copy of said minutes in a permanent minutes book, issue or cause to be issued notice of all such meetings, and perform all other duties customarily pertaining to the office.

*Section 6. Treasurer.* The Treasurer shall cause to be received and deposited all Chapter funds in the name of the Chapter in a bank or trust company approved by the Board of Directors. The Treasurer shall cause to be issued receipts and make authorized disbursements by check in accordance with board policy. The Treasurer shall prepare the Chapter's budget, make regular financial reports to the Board of Directors, maintain or cause to be maintained the roll of membership, and render an annual financial statement to the Chapter membership. The Treasurer shall annually file Form 990 tax statements with the U.S. Internal Revenue Service, if required, and shall perform all other duties incident to the office.

*Section 7. Compensation and Reimbursement.* No elected officers, directors or Assembly Delegate(s) of the Chapter shall be entitled to any salary or other compensation. The Board of Directors may reimburse elected officers, directors or Assembly Delegates or their

alternates for expenses incurred in the performance of their duties.

*Section 8. Executive Director.* The Board of Directors may contract with any individuals, including but not limited to a member of the Chapter, to serve as Executive Director of the Chapter. This individual will report to the Board of Directors and assume such duties as may be assigned.

## Article VIII – Nominations/Elections

*Section 1. Nominating Committee.* There shall be a Nominating Committee of no less than three members, the chair of which shall be an APR, appointed by the President with approval of the Board of Directors, at least sixty days before the Annual Business Meeting of the Chapter.

*Section 2. Nominations.* The Nominating Committee shall name a qualified nominee for each office, for each Assembly Delegate and for each Director whose term is expiring. It shall ensure that each nominee has been contacted and agrees to serve if elected. Additional nominations, if any, shall be accepted from members at the Annual Business Meeting, providing the nominees have been contacted and agree to serve if elected.

*Section 3. Notice to Membership.* At least thirty days before the Annual Business Meeting of the Chapter, the Secretary shall distribute to all chapter members the list of nominees prepared by the Nominating Committee.

*Section 4. Elections.* Officers, Directors and Assembly Delegates shall be elected at the Chapter's Annual Business Meeting. Election shall be by majority vote of the members in good standing and present and voting. Balloting in contested elections shall be by secret ballot.

## Article IX – Amendments

*Section 1. Timetable.* In years evenly divisible by three, the President shall appoint a special committee to review and revise, as necessary, both the Chapter's bylaws and policy manual. The revisions must be approved following procedures outlined in Article IX, Section 2 of these bylaws.

*Section 2. Procedure.* 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. These bylaws may be amended by a two-thirds majority vote of the membership present at any meeting, providing at least thirty days notice has been given to all members of any proposed amendment. Amendments adopted in accordance with this provision become effective only after approval by the Society's National Board of Directors. Any voting member of the chapter can contact the officers, board or by law committee and suggest changes to the bylaws. All suggested changes will be presented to the board of directors for consideration.

# Policy Manual *As amended 2007*

## Section 1 – Dues & Fees

*A. Amount.* The amount of Chapter dues shall be fixed annually by the Chapter's Board of Directors and shall be payable on January 1 each year.

*B. Nonpayment of Dues and Fees.* Any member whose Chapter dues, meeting fees or other fees are unpaid for three months shall be considered not in good standing and shall not be entitled to vote, hold office or enjoy other privileges of Chapter membership, provided such member shall have been duly notified.

*C. Fiscal Year.* The fiscal year of the Chapter shall be January 1 through December 31.

*D. Audit.* The books of the Chapter shall be audited at least once annually in a manner prescribed by the Board of Directors.

## Section 2 – Membership Meetings

*A. Annual Meeting.* There shall be an Annual Business Meeting of the Chapter in October each year at such time and place as the Board of Directors may designate.

*B. Regular Meetings.* There shall be no fewer than three membership meetings each year at such times and places as may be designated by the Board of Directors.

*C. Special Meetings.* Special meetings of the Chapter may be called by the President, the Board of Directors or on written request by twenty-five percent of the Chapter members.

*D. Notice of Meetings.* Notice of the Annual Business Meeting shall be distributed to each member at least thirty days in advance. Notice of a regular meeting shall be distributed to each member at least ten days in advance.

*E. Reservations and Fees.* Members are strongly urged to make advance reservations for monthly meetings. Meeting fees are due and payable for those making reservations, even if the member is unable to attend.

## Section 3 – Chapter Management

*A. Committee Appointments.* Between the election of officers and the beginning of the fiscal year, the incoming President shall appoint all committee chairpersons. Vice-chairpersons also shall be appointed, with a goal of training them to assume chapter leadership roles.

*B. Strategic Planning.* Once each year, the President and President-Elect will be expected to convene an extended meeting of the Board of Directors and all interested Chapter members for the purpose of planning. The focus of the strategic planning session will be identified by the President-Elect with the approval of

the Board. Results of the strategic planning session will require action of the Board prior to implementation, and should be shared with Chapter members.

*C. Budgeting.* All committee chairpersons are expected to compile a budget for their committees and submit it to the President, Treasurer and Executive Director prior to the January Board meeting. Budgets should cover revenue and expenses, and will be prepared for approval at the February Board meeting.

*D. Mailing Lists.* The mailing lists for members, prospective member, professional development sessions and Crystal Award entries shall be maintained by the Executive Director. These mailing lists are not for sale or rental; however, the membership directory is available for \$25 and is provided as a benefit for Chapter members.

*E. Joint Projects.* Approving joint projects with other organizations is the responsibility of the Board of Directors. Proposals should be presented to the Board prior to any commitment being made. The proposal should include expected revenue, expenses and the proposed distribution between participants.

## Section 4 – Responsibilities of

### Officers and Board Members

*A. Requirements.* Officers and Board members should be committed to the goals and objectives of the Chapter as demonstrated by prior service as an officer, board member, committee chairperson and leadership in key Chapter and Board functions. The individual should be respected in the profession, willing to expand his or her knowledge of the Board and the Chapter, and willing to commit the time necessary to this role. The individual should represent the Chapter in the profession and community through cooperative action and ongoing public relations.

*B. Costs.* Certain incidental costs must be anticipated and absorbed by Board members. These costs may include, but are not limited to: incidental typing, postage, copying, phone charges, faxes and other costs incurred in conducting routine Chapter business. PRSA-WV Chapter will pay for significant costs incurred as a result of planned Chapter activities, provided the Board member prepares a budget in advance, receives Board approval for the expenses and the Chapter has the funds to cover the expenses.

*C. President.* The purpose of the President is to provide leadership to the Board, ensure that the Board meets all of its responsibilities, serve as the chief spokesperson in Chapter matters and promotes Chapter programs. Specific responsibilities include:

- presides over all regular and special meetings of the Board.

- appoints, with the approval of the Board, committee chairpersons and committees, ensuring that the potential of each member is recognized. Serves as an ex-officio member of all committees except the Nominating Committee.
- coordinates the functions of all officers and committees. Ensures that the committee structure operates smoothly and that the purpose of committees is routinely evaluated.
- directs the overall operations of the Chapter. Oversees the planning and goal-setting process. Recommends and directs the execution of policies and programs in the interest of members and with approval of the Board. Co-signs with the Executive Director all written contracts and obligations of the Chapter.
- monitors the financial health and financial management of the Chapter in cooperation with the Board and the Executive Director. Has signature authority on all Chapter accounts and ensures all IRS requirements are met.
- represents, or designates a chapter member to represent, the Chapter within the PRSA East Central District. Selects an alternate if Assembly Delegate is unable to attend Assembly meetings. Ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.
- serves as the official spokesperson for the Chapter.
- oversees the work of the Executive Director. Supervises and coordinates the annual evaluation of the Executive Director.

*D. President-Elect.* The purpose of the President-Elect is to assist the President in providing leadership to the Board and ensure that the Board fulfills all of its responsibilities. Specific responsibilities include:

- performs all duties of the President if the President is unable to perform those duties for any reason.
- assists the President in coordinating and directing committee activities and Chapter operations. Performs such duties as delegated by the President.
- recommends goals, objectives, plans and programs to the President.
- consults and assists the President on matters of policy and procedure.
- represents the Chapter within the PRSA East Central District in the absence of the President.
- ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.
- assists the President in monitoring the financial management of the Chapter in cooperation with the Board and Executive Director
- assists the President in supervising and coordinating the annual evaluation of the Executive Director.

*E. Treasurer.* The purpose of the Treasurer is to assist the President and President-Elect in providing

leadership to the Board and ensuring that the Board meets all of its responsibilities by maintaining accurate and detailed financial records for the Chapter. Specific responsibilities include:

- works with Chapter President and Executive Director to establish annual budget for approval by the Board of Directors.
- works with Executive Director to collect Chapter dues and all other monies, deposit those monies into a bank selected and approved by the Board and issue receipts. Maintains the Chapter membership roll.
- works with the Executive Director to manage and disburse all Chapter monies, with approval of the Board. Advises Board of financial status by supplying detailed reports at each Board meeting.
- prepares and renders annual financial statement for audit as directed.
- complies with IRS regulations for filing IRS Form 990.

*F. Secretary.* The purpose of the Secretary is to assist the President and President-Elect in providing leadership to the Board and ensuring that the Board meets all of its responsibilities by maintaining accurate and detailed Chapter records. Specific responsibilities include:

- records and keeps minutes of all meetings of the Board of Directors and Chapter. Issues notices of such meetings as required, in conjunction with the Executive Director, with direction of President. Distributes minutes of each meeting to the Board within 15 days after meeting date.
- ensures proper safekeeping of all chapter records and keeps accurate, detailed records.
- checks the Chapter post office box, or causes it to be checked, at least once a week, distributing mail accordingly.
- assists the Treasurer in maintaining the membership roll.
- distributed the Nominating Committee's report and slate to the full membership as outlined in the Chapter bylaws.
- maintains a true and complete version of the bylaws and policy manual.

*G. Immediate Past President.* The purpose of the Immediate Past President is to provide leadership to the President and the Board and ensure that the Board meets all of its responsibilities. Specific responsibilities include:

- assists and advises the President in coordinating and directing committee activities and Chapter operations. Performs such duties as delegated by the President.
- serves as Chairperson of the Past Presidents' Council.
- recommends goals, objectives, plans and programs to the President.

- advises the President on matters of policy and procedure.
- ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.

*H. Assembly Delegate.* The purpose of the Assembly Delegate is to ensure that the Chapter focuses on its stated mission and that all activities adhere to the standards set forth by PRSA, represents the Chapter and communicates its interests to PRSA. Specific responsibilities include:

- attends all Board meetings and performs such duties as the President and Board may assign.
- monitors PRSA issues and policies as disseminated from or proposed to national organization. Attends and represents Chapter at PRSA Assembly meetings. Upon return from Assembly meetings, at least one delegate must provide a written report to the Board and prepare pertinent information for publication in the Chapter newsletter.
- advises and recommends policies, procedures, plans and programs to the President.
- represents the needs of the profession and Chapter members on the Board.
- assesses the profession and evaluates Chapter programs to ensure that the needs of members are addressed.
- ensures that the Chapter and the Board operate efficiently and in accordance with both the Chapter and PRSA bylaws, as well as in the best interest of Chapter members.

*I. Board Members.* The purpose of board members is to be legally and morally responsible for all activities of the Chapter and to ensure that the Chapter focuses on its stated mission. In general, Board members determine policy. Specific responsibilities for each board member include:

- attends all Board meetings and performs such duties as the President and Board may assign.
- establishes Chapter objectives and formulates Chapter policy for achieving these objectives. Plans for the Chapter's future through long- and short-range plans, monitors their implementation and evaluates them on a regular basis.
- develops financial support for the Chapter and ensures its financial accountability.
- advises and recommends policies, procedures, plans and programs to the President.
- holds the properties of the Chapter as needed.
- represents the needs of the profession and Chapter members on the Board.
- assesses the profession and evaluates Chapter programs to ensure that the needs of members are addressed.
- ensures that the Chapter and the Board operate

efficiently and in accordance with both the Chapter and PRSA bylaws, as well as in the best interest of Chapter members.

## Section 5 – Responsibilities of Committee Chairpersons

*A. Requirements.* Committee chairperson should be committed to the goals and objectives of the Chapter as demonstrated by prior service as an officer, board member, committee chairperson and leadership in key Chapter functions. The individual should be respected in the profession, willing to expand his or her knowledge of the Committee and the Chapter, and willing to commit the time necessary to this role. The individual should represent the Chapter in the profession and community through cooperative action and ongoing public relations.

*B. Costs.* Certain incidental costs must be anticipated and absorbed by Committee chairpersons. These costs may include, but are not limited to: incidental typing, postage, copying, phone charges, faxes and other costs incurred in conducting routine Chapter business. PRSA-WV Chapter will pay for significant costs incurred as a result of planned Chapter activities, provided the Committee chairperson prepares a budget in advance, receives Board approval for the expenses and the Chapter has the funds to cover the expenses.

*C. Purpose and Core Responsibilities.* The purpose of Committee chairpersons is to provide leadership to a specified PRSA-WV Chapter committee to ensure that it focuses on and successfully achieves its assigned function. Core responsibilities of each committee chairperson are:

- calls and presides over all committee meetings.
  - recruits and actively involves Chapter members from across the state to serve on the committee.
  - regularly reports to the Board the activities of the committee and seeks approval for the direction of the committee.
  - provides an annual budget to the Chapter President, Treasurer and Executive Director by January 1, and ensures that the committee stays within that budget. Seeks Board approval for all committee expenditures or exceptions to the budget.
  - evaluates the function of the committee to ensure that the stated purpose is addressed and that the committee continues to serve a needed role for the Chapter. This evaluation shall include the flexibility to create or disband committees as permitted by the bylaws and as needed to meet the changing needs of the chapter and the personnel available.
  - publicizes events of the committee to both internal and external audiences.
- D. Accreditation Committee.*
- provides assistance and information to chapter members on accreditation

- schedules APR study sessions and administers exam

*E. Awards Committee*

- develops entry forms and issues call for entries
- arranges for judging of entries
- orders awards
- designs, schedules and prepares for gala and presentation of awards

*F. Membership Committee*

- provides membership directory for all PRSA members; updates directory as needed
- distributes information on membership to prospective members
- acts as liaison to PRSA membership division
- provides treasurer with list of members for invoicing of membership investment

*G. Newsletter Committee*

- provides information regarding local, district and national information and events
- notifies members of meetings and professional development seminar
- provides other information to chapter members
- publishes newsletter monthly

*H. Nominating Committee*

- presents a slate of officers for election by the membership at the Annual Business Meeting
- the committee shall be composed of three Members who are Accredited

*I. Professional Development*

*Committee*

- responsible for designing, scheduling, securing speakers, locations and all other preparations necessary in regard to two professional development programs each year

*J. Programs Committee*

- develops programs for each month, excluding December and those scheduled for professional development
- arrange for speakers, locations, meeting notices and all other preparations necessary

*K. Public Service Committee*

- selects public service effort, and secures approval of same from Board of Directors
- implements program with assistance of chapter members, reporting results to Board of Directors

*L. Student Liaison Committee*

- works with college PRSSA chapters
- continues development of Project Protege
- selects scholarship candidates

## Section 6 – Responsibilities of

### Executive Director

*A. Executive Director Responsibilities.*

- The responsibilities of the Executive Director shall include:

- serve as administrator of the organization.
- service as professional advisor to the Board.
- recommend appropriate policies to the Board.
- implement effectively all policies adopted by the Board.
- keep the Board fully and accurately informed about programs and services.
- interpret the needs of the organization and present professional recommendations on all problems and issues considered by the Board.
- assist President and Treasurer in developing Chapter budget and keep the Board informed concerning budget performance.
- assist officers, Board members, committee chairpersons and Chapter members as required or requested.

*B. Board of Director Responsibilities.*

The responsibilities of the Board of Directors shall include:

- consult with the Executive Director on all matters under consideration.
- delegate responsibility for all administrative and executive functions.
- share all communications with the Executive Director.
- provide support to the Executive Director in carrying out professional duties.
- support the Executive Director in all decisions and actions consistent with policies of the Board.
- evaluate the performance of the Executive Director.

## Section 7 – Positive Duty to

### Disclose

*A. Advance Disclosure.* Each person agreeing to be considered by the Nominating Committee or by petition as a nominee for Director-At-Large or Officer of the Society has a positive duty to disclose to the Nominating Committee any possible or pending legal, regulatory or any other matter involving that person that may arise during the person's prospective term of office and that might reflect adversely upon the profession or the Society. Persons agreeing to be considered as a nominee whether by the Nominating Committee or by petition shall sign a statement that they understand their positive obligation to disclose and that, to the best of their knowledge, they have fully disclosed to the Nominating Committee all information that might affect consideration of their nomination.

*B. Prompt Disclosure.* A person who a) has been nominated by the Nominating Committee or by petition to a post as Director-At-Large or Officer, but not yet elected, or b) has been elected as a Director-At-Large or Officer, but not yet having taken office or c) has taken office as a Director-At-Large or Officer, and members of the Board of Ethics and Professional Standards, and of

each judicial panel, and who becomes aware of any legal, regulatory or any other matter involving them that may arise during their term of office and that might reflect adversely upon the profession or the Society is under a positive obligation to disclose such matter as promptly as possible to each member of the Board of Directors.

*C. Chapter Compliance.* Each chapter, district, professional group and other unit of the Society that shall select officers or Assembly Delegates shall require a similar disclosure in writing to its nominating committee or, in the absence of such a nominating committee, the then-sitting panel of officers.

*D. Code Violation.* Failure to disclose such information fully and promptly shall be deemed a violation of Article 2 and Article 3 of the Code of Professional Standards for the Practice of Public Relations.

*E. Actions Taken.* Information obtained by the Nominating Committee members or members of the Board of Directors under the Positive Duty to Disclose shall remain confidential unless potential violations of the Code of Professional Standards are involved. In case of such involvement, potential violations shall be referred to the Chapter's Board of Directors for investigation and action.



