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KANSAS PROFESSIONAL COMMUNICATORS

communiKPC

S P R I N G 2 0 0 5



Conference countdown!

Kansas Professional Communicators 2005 annual conference is next month – May 6-7 in Wichita! Mark your calendar and plan to attend!

Following are the program schedule and speakers:

FRIDAY, MAY 6:
KPC BOARD MEETING
(Time and location to be announced)

SATURDAY, MAY 7:
REGISTRATION & GENERAL MEMBERSHIP MEETING
8 – 9 a.m.

SESSION 1
9 – 10:15 a.m.
Panel discussion on current and future trends in media

Moderator: Shakila Saifullah, former KSN News assignment editor
Panelists include: Sherry Chisenhall, editor, *Wichita Eagle*; Ron Horn, publisher/editor, *Wellington Daily News*; and Susan Peters, news anchor, KAKE TV

SESSION 2
10:30 – 11:45 a.m.
Panel discussion on new technology for a new era – blogging and communicating via the Internet
Speakers will be Mike Marlett, publisher/editor of the print and online publication, *F5*; Skyler

PATRON/SCHOLARSHIP LUNCHEON
Noon – 1:30 p.m.
Announcement of new patrons and scholarship presentations
Speaker: Patti Dollaride, RD, Director of Nutrition Services, Via Christi Regional Medical Center

SESSION 3
1:45 – 3 p.m.
Interviewing techniques
Speaker: Roy Wenzl, *Wichita Eagle*

SESSION 4
3:15 – 4:30 p.m.
Panel discussion on what editors

look for in a freelance writer
Panelists are Beth Bower, *Wichita Eagle*; Laurie Dove, *Wichita Family*; Barbara Bartocci, author; and Deb Seely, freelance writer

ALTERNATE ACTIVITIES
3:15 – 4:30 p.m.
(See *CONFERENCE...*, page 3)

REGISTRATION

Conference registration is \$75 for members, \$85 for nonmembers.

For more information, see the registration form enclosed!



Lovelace, Web instructor at Butler County Community College; David Dinell, online editor, *Wichita Business Journal*; and Les Anderson, associate professor, Elliott School of Communication, Wichita State University

Mark that date...

MAY 6 & 7
KPC State Conference
Wichita

SEPT. 8-10
NFPW Conference
Seattle, Wash.



Who will you be bringing to the conference in May?



BITS&PIECES

NEW MEMBERS!

Welcome to our newest KPC members!

JIM BAKER
Staff writer

The Lawrence Journal-World

KASEY BAKER

Director of Communications and University Relations
Newman University

LESLIE BLYTHE
Student

Wichita State University

NANCY BORST
Owner

NDB Desktop Publishing

LISA COBLE-KRINGS
Student
University of Kansas

SANDY EVANS
Director of Marketing and Membership
Old Cowtown Museum

DUSTI FANSLER
City and Business Editor
Wellington Daily News

MELISSA LACEY
Graduate Teaching Assistant
Wichita State University

CHERYL MILLER
Assistant to the Dean for College Outreach
Wichita State University

WILMA MOORE-BLACK
President
WMB's Creative Productions

DOROTHY MORGAN
Freelance Writer

(More in page 3 margin)

A big "thank you" to PrintMaster, Wichita, for printing our contest brochures at cost!

Nancy Borst, Goddard, was honored recently at Allen Field House in Lawrence as part of a celebration of National Girls and Women In Sports Day, Feb. 13.

As a former University of Kansas athlete, she was invited to attend the KU-University of Colorado women's basketball game that day. Each former athlete was introduced.

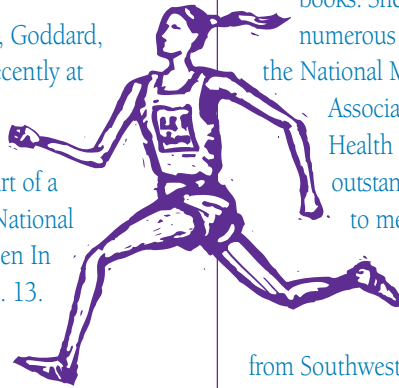
Nancy was a distance runner for the track team while at KU.

Liz Kennedy, Wichita, has served as the writer and editor of About Children's Books, one of more than 400 Web sites that are part of About.com.

About.com has just been acquired by The New York Times Company. Adding About's 22 million monthly users to NYTC's 13 million monthly users gives the company the 12th-largest presence on the Internet."

Did you know **Heloise**, syndicated columnist, TV and radio star, is an NFPW member?

Her column, "Hints from Heloise," appears seven days a week in more than 500 newspapers in the United States and internationally.



Heloise is a contributing editor and columnist for *Good Housekeeping*, and author of more than 10

books. She has received numerous awards including the National Mental Health Association's first Mental Health Mission Award for outstanding contributions to mental health education; Distinguished Alumna Award from Southwest Texas State University and Women in Communications Headliner Award.

Freelance writers wanted! *Kansas Senior Times*, a monthly seniors' magazine for western Kansas, wants features about active seniors, legislative updates and health information.

Please respond to Joe Sporleder, *Kansas Senior Times*, PO Box 445, Beloit, KS 67420, or kst@wacondatrader.com.



Articles by two KPC members are featured in the Spring 2005 issue of *Kansas!* magazine.

Annette Wood, Wichita, wrote "All Dolled Up at the Prairie Museum of Art & History," and **Cynthia Mines**, Wichita, wrote "Red Rock Guest Ranch."

Ann Gardner, Lawrence, will chair United Way of Douglas County's 2005 campaign.

She said the campaign's goal would be to top the \$1.55 million raised in 2004.

United Way



Gardner has worked at the *Lawrence Journal-World* for 28 years, the past 18 as editorial page editor.

Jane Lee, APR, Hutchinson, immediate past president of Kansas Professional Communicators, has been named to the National Federation of Press Women President's Advisory Council.

Lee, who designed and maintains the NFPW Web site, will attend the spring board meeting April 14-16 in Tampa, Fla.

She is president of Jane Lee Communications, Ltd., a public relations agency in Hutchinson.



JOIN US FOR "HEALTHY COMMUNICATIONS"

pulled my head up out of my work the other day and was a bit startled to realize that 2005 is already beginning to slip away from us. April Fool's Day, Tax Day, and before you know it we'll be converging on Wichita for our annual meeting on May 7.

I've been receiving regular updates from Carl Williams and the Wichita Professional Communicators, who have done an outstanding job putting this conference together. In case you haven't had a chance to look at it yet, head over to the KPC Web site and take a look at the planned panel discussions and wonderful speakers who will take part in the general theme of "Healthy Communications."

Healthy communications are indeed becoming critical in our lines of work. Whom, for example, do we trust for our news in these days of communication overload,

where "breaking news" means you must best your competitor, not by distributing early or special editions, but by beating the e-mails and instant messages by mere

seconds? And how can sources continue to be readily trusted when news now comes from anyone with an opinion and access to the Internet?

Now, more than ever, professional communications are driven by the bottom line. Just this month Pulitzer prize-

winning journalist Laurie Garrett rocked the journalism world by leaving *New York Newsday* after 17 years. At the parent Tribune Company, as in most places, she believes, it had become a matter of profits outweighing quality.

"All across America," she wrote to her colleagues, "news organizations have been devoured by massive corporations – and allegiance to stockholders, the drive for higher

share prices, and push for larger dividend returns trumps everything that the grunts in the newsrooms consider their missions."

Is it any surprise, then, that Americans under age 40 are tuning out news and public affairs? Professor and former CNN editor David T. Z. Mindich believes the problem is serious enough to state: "Our democracy is on the brink of a crisis."

How do we pull our audience back? "Healthy Communications" may be one way to start. I encourage all KPC members to join us in Wichita on May 7.

What we learn there may help each of us look at our professions with a more critical eye and, by communicating together, we may come away with a clearer vision of what remains to be accomplished.



– Sue Novak



**PRESIDENT'S
PERSPECTIVE**



New MEMBERS!

(CONTINUED FROM PAGE 2)

JON NICCU
Entertainment Editor
The Lawrence Journal World

MARY PIERPOINT
Freelance Journalist
Have Pen...Will Travel

MARATHANA PROTHRO
News Editor
The Newton Kansan

LACHRYSTAL RICKE
Student
Wichita State University

MATT RODRIGUEZ
Student
University of Kansas

MELINDA SCHNYDER
Director of Marketing
and Communications
Wichita Area Chamber of Commerce

LISA SCHMITZ
Student
University of Kansas

LEE STARKEL
Creative Assistance

STACI WOLFE
Student
University of Kansas

MARY ELIZABETH YEAGER
Graduate Teaching Assistant
Wichita State University

For a complete membership directory, go to the "Members Only" page at www.nfpw.org

For login and password, contact presswomen@aol.com.



Conference countdown!

(Continued from front page)

Those not interested in the freelance panel may take a trolley to *The Wichita Eagle* for a tour.

Information will also be available on self-tours of the Museums on the River and other venues.

SOCIAL MIXER

6 p.m.

A wine-tasting class will be presented by KNSS Radio talk

show host and wine connoisseur Guy Bower.

Bower is one of the most knowledgeable wine aficionados in the state.

Conference-goers will have the opportunity to taste a variety of wines and learn what makes each unique and special.

BANQUET

6:45 p.m.

AWARD PRESENTATIONS

7:15 – 8 p.m.

Watch for your official conference packet in the mail!

Check for updates at:
www.kansasprofessionalcommunicators.org

Conferences and contests!



REGIONAL MEETINGS

FLINT HILLS PRESS WOMEN

First Thursday evening of the month
Junction City or Abilene
Time and location vary
Contact Gail Parsons
785-762-2581
flintheillspresswomen@
yahoo.com

WICHITA PROFESSIONAL COMMUNICATORS

First Wednesday of the month
Botanica, 701 Amidon
11:30 a.m.
(Lunch service begins at 11:15 a.m.)
Members: \$9 / Students: \$5.50
Visitors: \$12
Contact Becky Funke
316-942-5385

Need an excuse to get away?
Or a vehicle for judging talent?
Check out these golden opportunities!

NATIONAL CONFERENCE FOR MEDIA REFORM

May 13 - 15 • St. Louis

Want to help reform the broken media system? You're invited to join activists, educators, policy-makers, journalists, artists and concerned citizens as they converge for three days of learning, networking, strategizing and movement-building.

The event will offer dozens of panel presentations, interactive workshops, speeches, film screenings and roundtable discussions.

You can get information on the program, registration, lodging, scholarships and more at: www.freepress.net.

KANSAS AUTHORS CLUB YOUTH CONTEST

Postmark deadline: June 18

Open to all youth, grades one through 12, residing in Kansas, and student members of Kansas Authors Club, regardless of residence. No entry fee.

For complete details, categories, and age divisions, go to: <http://skyways.lib.ks.us/orgs/kac/youthrules.html>.

TALLGRASS WRITING WORKSHOP

June 25-26 • Emporia State University
This workshop is sponsored by the Center for Great Plains Studies, Division of English, Emporia State University's College of Liberal Arts & Sciences, and sanctioned by the Western Writers of America, Inc.

It is designed for those who want to write for personal satisfaction or publication.

To add your name to the mailing list for the workshop, please submit the form linked at: www.emporia.edu/cgps/tww.htm.

GORDON PARKS INTERNATIONAL PHOTO CONTEST

Postmark deadline: July 13

Fort Scott Community College began the Gordon Parks International Photography Contest in 1989 to honor Fort Scott's famous photographer, Gordon Parks.

Each year the college awards prizes of \$1,000, \$500 and \$250 to photographers whose images reflect the best of American documentary and news photography.

Guidelines can be downloaded at www.fortscott.edu/wp/vpse.asp?ID=4.



BOARD MEMBERS

PRESIDENT: Sue Novak, Lawrence
785/272-8681 • snovak@kshs.org

FIRST VP MEMBERSHIP: Teresa Veazey, Wichita
316/978-6462 • teresa.veazey@wichita.edu

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800-452-7171, ext. 1807 • jlatke@hpi.com

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785/472-3763 • conneckt@cebridge.net

SECRETARY: Carrie Dvorak, DeSoto
913/583-3400 • c_dvorak@earthlink.net

PAST PRESIDENT: Jane Lee, Hutchinson
620/662-0076 • jane@janeleecomm.com

CONTEST: Gail Parsons • **COA:** Gwendolynne Larson • **HISTORIAN:** Jeff Goudie
NEWSLETTER: Sheila Lucia • **PARLIAMENTARIAN:** Grace Wilson • **PATRONS:** Ann Gardner
SCHOLARSHIPS: Becky Funky • **YOUTH CONTEST:** Mindie Paget

WANT TO JOIN KPC? CALL TERESA, OUR VP OF MEMBERSHIP!

NITTYGRITTY

CommuniKPC is a quarterly publication of Kansas Professional Communicators, an affiliate of National Federation of Press Women.

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Next news deadline:
May 13, 2005

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