



2
CONFERENCE
DETAILS!



3
APPLY
FOR MINI-
GRANTS!

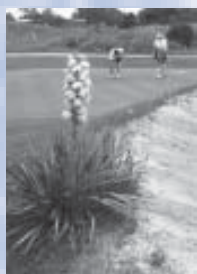


4
FIGHT FOR
THE FIRST
AMENDMENT!

K A N S A S P R E S S W O M E N

communiK^W PW

A P R I L - M A Y 2 0 0 1



It's conference time!

**HAVE WE
GOT A
DEAL FOR
YOU!**

**TWO FREE
TICKETS TO THE
2002 U.S.
WOMEN'S OPEN!**

**REGISTER FOR
DAYTIME EVENTS
TO BE ELIGIBLE
FOR THIS
DRAWING AND
OTHER PRIZES!**

Where are you going to be on May 5?

If you answer isn't Hutchinson, you'll be missing out on a GREAT state conference!

Special event planning and promotion and crisis communications – two issues that can face anyone in communications – will headline the 2001 Kansas Press Women annual conference May 5 in Hutchinson.

Sessions will be in the Kansas Cosmosphere and Space Center, which houses one of the nation's best collections of air and space artifacts.

Conference events include:

- Lori Cook North, marketing director of the 2002 U.S. Women's Open, will share insights into promoting the ultimate women's golf championship, which will be hosted at Hutchinson's renowned

Prairie Dunes golf course.

- Daren Williams, Senior Vice President of Fleishman-Hillard, will lead the panel discussion on crisis communications. After a session with all speakers, we'll break into separate "news" and "PR" tracks for in-depth discussion in each area.

- New KPW Patron(s) will be honored at the annual Patrons' Luncheon.
- Winners will be honored at the annual

KPW Communications Contest awards banquet Saturday evening. (We'll be out early!)

A VIP tour of the Cosmosphere and an opportunity to play golf at Prairie Dunes are other special events planned for the weekend.

"We're also encouraging members to bring their families," said Jane Lee, conference co-planner.

"Between the Cosmosphere, an exotic animal farm, Cinco de Mayo, great antiquing and other special events, Hutchinson offers a lot of entertainment for families."

A block of rooms has been reserved at the Ramada Inn and will be held until April 20.

For a complete listing of speakers and events, see page 2.



BE AN EARLY BIRD!

**Register by April 21
for the best rate!**

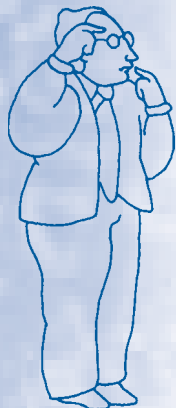


CONGRATULATIONS
KANSAS!

KANSAS HAS THE SECOND LARGEST MEMBERSHIP
IN THE NFPW...SECOND ONLY TO VIRGINIA -
NATIONAL HEADQUARTERS! WAY TO GO KPW!

2001 Kansas Press Women Annual Conference

Saturday, May 5 • Hutchinson



WHERE TO STAY?

Ramada Inn,
1400 N. Lorraine

A block of rooms has been reserved
and will be held until April 20.
The Ramada includes family-friendly
features – pool, jacuzzi, arcade games
and restaurant. Close to Hutchinson Mall
and a variety of restaurants.
Rate is \$65 per night.

1-800-362-5018

Mention Kansas Press Women when
making reservations

FOR MORE CONFERENCE INFORMATION

Contact Jane Lee or Sheila Lucia
janelee@midusa.net
1-800-354-3178

SPECIAL EVENTS Promoting & Reporting Kansas Cosmosphere and Space Center

9-9:45 a.m. – Marketing the 2002 U.S.
Women's Open Golf Championship

Speaker: Lori Cook North, Kansas City,
Championship Director, 2002 U.S. Women's Open

Learn the intricacies and challenges
of promoting a world class sporting
event – identifying target audiences,
working with the media, overcoming
misperceptions, developing strategies
and much more. You can benefit from
lessons learned by Lori that we can all
apply to special event promotion. If
you're in news, learn how you can
become credentialed to cover the U.S.
Open.

9:45-10 a.m. – Break

10-10:45 a.m. – Special Events and the
Media

Speaker: Casey Ritchie, Director of
Communications, Wichita Festivals, Inc.

Speaker: Lori Linenberger, Leisure Team
Leader, Wichita Eagle

Casey will speak on how Wichita
River Festival promoters are working
with the media to obtain optimal
coverage. And hear how the *Wichita Eagle*
is covering this huge event. You'll get
tips on what the media want – and
don't want – from PR promoters in
covering special events.

10:45-11 a.m. – Break

11-11:30 a.m. – Free VIP Tour of the
Cosmosphere

12:45-1:00 p.m. – Break

1-1:30 – Cosmosphere tour continues

PATRON LUNCHEON Kansas Cosmosphere and Space Center

11:30 a.m.-12:45 p.m.
Patron/Scholarship Luncheon

Our new KPW Patron and four
scholarship recipients will be
announced.

Drawing for two tickets to the
2002 U.S. Women's Open,
Championship Round,
and other prizes.

CRISIS COMMUNICATIONS News & PR Perspectives Kansas Cosmosphere and Space Center

1:30-2:15 p.m. – Hutchinson Gas Crisis

Panel:

- Daren Williams, Kansas City,
Senior Vice President of
Fleishman-Hillard
- Wes Johnson, Reporter,
Hutchinson News
- Bill Wilson, Reporter,
Hutchinson News
- Dick Heitschmidt,
Hutchinson Chief of Police

• Steve Johnson, Lawrence, Executive Director
of Corporate Relations, Kansas Gas Service

This panel will discuss the Hutchinson gas crisis and
other utility crises from news and public relations
perspectives.

2:15-2:30 p.m. – Break

2:30-3:15 p.m. – Dealing with Crises
(Concurrent sessions)

Public Relations: Developing the Crisis Instinct

Leader: Daren Williams, Fleishman-Hillard

A veteran of crisis management for
utilities, Daren will explore the “crisis
instinct” process – training employees
before a crisis hits, what to do when it
hits, and the recovery phase – plus
the “moment of truth” for every crisis.
A MUST for anyone who may be faced
with addressing issues that could
negatively affect a company or client.

News: Reporting the Crisis

Leaders: Mary Rintoul, Assistant Managing Editor,
Wes Johnson and Bill Wilson, *Hutchinson News*

Leaders and participants will delve
more deeply into the management
and challenges of multi-faceted daily
coverage of a crisis that holds
enormous implications for the
community and its residents.

KPW AWARDS BANQUET Hutchinson Town Club, 200 E. Sherman

4:30-5:30 p.m. – Happy Hour

5:30-7:30 p.m. – KPW Awards Banquet

Following a gourmet meal, awards will be presented
to competition and Sweepstakes winners in the
annual KPW communication contest.

BITS&PIECES

Under a recent cooperative agreement Tri-County Newspapers will publish the *Wellsville Globe*.

TCN, operated by publisher **Rhonda Humble**, also publishes the *Gardner News*, *Spring Hill New Era*, *Santa Fe Merchandizer* and *La Presencia Latina*.

TCH will maintain an officer for the *Globe* in Wellsville.

Vivan Sadowski, Abilene, NFPW president writes, "I saw Grace Moore in Louisville and she



asked me to pass along this message to all of her friends in KPW.. 'I hope you will give my love to all the Kansas girls. They are a great bunch!' "She is such a nice person – always so gracious and pleasant to be around. Thought your would like to know she appears to be happy and looks great."

Libel insurance is available to all NFPW members for only \$235 annually.

For more information visit www.waltery.com or call 800-638-8791.

NFPW has recently heard from members who are publishing books electronically. This new form of publishing presents opportunities for writers and also some problems, and they would like to hear how you experiences are working out.

Send your thoughts either to NFPW headquarters at presswomen@aol.com or to *Agenda* at robinsoneditor@attglobal.net.

MINI-GRANTS... APPLY TODAY!

DON'T FORGET...
YOU ONLY HAVE
UNTIL APRIL 30
TO APPLY FOR A
KPW MINI-GRANT
FOR PROFESSIONAL
DEVELOPMENT.

TO APPLY:

- SUBMIT YOUR REQUEST IN WRITING BY APRIL 30.
- INCLUDE A COPY OF THE RECEIPT OR CHECK, A COPY OF THE PROGRAM OR PROMOTIONAL BROCHURE, AND A LETTER INCLUDING WHEN AND WHERE YOU PARTICIPATED IN THE PROGRAM.

- SEND YOUR APPLICATION TO:
**BECKY FUNKE,
#9 ARGON DR.
GODDARD 67052
316-794-2570**
OR
**NANCY TROWBRIDGE,
3300 NW HICKORY
RIDGE LANE, TOPEKA
66618
785-350-5782**

SHARE THE WEALTH

How do you explain KPW to a prospective member? Can you list our key programs and benefits?

A recent email from a newspaper publisher unfamiliar with KPW made me assess who we are and what we do. I told her about our rich heritage. I explained that KPW and NFPW were initially organized by women journalists barred from other press groups.

I described our emphasis on professional and leadership development. I noted the value of our conferences. I mentioned our communications contest, scholarships and patrons program.

But responding to this inquiry

also caused me to reflect on my KPW friends. They answer my grammar questions, offer resume tips and job ideas, and help me face supervisory dilemmas, equipment problems, and even personal crises. In a pinch, they are just there for me.

They put up with me despite my faults. They allow me to speak my mind but are not afraid to let me know when I cross the line!

Our members are the lifeblood of KPW. But it's that time of year when members who haven't paid their 2001 dues are being dropped from the membership rolls.

If you aren't sure whether you've paid your dues, please call or email me. I'll be in touch as well with those members showing as non-renewed.

Let's also all reach out to prospective new members. Just let me know if you want me to contact someone or if you want a copy of my letter to use yourself.

KPW has much to offer. We should share the wealth.



**PRESIDENT'S
PERSPECTIVE**

Mary Ann Clift
KPW President



REGIONAL MEETINGS

WICHITA
PRESS WOMEN,
FIRST WEDNESDAY
OF THE MONTH
AT NOON,
USUALLY AT
BOTANICA, THE
WICHITA GARDENS,
701 AMIDON.
MEMBERS/GUESTS:
\$7.50
STUDENTS: \$5
CALL 316-942-5385

TOPEKA
PRESS WOMEN,
FOURTH TUESDAY
OF THE MONTH
AT 11:45 A.M.
COST AND
LOCATION VARY.
CONTACT SUE NOVAK.
SNOVAK@KSHS.ORG

CALL DISTRICT
DIRECTORS FOR
OTHER AREAS.

WANT TO JOIN KPW?

CALL THE DISTRICT DIRECTOR
NEAREST YOU! SEE PHONE
NUMBERS BELOW.

Make a difference!

As a member of Kansas Press Women you can automatically become involved with issues on a national basis through the National Federation of Press Women.

NFPW is continuously addressing such issues as First Amendment rights, literacy, censorship, freedom of information and much more.

Recently, NFPW joined the Society of Professional Journalists and other news organizations in a friend of the court brief urging respect for students' free press rights.


The Sixth Circuit Court of Appeals in Cincinnati ruled that Kentucky State University officials violated the First Amendment when they confiscated a student yearbook. The court said the confiscation was "amongst the purest forms of content alteration."



This case is just one example of how NFPW works as a watch dog for the First Amendment.

You can join NFPW's First Amendment Network (FAN) to help protect your First Amendment Rights.

ALL YOU HAVE TO DO IS:

1. Send your e-mail address to NFPW.
2. Watch for notices on e-mail and in Agenda about current First Amendment and open government issues.
3. Speak out. FAN notices will tell you when and where your voice can be heard.
4. Available FREE for NFPW members or \$100/year for non-member supporters. 

BOARD MEMBERS

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Mary Ann Clift, Topeka

VP Membership
Jane Lee, Hutchinson

Second VP Bylaws
To be filled

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Secretary
Rebecca Peak, Great Bend
(Executive committee)

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785/234-9336

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& Past President**
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785/587-9357

Northwest District
Linda Kenyon, Great Bend
620/792-1211

South District
Teresa Veazey Heying, Wichita
316/978-6413

NITTYGRITTY

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E-mail: janelee@midusa.net

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