



2
MARY ANN
MOVES!



3
NATIONAL
CONFERENCE
IN BISMARCK



4
BUILD
A BASIC
PORTFOLIO

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

communiKPW

S P R I N G 2 0 0 2

CONFERENCE Copyright to Keeping Cool!

CONTEST CONFAB!

Contest co-chairs
Thelma Tolliver and
Gerry McDonald report
126 entries in 54 categories
for the 2002 KPW
communications contest!



Contest co-chairs
Gerry McDonald (L)
and Thelma Tolliver
look over contest entries.

The entries were mailed
to the judges in January
and results have been
returned to the co-chairs.

“The entrants deserve to be
congratulated for doing
such a good job on their
paperwork as there
were very few problems
this year,” said McDonald.

his conference will be capitol!
Internet and copyright laws,
keeping your cool and writers’
insights headline the **2002 Kansas
Press Women annual conference
Friday, May 3, in Topeka.**

Sessions will be in the
AmeriSuites, conveniently located
just north of Interstate 70 at the
Wanamaker exit in Topeka.

Registration begins at 8:30 a.m.,
followed by a brief KPW business
meeting at 9 a.m. Sessions will
begin at 9:30 a.m. sharp.

Conference events include:

- Mary Kay Blakely, a plaintiff in
Tasini vs. New York Times, will
focus on the ramifications of the
decision on freelancers and
publishers alike.

(The U.S. Supreme Court ruled
that publishers cannot automatically
include in electronic databases or
on Internet Web sites freelance
articles to which they bought only
first rights.)

Blakely, a nonfiction book author
and journalism professor at the

University of Missouri at Columbia,
is a founder of *Ms.* magazine.

- Following Blakely will be an
Internet law and copyright panel
with Professor Mike Kautsch, the
former University of Kansas Dean
of Journalism now with the
KU School of Law, and Professor
James Wadley from the Washburn



KPW CONFERENCE
Friday, May 3
Topeka
785-272-8681, ext. 250
snovak@kshs.org

University School of Law.

- At the catered luncheon,
participants will be entertained by
“Calamity Jane,” a one-woman

show cosponsored by the Kansas
Humanities Council.

- Speakers representing the
public relations sector will discuss
dealing with the media and the
public during times of controversy
on a panel, “How to Stay Cool
When You’re in the Hot Seat.”

The panel will include Graham
Bailey of Blue Cross Blue Shield
of Kansas and will be moderated
by Michel’ Cole, former media
spokesperson for Western Resources,
now senior vice president of

corporate and public affairs for
Fleishman-Hillard, a Kansas
City public relations firm.

- A panel of writers and editors
will share their insights on
“Breaking into Print.”

- Award winners, new KPW
Patron(s) and scholarship winners
will *all* be honored at the annual
KPW Communications Contest
awards banquet Friday evening at
the Shawnee Country Club. A jazz
combo will play during happy hour.

(See *Conference...*, page 2)

NEW CHALLENGES LIE AHEAD

To every thing there is a season, and a time to every purpose under the heaven (Ecclesiastes 3:1).

Farewell messages often quote this lyrical passage from the Bible.

When my husband resigned recently, he cited it as inspiring songwriter Pete Seeger's "Turn, Turn, Turn," popularized by The Byrds. Rob gave notice not because he has taken a new job (yet!) but because I have been recruited by The Mayo Clinic as a biomedical editor and writing instructor in its Scottsdale, Ariz., facility.

This job builds perfectly on my 19-year Menninger career which ended when my department was eliminated last year. As one Mayo doctor said, "This would not be a bad way to close out the day."

In addition to looking forward to

new career challenges, Rob and I both love the desert. Now we can move there to work awhile before deciding on a permanent stay.

By the time you read this, I'll have begun three months of training in Rochester, Minnesota. I'll fly "home" for Easter, the KPW board meeting May 2 and conference on May 3.

Because I will finish my term as president at a distance, I appreciate the fact that modern technology brings us all closer together. E-mail and Internet chatroom meetings already supplement our regular

board meetings and statewide activities.

I leave knowing that the nominating committee led by Colleen Brink, has recruited a solid slate of officers to plan KPW's future. I also can see that Topeka Press Women, under Sue Novak's

leadership, has organized a great conference line-up, that contest directors Gerry McDonald and Thelma Tolliver of Dodge City have ably handled our entries, and that excitement is brewing in the newly formed Flint Hills group led by Gail Parsons in Junction City.

Although I will miss Kansas and all my friends here, I welcome this opportunity. As an independent author's editor and writing coach, I greatly missed everyday contact with colleagues and soon found the call of laundry interfering even with deadline pressure.

I look forward to seeing you at the spring conference. I'd like to shake hands, give some hugs, and tell you how much I appreciate your support for KPW— and for me.

— Mary Ann Clift, KPW President



PRESIDENT'S PERSPECTIVE

Conference is Topeka-bound!

(Continued from front page)

• A VIP tour of the Kansas Historical Museum has been scheduled for late Friday afternoon.

As a managing editor at the Kansas State Historical Society, Sue Novak, KPW treasurer and president of Topeka Press Women, has arranged for a behind-the-scenes tour of this state jewel.

A block of rooms has been

reserved at the AmeriSuites at a conference rate of \$69 per room (one to four occupancy).

Plans are still in the making so watch for details in the conference brochure "Hats Off to KPW!" that will be mailed later this spring.



Bylaw briefs...

The bylaws, they are a-changin'.

Watch for a pre-conference mailing from Carrie Dvorak of DeSoto. Carrie, second vice-president for bylaws, will be presenting several suggestions to update and streamline KPW's bylaws.

These changes will be outlined in the mailing and members will vote on the proposed changes during the 9 a.m. May 3 business meeting that kicks off the conference.

Watch your mail!



UNDER FIRE!

DISTRICT DIRECTORS CAME UNDER FIRE AT THE VIRTUAL BOARD MEETING ON FEB. 17.

OR RATHER, THE POSITION DID.

IT WAS THE OVERWHELMING OPINION OF THOSE PRESENT THAT DISTRICT DIRECTORS ARE NO LONGER NECESSARY FOR OUR ORGANIZATION.

WATCH FOR AN OFFICIAL ANNOUNCEMENT ON THE FUTURE OF DISTRICT DIRECTORS DURING THE STATE CONFERENCE MAY 3.

Discovering new frontiers!

Discover more about writing, technology, marketing, publishing, history and much more at the National Federation of Press Women conference in Bismarck, N.D. Sept. 19-21, 2002.

Ann Wylie, of Kansas City, Mo., will spend a day helping us pack punch into our writing and marketing in general and concurrent sessions. Each day our readers face thousands of attempts to grab their attention.

Are your communications getting through to this tired,

busy, distracted audience? In these days of information overload, we need to cut through the clutter of competing messages. Ann Wylie will help us discover how to reach even the most overloaded audience.

We'll head to the Lewis and Clark Interpretive Center north of Bismarck during a special late afternoon/evening outing.

Fort Mandan is where Lewis and Clark spent the brutal winter of 1804-05 and met Sakakawea, who was essential

to the expedition's success.

We'll learn about marketing the expedition's bicentennial. If you're a travel writer, here is your chance for a timely story.

Other professional development sessions are in the planning stages, and pre- and post-conference tours are being finalized. Of course, opportunities to network, awards, NFPW business, and much more is planned.

So mark your calendar for Sept. 19-21 to discover new frontiers in Bismarck, N.D.!

**The
"W's"
join
KPW!**

BITS & PIECES

Jan Biles, Lawrence, arts-feature editor at the *Lawrence Journal-World*, has received the 2001

Distinguished Journalism Merit Award from the Epilepsy Foundation of America for her "Holding on to Hope" series.

The series told the story of a Lawrence woman with epilepsy and the research being done at KU Medical Center to find a way to block epilepsy seizures.

The nominating committee announces the proposed slate for 2002 KPW officers:

President: Jane Lee, Hutchinson

First VP (Membership): Rebecca Peak, Great Bend

Second VP (Bylaws): Carrie Dvorak, DeSoto

Treasurer: Sue Novak, Topeka

Secretary: Diane Zumwalt, Wichita
Elections will be during the business meeting at the state conference at 9 a.m. May 3.

A core group of ten individuals continues to meet monthly as the newly-formed **Flint Hills chapter**. KPW members within the area are encouraged to attend.

For more information about the Flint Hills Press Women, contact the group's president, **Gail Parsons**, by e-mail at gparsons100@yahoo.com.

Janet Craghead, Wichita, has been elected to the Board of Trustees for Botanica in Wichita.

According to **Amy Eck**, Phillipsburg, 268 entries were

received for the youth contest this year. And **Linda Dueser**, Great Bend, reports scholarship notices have been sent.

Wichita Press Women announces election of its officers for 2002:

President: Angela Gaughan
angela.gaughan@wichita.edu

President-elect: Nancy Wiebe
nwiebe@kumc.edu

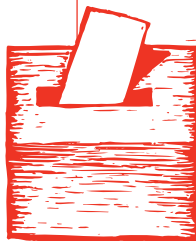
Vice-President for Membership: Colleen Brink
thricemama@kscable.com

Vice-President for Programs: Shannon Littlejohn
slittlejohn@inf.net

Secretary: Teresa Veazey
teresa.veazey@wichita.edu

Treasurer: Becky Funke
bfunke@activeagingonline.com

Newsletter Editor: Phyllis Spade
(316) 684-7877



Welcome to our newest KPW members:

HEATHER WELCH
Access Group, L.L.C.
348 South Ida
Wichita, KS 67211
316-264-0270
welchh@accessgroupllc.com

NANCY WIEBE
UKSM-W
1010 North Kansas
Wichita, KS 67214
316-293-2630
nwiebe@kumc.edu

ELIZABETH WILLIS
KMUW FM89
Wichita State University
1845 Fairmount
Wichita, KS 67211
316-978-7173
wills@kmuw.org

Welcome!



WANT TO JOIN KPW?

CALL THE DISTRICT DIRECTOR

NEAREST YOU! SEE PHONE

NUMBERS BELOW.



REGIONAL MEETINGS

WICHITA

PRESS WOMEN,
FIRST WEDNESDAY
OF THE MONTH
AT 11:45 A.M.,
AT BOTANICA, THE
WICHITA GARDENS,
701 AMIDON.
MEMBERS: \$7.50
STUDENTS: \$5
FIRST-TIME
VISITORS: \$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.

How to build a “communicator’s portfolio”

The journalism string book of yesteryear has given way to the communicator’s portfolio.

The portfolio sells skills and abilities beyond simple samples.

You can build a basic portfolio with a neutral-colored, three-ring binder and a supply of clear, plastic sheet protectors. Choose a chronological sequence or a subject grouping and you’re ready to begin.

Charles Lubbers, associate professor at the A.Q. Miller School of Journalism and Mass Communications at Kansas State University, teaches his public relations students to enhance a portfolio with a title page, a resume page, a table of contents, and separate sections.

Section separators could be tab dividers extending beyond the materials or different-colored backing paper for each section.

The best communicators choose a method of display and follow the theme throughout, says Lubbers.

Other tips include:

- Mount samples smaller than 8.5 by 11 inches onto the backing sheet rather than just placing them in the sheet protector pocket

- Reduce larger samples to fit an 8.5- by 11-inch page
- Place “print” copies of electronic materials, such as Web pages, radio or television commercials, in a plastic pocket.
- Based on the job you seek, include news stories, news releases, features, newsletters, broadcast copy, advertising copy, business letters, business memos, Web designs, photos, and budget samples.

- In the back pocket of the binder, include a “leave behind” packet with another resume for later reference by the interviewer.

Lubbers and Carol Oukroup, professor in the K-State School of Journalism and Mass Communications, shared ideas about portfolios at the Feb. 7 meeting of the Flint Hills Press Women in Junction City.

— Carol Hockersmith
North Central District Director

BOARD MEMBERS

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Mary Ann Clift, Topeka

VP Membership

Jane Lee, Hutchinson

Second VP Bylaws

Carrie Dvorak

Treasurer

Sue Novak, Topeka

Secretary

Rebecca Peak, Great Bend
(Executive committee)

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785/234-9336

North Central District & Past President

Carol Hockersmith, Manhattan
785/587-9357

Northwest District

Linda Kenyon, Great Bend
620/792-1211

South District

Teresa Veazey Heying, Wichita
316/978-6413

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