



2
MEET
OUR
COA!



3
SCHOLARSHIP
WINNERS



4
CONFERENCE
WRAP-UP!

KANSAS PROFESSIONAL COMMUNICATORS

communicate KPC

S U M M E R 2 0 0 3

2003 PATRONS Terrific twosome!



**LOOK
AT THAT
LOGO!**

Here it is, the new
KPC logo!

Look for it on all future
KPC materials!

A special thank you to
member Janet Craghead,
Wichita, for the design!

Kansas Professional Communicators added two outstanding women to the ranks of KPC patrons at the state conference May 2 in Manhattan.

Our new inductees are SuEllen Fried, Prairie Village, and Darlene Knorr, Wichita.

Each patron makes a one-time \$500 contribution to KPC's scholarship program. Our patrons, among the most outstanding Kansans, become lifetime KPC members.

SuEllen Fried's professional career could have taken many directions. She chose to use her creative energies and passion to focus on protecting children and preventing child abuse.

SuEllen has been writing on child abuse prevention since 1980. She has presented at five international and nine national conferences on child abuse. Recently she has under-

taken the enormous task of educating school systems nationwide on the damaging effects and prevention of bullying. She has appeared on top national talk shows to discuss the topic, and has written two books on the subject. Her most recent, *Bullies, Targets and Witnesses – Helping Children Break the Pain Chain*, has just been released.

SuEllen is also a dance therapist, working at area hospitals and in private practice.

She is past president of the Kansas Mental Health Association and the National Committee to Prevent Child Abuse. She is the founder and past president of STOP Violence Coalition. She serves on numerous boards, including the Kansas Children's Service League.



SuEllen Fried

Darlene R. Knorr is the cofounder of Roots and Wings, Inc., an advocacy group for children established in 1980.

Today, Roots and Wings supports CASA (Court-Appointed Special Advocate) and has served 3,990 children and recruited 885 volunteers.

Darlene, a Pizza Hut franchisee, is an avid sports fan and loves to cook.

Darlene is past president of the Kansas Children's Service League board and currently is president of its foundation board. She is chair of the Success by Six (United Way), is a board member of FUNdamental Learning Center, and serves on the Girl Scout Capital Campaign committee.



Darlene Knorr



THANK YOU!



Thank you, sponsors!

Thank you to the following sponsors who helped make the conference a success!

SPRINT

Sponsorship of Patron/Scholarship Luncheon

JUNCTION CITY DAILY UNION

Communications contest postage costs underwritten

KANSAS PRESS ASSOCIATION
General sponsorship



KANSAS HUMANITIES COUNCIL
Speaker sponsorship

MARY ANN CLIFFT...

Communicator of Achievement

Mary Ann Clift was named the 2003 Communicator of Achievement at the KPC state conference May 2 in Manhattan.

Mary Ann, a former KPC president from Topeka, is editor of Scientific Publications for the Mayo Clinic Scottsdale in Scottsdale, Ariz.

Mary Ann, who describes herself as “an author’s editor,” is a writing coach and publications manager with extensive technical and popular writing experience.

In other words, this woman can write – *and* edit! And she has used those talents extensively since graduating from Kansas Wesleyan with bachelor’s degrees in English and sociology.

Mary Ann started her career as an English/Journalism teacher for Roosevelt-Lincoln Junior High School in Salina.

Six years later, she returned to school to earn her master’s in journalism from the University of Kansas.

She then joined the staff of the Menninger Clinic in Topeka, where a 19-year stint concluded with Mary Ann serving as director of the Division of Scientific Publications.

In 2002, looking for a change of pace and locale, Mary Ann accepted the position of editor of Scientific Publications for the Mayo

Clinic in Scottsdale.

Although her base of operation has shifted south, Mary Ann is still a member of Kansas

Professional Communicators. She is immediate past president, filled two terms as state treasurer and was president of Topeka Press Women.

While actively involved in KPC endeavors, Mary Ann also gave generously of her time to the Big Brothers/Big Sisters program in Topeka.

– A thank you to Carol Hockersmith, who served as COA Chair



BITS&PIECES

Eulalia Guise, Marysville, a founding member of Kansas Press Women (KPW) died at her home on May 4. She was 98.

Eulalia was co-publisher and co-editor of the *Marysville Advocate* until her retirement in 1975.

Eulalia served as president of KPW from 1955 to 1958.

She was honored as our group’s Woman of Achievement in 1989.

Flint Hills Press Women will host its second annual Meet the Media workshop in Manhattan on June 14.

The event is designed to give civic and social leaders in the Flint Hills region an opportunity to meet their media representatives.

The workshop opens up dialog among the media and public, and gives the public a clearer understanding of news media decisions.

A \$15 fee covers the workshop

presented with an ethical dilemma (some based on actual events). Participants then must decide how they would handle the situation if they were in charge of a newsroom.

For more information, call Gail Parsons 785-762-5000.

Our sympathies to member **Christine Buchanan**, Washington, whose husband, Tom, died in late March.

Tom was the long-time publisher of the *Washington County News*, and Christine also was actively involved in the paper.

A contribution from KPC was given to Sterling College in memory of Tom.

Mark your calendars!

June 14: Meet the Media Workshop, Manhattan

Aug. 16: Board meeting, Kirby House, Abilene

Sept. 4 - 6: NFPW conference, Wilmington, Del.

Nov. 1: Board meeting, Kirby House, Abilene

and lunch. During lunch, groups will participate in a “You be the Editor” exercise. Each group is



Scholarship winners!

Check out the special insert on
2003 KPC Communications
Contest winners!
This year's judges are from
the Journalism and Mass
Communications Department
of the University of Nebraska.
A BIG thank you to Gail Parsons,
Junction City, for overseeing
the contest!

Kansas Professional Communicators honored four scholarship recipients at the conference Scholarship Luncheon.

The \$500 scholarships are presented annually to one student at each of four universities: Fort Hays State, Kansas State, Wichita State and the University of Kansas. These scholarships are made possible through KPC Patron and other contributions. Recipients are:

• **ABELS-ANKENY SCHOLARSHIP**
Brandi Mathiesen, junior, University of Kansas, is majoring in journalism. She is a publication designer for *The*

Daily Kansan. Her goal is a master's degree in journalism and teaching.

• **MAMIE BOYD SCHOLARSHIP**
Abby Sue Dutt, sophomore, Fort Hays State University, is working on a degree in English with minors in journalism and secondary education. She is a reporter for *The University Leader*. She plans to become a high school teacher.

• **PAST PRESIDENTS SCHOLARSHIP**
Sara Julian, senior, Wichita State University, is working toward a degree in integrated marketing communications. This summer she

will intern at Excel Corporation in the marketing department and graduate in December 2003. She then will start work on a graduate degree in communication.

• **KPC SCHOLARSHIP**
Jeanel Drake, senior, Kansas State University, is majoring in journalism and hopes to pursue a career in photojournalism. An honor student, she has won numerous awards, including Kansas High School Journalist of the Year in 2000.

—A thank you to Becky Funke, who served as Scholarship Chair



NEW MEMBER

Welcome to our newest
KPC member:

CARREEN SIMON
Public Relations
and Communications
Alzheimers Association
347 South Laura
Wichita, KS 67211
316-267-7333
carreen.simon@cox.net

Welcome!

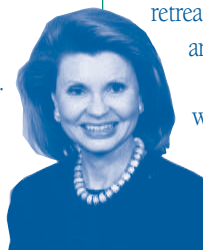
DEFINING OUR NICHE

With a name change, new logo and annual conference behind us, it is time to take a look at new challenges.

And our top priority must be to build our membership. As is true with professional associations across the nation, it is becoming more and more difficult to attract new members.

Balancing job and family, other organizations and commitments have fragmented our time and attention.

By clearly defining our niche among communication organizations and by communicating that message through a plan of action, Kansas Professional Communicators



**PRESIDENT'S
PERSPECTIVE**

can increase its chances for growth.

The first step is defining our niche. Our strategy is to identify a facilitator who can lead a board retreat where we can explore and define that niche.

Any member, however, is welcome to participate in the retreat. We want as much input as possible. If you can't be there, we'd welcome written comments.

We'll keep everyone posted on the date and solicit comments.

Once we've defined our niche, we'll refine our action plan. The Membership Development committee, headed by Teresa Veazey, Vice President of Member-

ship, will be developing a strategy to increase our rolls. Becky Funke and Shannon Littlejohn are serving on the committee.

If you're interested in developing this important program, please e-mail Teresa at Teresa.Veazey@wichita.edu.

I have full confidence that our members can rise to the occasion. And in the process, our membership will grow.

Jane Lee
— Jane Lee, APR

Anyone interested in participating in the retreat may e-mail me at jane@janelecomm.com or call 620-662-0076.

Musings from Manhattan...



REGIONAL MEETINGS

FLINT HILLS PRESS WOMEN

First Thursday evening of the month
Junction City or Abilene
Time and location vary.
Contact Gail Parsons
785-762-5000
gparsons100@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: \$8 / Students: \$5.50
First-time visitors: \$5.50
Contact Becky Funke
316-942-5385

Conference chair, Carol Hockersmith, and her committee of hard-working individuals deserve kudos for a dynamic state conference!

From Thursday night's board meeting through the banquet Friday night (complete with champagne), all went smoothly.

For those of you unable to attend, here is a recap of conference activities.

The board met Thursday night and reviewed the following:

- Proposed changes to bylaws
- Proposed budget for 2003-2004
- Professional mini-grant program renewal for a fourth year
- Reducing entry fees for the state conference

A business meeting kicked off Friday morning's activities. The membership approved bylaw changes (eliminating district directors and districts) and the budget as proposed by the board.

For a copy of the bylaw changes, contact Carrie Dvorak at kdvorak@attglobal.net.

For a complete copy of the board and business meeting minutes, contact secretary Jennifer Latzke, jlatzke@hpj.com.

Educational sessions included

Jason Wesco, discussing self-publishing, Peggy Kuhr on Generation Y, and panel discussions on convergence, and the news media role in community leadership.

Our new patrons were introduced during the Patron/Scholarship Luncheon (*See story, page 1*), and awards were given to the high school All-Kansas Write-Off winners and KPC scholarship winners (*See story, page 3*).

We wrapped up the conference

with Friday night's awards banquet.

Gail Parsons, Communications Contest chair, presented awards. In turn, the Sweepstakes Award was presented to Gail, a reporter for the *Junction City Daily Union*.

Mary Ann Clift, Scottsdale, former KPC president, received the 2003 COA award. (*See story, page 2*)

Thanks again to Carol and her committee, Sue Novak, Gloria Freeman and Ann Gardner, for hosting the first conference under our new KPC name!



BOARD MEMBERS

Jane Lee, APR, President
620/662-0076

Teresa Veazey, VP Membership
316/978-6462

Carrie Dvorak, Second VP Bylaws
913/583-3400

Sue Novak, Treasurer
785/272-8681

Jennifer Latzke, Secretary
800-452-7171, ext. 1807

Gail Parsons, Contest

Carol Hockersmith, COA

Jeff Goudie, Historian

Sheila Lucia, Newsletter Editor

Grace Wilson, Parliamentarian

Joan Carter, Patrons

Judy Conkling, Publicity

Becky Funke, Scholarships

Amy Eck, Youth Contest

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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