

Early deadline for contest

Planning a Thanksgiving dinner menu. Creating a gift list for family and friends who celebrate Christmas and Hannukah. Completing end-of-the-year projects at work.

As you head into the sprint that fills the final two months of the year, don't forget to plan time for preparing your entries in the 2013 Kansas Professional Communicators communications contest.

Thanks to an earlier national conference date for National Federation of Press Women (more on that inside this issue), KPC contest entries are due Monday, Jan. 7, 2013. Books are even earlier — Wednesday, Jan. 2.

Why should you enter the communications contest? Let's be honest here — we can't beat the feeling of knowing our peers in the communication industry recognize that we've done a good job. We all enjoy a nice pat on the back.

The KPC communications contest — in which first-place winners can advance to national competition — has categories for every kind of project you can think of. It recognizes writing and editing for print, broadcast and online

Entry deadlines

Books – Jan. 2, 2013
 All other entries –
 Jan. 7, 2013

products (even your personal blog); graphic design; radio and television production; photography; speeches; advertising; social media campaigns; books, fiction and verse.

There are even categories for college students. If you're an advisor, share the news with your students.

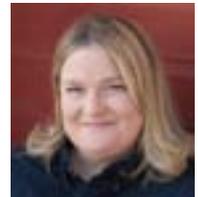
KPC members earn a discount on their contest entries — \$15 for the first entry; \$12 for each subsequent entry. Non-KPC members are charged \$20 per entry. Students pay \$10 per entry.

To download the contest categories as well as the entry fee form, go to the new KPC website, www.kansasprofessionalcommunicators.org; click on Competitions at the bottom of the home page.

If you need hard copies mailed to you, contact contest director Becky Funke at (316) 942-5385 or assistant director Gayle Donaldson at (785) 534-0156.

Goals keep us on target

Like many of you, I am involved in many personal and professional organizations and activities. Tracking my schedule involves a choreography of highlighting that makes my Franklin Planner look like a bag of Skittles.



President's Corner

But, at least one day a week I spend an hour looking at what I've accomplished in the week prior and what I hope to accomplish the following week. It's my own goal-setting time.

At our June KPC Board meeting, I asked that our full board attend so that we could spend some time setting goals. I wanted to start this new term with officers who were united to improve KPC for our members and for our future. I asked each officer—both elected and

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Save the date for state conference

The 2013 KPC spring conference will be Saturday, April 27 in Manhattan.

There is much to discover about communications at the conference. The adventure begins at the new Hilton Garden Inn for registration

and business meeting. Then the conference continues at the new Flint Hills Discovery Center (one block from hotel). Both venues are in the newly developed downtown Manhattan.

Many events happen in

Manhattan in the spring; get that reservation in before we need to release the rooms on March 27. The Hilton Garden Inn is at 410 S. 3rd St. in Manhattan (785-532-9116). Ask for the Kansas Professional Communicators block at a rate of \$114 plus

tax for single/double. We have rooms blocked for Friday, April 26, and Saturday, April 27.

Your conference program committee of Carol Hockersmith, Gloria Freeland and

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Time for a facelift

Our new website is up and running. The address remains the same — www.kansasprofessionalcommunicators.org — but it has a new look and new hosting service, thanks to wix.com.

Check it out for all the latest news about KPC. It's a work in progress, so if you see mistakes or have ideas, please contact our webmaster, Gwen Larson, at gazettegl@yahoo.com.

KPC Kansas Professional Communicators

home about us join us contact us newsletters more

KPC is helping the next generation

join us
Membership in KPC is a solid investment in your career, providing opportunities to develop your professional skills, receive recognition for your work, network with peers, attend the First Amendment, and nurture the next generation of communicators.

competitions
Professionals, college students and high school students can compete for communication awards. The Communicator of Achievement is an annual award for work in the communication industry and National Federation of Press Women.

conference
The annual spring conference offers professional development and networking while also recognizing award winners.

scholarships
The Kansas Professional Communicators Scholarship Program awards four \$500 scholarships each year to students in communication programs at the University of Kansas, Kansas State University, Kutztown State University and Fort Hays State University.

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Time to renew, recruit new members

Now is the perfect time to join KPC or renew your membership. Why? Because National Federation of Press Women dues are increasing by \$2 on Jan. 1, 2013, which will make 2013 memberships \$111* — \$76 for NFPW, \$35 for KPC. Anyone who renews before Jan. 1 will save the \$2.

New members who join now will receive the rest of 2012 plus all of 2013 at the current price of \$109. Do you have co-workers or others you know who would benefit from membership in KPC and NFPW?

If you recruit four new members, you'll receive a fifth membership free. That means your 2013 membership could be free or you could give it to someone else you'd like to see as a member.

When you're recruiting new members — or even considering renewing your own membership — take a minute to

think of all the benefits you receive:

- Professional development through conferences, workshops and communications-related articles posted on websites and through social media.
- Networking with members throughout Kansas and across the U.S.
- Access to libel insurance — a valuable benefit for freelancers.
- Provide information about and help you become an advocate for First Amendment issues. There is no extra charge to be part of the First Amendment Network, which monitors issues across the county and issues calls to action as necessary.
- Job postings for communications positions. These are gathered from our members in all areas of communica-

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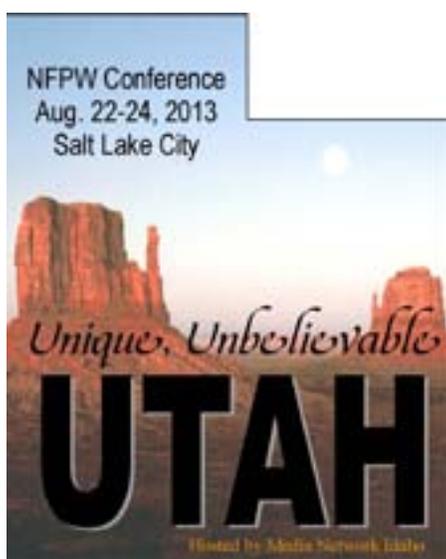
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Publicity: Gwen Larson • Scholarships: Deb Umberger
Youth Contest: Gwen Larson

Get involved in Salt Lake City conference



Salt Lake City is the site for the 2013 NFPW Communication Conference, which will be Aug. 22-24, and organizers are asking for your help.

First, NFPW members are being asked to be presenters during the conference. The idea arose back in 2011 in Council Bluffs when a speaker had to cancel and a member at conference volunteered to take the topic. With just 30 minutes of preparation, Catherine Petrini gave a great session on writing for children. That situation caused conference organizers to wonder what other great talent we have hiding in our membership.

NFPW members who are interested in presenting are asked to submit an application to organizers by Dec. 1.

To keep conference costs as low as possible, presenters cannot be paid for their time or expenses to travel to Salt Lake City.

Second, the NFPW executive board has approved a new policy to help solicit conference sponsorships. All NFPW members are eligible to solicit sponsors and will receive 1 percent of the value on the sponsorship in credit from NFPW. Credit dollars can be applied toward conference registration, membership dues or even transferred to someone else to use for those purposes.

More information and forms for each program is available on the NFPW website, www.nfpw.org. For questions, contact Teri Ehresman at lehre@aol.com.

Goals

appointed—to set goals for their office; the board; and for our organization. The following are some of the goals gleaned from our list, in no particular order.

Membership: Increase membership figures, to gain 20 new professional members by 2014. Create a new member packet to welcome and inform new members.

Fiscal Responsibility: Fully fund our four yearly \$500 scholarships through patrons or other donors this year. And, to put at least \$2,000 back into our coffers by the end of 2014 for the future of KPC.

Marketing and Communications: Develop and implement a marketing plan to promote our contests and our membership opportunities. Redesign and roll out a new website. Continue to offer a regular newsletter digitally and in print.

Professional Development: We'd like to offer a one-day professional development event to recognize our COA in the fall, starting in Fall 2013. We'd like to line up the location of the 2014 KPC Conference by the spring meeting.

Scholarships: Explore offering two more scholarships for students at Emporia State and Pittsburg State Universities. Better promote our student contests at the collegiate and high school levels.

We have a little less than two years, and six quarterly meetings left in this term to make these happen. And, for my part, as president, I'm going to remind our officer team of these goals at every single meeting.

All of these are attainable. But we need your help.

You don't have to be an officer to be active in KPC. You just have to stand up and say, "I have this skill—how can you use it?" We need to dig deep and realize that the future of our organization lies in every one of us.

So, look at those goals. Does one leap out at you? Contact me or another officer (our contact information is at the end of this newsletter and on our website) and we can put you in touch with the committee or officer in charge of that goal.

I ask you to step up because it's going to take us all working together to meet our largest goal yet — **host the 2016 NFPW Communications Conference.**

You read that right. Our board has decided to go forth and put in a bid to host the 2016 National Federation of Press Women Conference in Kansas. In the next four years it will be critical for every Kansas Professional Communicator to step up and take on a task—big or small. Whether it's serving on a committee, or just volunteering to man a registration table or introduce a speaker, this event will require every member to play a part. I hope you can see that too.

The board and I have our goals set and our eyes to the future because we see the value in KPC—to our members, to our students and to ourselves.

Won't you join us?

Jenni Latzke can be reached at (620) 227-1807, or jlatzke@hpj.com.

Conference

Penny Wika will see that you discover something new about communications at this conference. We'll have three hours of workshops, a luncheon presentation, a behind-the-scenes tour of the Discovery Center, student scholars to honor, a Communicator of Achievement to award, and contest winners to announce.

The conference committee continues to look for sponsors to help offset costs of the conference. If you have leads for sponsors or

would like to help solicit them, please contact Carol Hockersmith at carol.hockersmith@gmail.com.

If you just can't wait, send your early bird registration check for \$90 made out to Kansas Professional Communicators to conference treasurer Becky Funke, 9 Argon Drive, Goddard, KS 67052-9423.

Watch upcoming newsletters and the website for program announcements and online registration.

Membership

tions and posted to the Members Only section of the NFPW website as well as NFPW's LinkedIn group.

- Great friendships. Those who have been members for a number of years and make a point to attend state and national conferences have developed friendships across the country. Thanks to email and social media, these friendships last long after conferences adjourn.

Additional membership information is available on our new website, www.kansasprofessionalcommunicators.org. Click on join us at the top of the home page.