

President’s column: Celebrate!

Not the most popular holiday, Valentine’s Day has as many detractors as admirers. But I believe Valentine’s Day is one of the best holidays of the year. After all it’s an entire day devoted to the celebration of love.

Life moves so fast we don’t always take the time to connect. One of the best benefits of taking the time to attend Wichita Professional Communicator meetings are the professional and personal connections we make.

This year, celebrate the season of love by connecting with Wichita Professional Communicators. Make plans now to attend the Feb, 1 meeting and reach out to one person to come with you – a potential new member or an old friend you haven’t seen lately.

Our January board meeting was exciting and I can’t wait to tell you about our goals for the year at the upcoming meeting. We’ll also honor our love of Les Anderson with a fun program celebrating lessons from Les, passing along his essential tips for being a stronger writer.

Looking forward to seeing you at the meeting.



— Jill Miller

February program: Lessons from Les

Les Anderson was one of Kansas best-known and beloved journalists and a mentor to many communicators who passed through his classroom at Wichita State University, where he had taught since 1977. Many who had the privilege of being educated by him still remember and practice his sage advice. Listen to a group of panelists as they share their “Lessons from Les” as WPC honors Anderson, a longtime WPC member who died Nov. 12, during the next Wichita Professional communicators program at 11:30 a.m. Wednesday, Feb. 1, at Larkspur, 904 E. Douglas.



Amy DeVault, a WPC member who teaches in the Elliott School of Communication, worked extensively with Les on seminar classes for ESC students. Molly McMillin, aviation reporter for The Wichita Eagle, and Jerry Siebenmark, a business reporter at The Eagle, are former students. Together they’ll share lessons learned from Les on writing and editing, and on building relationships with sources and subjects.

Those attending the meeting will be encouraged to share their “Lessons from Les,” as well.

During his career as a working journalist, Anderson helped start two weekly newspapers -- the Wichita Sun and later the Ark Valley News in Valley Center. He had worked at The Wichita Eagle in the early 1970s and continued to occasionally report for paper, as well as writing a column for the Ark Valley News, even after he and his wife Nancy sold the paper in 2001.

Anderson was deeply involved in the Kansas Press Association and received KPA awards for writing excellence, outstanding mentor and service to community.

In 2004, WSU honored him with Excellence in Teaching Award.

Please RSVP **no later than noon Tuesday, Jan. 31**, to wichitaprocom@gmail.com. **You should receive a confirmation email, if you do not, please follow up.** You may prepay with PayPal at www.wichitaprofessionalcommunicators.com. Remember, the RSVP deadline is firm, and individuals must pay for cancellations received after the deadline.

DATE: Wednesday, Feb. 1
TIME: 11:30 a.m. *sharp*-12:30 p.m.
PLACE: Larkspur, 904 E. Douglas
COST: Members \$12, students \$10, guests \$15

Reservations/cancellations required:
Email wichitaprocom@gmail.com **by noon Tuesday, Jan. 31.** To prepay online using PayPal, visit the WPC website.

It's not too late to renew membership or join for 2012

Anyone may join Wichita Professional Communicators at any time, but why wait? Start your membership now and reap the benefits for the rest of the year. Membership in Wichita Professional Communicators goes by the calendar year. If you've already renewed or joined this year, we're glad you did and look forward to your participation in the organization's activities.



You may fill out the attached application or pay online using PayPal at the WPC website (www.wichitaprofessionalcommunicators.com).

You can also come prepared to renew your membership at the Feb. 1 program meeting so that you can receive the discounted member price. If you haven't renewed your membership by or at the Feb. 1 meeting, you will be charged the \$15 guest fee.

You can find a membership application at the WPC website (www.wichitaprofessionalcommunicators.com), and even pay online using PayPal.

There are lots of great reasons to join WPC, KPC and NFPW as a professional member. Right off the bat, you'll get a discounted rate for your monthly program fee and you can receive a 50 percent discount on Pixel Time classes. Here are a few other benefits:

- **Networking**
- **Professional development • State and national communications and achievement contests**
- **Leadership development opportunities**
- **KPC professional development grants**
- **Informative newsletters and e-news alerts.**
- **Free "Need a Pro?" listing on the KPC Web site.**
- **Student Scholarships**

To learn more, visit our websites: www.wichitaprofessionalcommunicators.com
www.kansasprofessionalcommunicators.org
www.nfpw.org

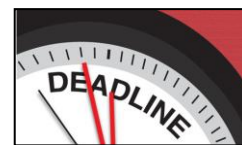
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KPC contest deadline extended to Monday, Jan. 22

The deadline for the Kansas Professional Communicators' annual contest has been extended to Monday, Jan. 22.

Enter your best work in contest, which includes several categories in writing, advertising, public relations work, Web site development, electronic media, photography, books, research and much more..

All entries must have been published, issued, broadcast or epublished between Jan. 1, 2011 and Dec. 31, 2011. All necessary forms to enter, along with the listing of categories, are available at www.kansasprofessionalcommunicators.org; click on the contest link on the right side of the page.



Winners will be honored during the KPC annual conference, scheduled for April 28 in Lindsborg.

For more information, contact Becky Funke, contest chair, at 942-5385 or bfunke@activeaging.com.

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Who needs \$1,000? Scholarship deadline is Feb. 3

If you know a promising student majoring in print or broadcast journalism, mass communications, public relations, or advertising, encourage them to apply for a WPC scholarship for \$1,000. Deadline is Feb. 3.



Two scholarships of \$1,000 each will be awarded at our April 4 meeting. To be eligible, applicants must be students at Butler Community College, or Friends, Newman or Wichita State universities. Applicants must have completed a minimum of 45 hours of college credit with an overall 3.0 grade point average.

Scholarships are awarded to the winners in the form of a check to be used however the student chooses, so seniors who plan to graduate in May 2012 may apply. Applications must be postmarked no later than Feb. 3, 2012. Applications are available at www.wichitaprofessionalcommunicators.com or by calling Deb Umberger, WPC scholarship chairwoman, at 721-7852.

Thanks to everyone who supported our scholarship fund through monthly raffles, our July silent auction and special December mixer. More than \$900 was raised in 2011.

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Grammarism, redux

Consider the following, selected from PR Daily, a teaser for our February program when we turn to the practical teachings of Les Anderson. May at least one tip from these authors make a difference in your writing today. Meanwhile, please continue to share your top grammar pet peeves at shannon.littlejohn@wichita.edu for a future Grammarism column.

Don't wait for inspiration — make it happen

“My advice is not to wait to be struck by an idea. If you're a writer, you sit down and damn well decide to have an idea. That's the way to get an idea.” — Andy Rooney

Writers need intestinal fortitude

... There were 10 guys in my writing class at Williams College who could write better than I. They didn't have what I have, which is guts. I was dedicated to writing, and nothing could stop me.” — John Toland

Outlines!

“I make a very tight outline of everything I write before I write it. ... you really are writing in a way, because you're creating the structure of what you're going to do. Once I really know what I'm going to write, I don't find the actual writing takes all that long.” — Tom Wolfe

Fill yourself with culture and media

“If you stuff yourself full of poems, essays, plays, stories, novels, films, comic strips, magazines, music, you automatically explode every morning like Old Faithful. I have never had a dry spell in my life, mainly because I feed myself well, to the point of bursting. I wake early and hear my morning voices leaping around in my head like jumping beans. I get out of bed quickly, to trap them before they escape.” — Ray Bradbury

You're never done

“Write. Rewrite. When not writing or rewriting, read. I know of no shortcuts.” — Larry L. King

You're a teacher, too

“If you can teach people something, you've won half the battle. They want to keep on reading.” — Dick Francis

Reliability trumps talent

“There's really a shortage of good freelance writers. ... There are a lot of talented people who are very erratic, so either they don't turn it in or they turn it in and it's rotten; it's amazing. Somebody who's even maybe not all that terrific but who is dependable, who will turn in a publishable piece more or less on time, can really do very well.” — Gloria Steinem

Meet a member: Skyler Lovelace



Name: Skyler Lovelace

Employer: Butler Community College

Describe what you do: Professor. I founded and oversee the digital media program, which introduces students to design and a variety of digital tools, including all things Adobe.

A little about your family: I'm married to poet Albert Goldbarth, who teaches at Wichita State.

A little about where you grew up: I was born in Wichita, and went to grade school and high school in Argonia, Kan.

Your educational background: BS, Medical Technology-WSU; MS, Instructional Systems, Technology-Indiana University, MFA, Creative Writing-WSU; EdD, California Coast University

Your favorite things to do, see or visit in Wichita: Developing my business, Pixel Time at CityArts, which offers fun, friendly classes in digital arts and Apple technology.

One thing about you that would surprise people: Although I love design and color, certain visual patterns make me physically ill. For example, I can't stand to look at hound's-tooth, the carpet at Wichita's Airport, or the carpet in the main public library.

WPC Programs & Calendar • 2011-2012

- Feb. 1: WPC monthly luncheon commemorating the late Les Anderson, “Lessons from Les,” 11:30 a.m. at Larkspur, 904 E. Douglas
- Feb. 20: WPC board meeting, WPC board meeting, noon at Watermark, 4701 E. Douglas
- March 7: WPC monthly luncheon featuring Lou Heldman, interim Elliott School of Communication director at Wichita State, on “Our changing lives as communicators: Social, mobile, visual and global,” 11:30 a.m. at Larkspur, 904 E. Douglas
- March 19: WPC board meeting, WPC board meeting, noon at Watermark, 4701 E. Douglas
- April 4: WPC monthly luncheon, 11:30 a.m. at Larkspur, 904 E. Douglas
- April 16: WPC board meeting, WPC board meeting, noon at Watermark, 4701 E. Douglas
- April 28: KPC annual conference, “Destination: Communication,” Bethany College, Lindsborg, Kan.

WPC offers professional development and major networking opportunities for working communicators, freelancers and career-directed students. Membership is open to any person who is paid as a communicator. We welcome visitors to our monthly luncheon meetings. Members \$12, students \$10, all others \$15. Check in and pay at the WPC table inside the banquet room, or prepay with PayPal on the WPC Web site. Members: please leave your nametag with Shirley Baker, membership chair.

RESERVATIONS, CANCELLATIONS REQUIRED

E-mail wichitaprocom@gmail.com no later than noon Tuesday before each luncheon meeting. The deadline is firm. You're responsible for your reservation or cancellation. **If you reserve a spot but do not attend, you are still responsible for paying.**

MEMBERSHIP DUES

- WPC Professional:** \$139 (Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)
- WPC Local:** \$50 (Membership in WPC only)
- WPC Student:** \$35 (Includes membership in NFPW, KPC and WPC)
- WPC Retired:** One-time payment of \$105 for KPC plus \$25 annually for NFPW (no additional WPC dues necessary). Make payment to WPC.

COMM LINKS

Wichita Professional Communicators: www.wichitaprofessionalcommunicators.com
Kansas Professional Communicators: www.kansasprofessionalcommunicators.org
National Federation of Press Women: www.nfpw.org
NFPW Agenda newsletter: <http://nfpw.org/pdf/currentissue.pdf>.

2012 WPC Board

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