

November program:

Find out what's happening with KPTS-Channel 8 during the Wichita Professional Communicators' Nov. 1 luncheon program. The meeting, held at Larkspur Bistro and Bar at 904 E. Douglas, starts at 11:30 a.m. with a buffet lunch, followed by the presentation.

Victor Hogstrom, president and CEO, and Jennifer Keller, director of marketing and promotions, for the local PBS station will be the featured presenters.

Hogstrom will talk about KPTS' mission, his push for new local programming, his outreach to surrounding communities and new fundraising opportunities he's created since he arrived at KPTS a year ago. He has served as president and CEO for five other public media broadcast properties prior to joining KPTS-TV 8 and brought significant success to all of them. Hogstrom has been described as an "excellent manager," "a turn-around CEO," "a community-minded and involved leader," "an excellent fundraiser," and "a pleasant on-air personality." Hogstrom has also worked in two commercial television stations and at a radio network.



Keller will discuss the station's new marketing strategy and communications channels that KPTS uses to reach viewers in south-central Kansas. She will also talk about materials and events they've created to generate increased interest from the media and viewers to increase membership. Keller, who was named PRSA Wichita's Marketer of the Year in 2014, has worked in communications for the City of Derby, Red Cross Blood Services, Viega, Kansas Health Foundation, Via Christi and Harry Hines Memorial Hospice.

Doors open at 11 a.m. to allow for networking.

Please RSVP **no later than noon Tuesday, Oct. 31**, to [Eventbrite](#). Remember, the RSVP deadline is firm, and individuals must pay for cancellations received after the deadline.

Your attendance at the monthly meeting helps support WPC scholarships for college students majoring in journalism or a communications-related field. WPC also offers an opportunity to support the scholarships through its "\$1 for 1 minute announcement" during our introductions at the meeting. In addition, raffle tickets are available for books and other donated items with winners selected at each meeting.

DATE: Wednesday, Nov. 1
TIME: 11:30 a.m. *sharp*
PLACE: Larkspur, 904 E. Douglas
COST: Members \$15, students \$10, guests \$20

For Reservations:
Go to [Eventbrite](#) by **noon Tuesday, Oct. 31**. Payments may be made online, or you may pay at the door.

Words from our president: Be present, get involved



This November, as WPC members vote in new officers for 2018, please take a moment to reflect on the hard work your board members do every year, and thank the new or continuing officers for their decisions to serve the organization.

Just as important, thank nominating committee members for their consideration of our membership's potential. Each year, appointed committee members gather in person or via email to discuss, well, all of us frankly. They parse our skills, our availability, our capacities.

It is high praise, indeed, to be asked to serve. It means that a group of your peers believes in you and thinks you'll do good work. Please answer yes when possible, and, if you're not ready for a board position, be open to other kinds of involvement.

Be present when you can, participate as you can, and always share your ideas for programs and networking as WPC continues to grow and learn.

Find your passion, work toward it, join groups that support it, and get to know your people. And when you are called to service, answer yes if at all possible. If you are not involved, how can you know how much you are missing?

— Shannon Littlejohn

Slate of 2018 officers up for vote at November meeting

Elections for executive positions on the WPC board will be held at the Nov. 1 meeting. The following slate has been nominated and will be voted on as a whole, with other board positions being appointed by the new president: president – Amy Geiszler-Jones, vice president – Beth Bower, treasurer – Cindy Kelly and secretary – Judy Conkling.

Start thinking about 2018 renewal

You have only two months left on your 2017 membership so start thinking about renewing your membership for 2018 now, before the holidays, to ensure you have a seamless continuation of membership. WPC membership goes by calendar year, so your 2017 membership expires Dec. 31.



You have two ways to access a membership form to renew: online at the WPC website, and at the November and December meetings. Please complete the form and return as indicated on the form, or bring it to one of the remaining 2017 meetings.

You can pay your membership through these options: by PayPal through the WPC website, attach a check to your membership form and mail to the address provided on the form, or bring your check with your form to a November or December meeting.

If you have a local-only membership, but are considering the benefits of joining at the professional level, check out the [NFPW](#) and [KPC](#) sites. Those benefits include discounted libel insurance, discounted webinars, job banks and more. NFPW dues increased by \$1 for 2018, to \$150.

If you have a professional membership and renew through NFPW, please provide proof of membership or payment of dues to Adrienne Churchill, vice president for membership, nachurch11@gmail.com.

Grammarisms redux: From our dear friend Phyllis

Let us channel former Grammarisms editor Phyllis Spade for wisdom from the May 1993 nwsbrfs:

Prepositions tend to attach like leeches to words that should hold their own. Do we really need to find OUT the facts, firm UP an agreement, slow DOWN our speed, cross OVER the bridge? Does "This is what he brought over" really tell us more than "... what he brought"? And perhaps the most pervasive: "Where are you at?"

– Shannon Littlejohn

Member News

WPC members **Deborah Shaar** and **Nadya Faulx** with KMUW won first place awards in the Kansas Association of Broadcasters annual television and radio contest. Shaar was recognized in the news feature category for her story on Comcare's Community Crisis Center. Faulx earned the top honor in the public affairs program category for a story about volunteer teachers who help refugees learn English. KMUW won a total of 11 awards overall including the coveted "Large Market Radio Station of the Year." The awards banquet was held Oct. 16 in Manhattan as part of the KAB's annual convention.

Laura Roddy, development and marketing director for Mark Arts, has been elected president of the Junior League of Wichita. She will serve in that role until 2019.

KPC contest is accepting entries

The 2018 [Kansas Professional Communicators contest](#) is already open for entries. Entries must be produced during the 2017 calendar year. The categories remain the same as last year. Anyone who receives a first-place award in the KPC contest is eligible to enter the NFPW contest, providing professional dues have been paid. All entries must be paid before midnight in your time zone on the February 6, 2018, deadline to be considered for entry. Entries submitted before midnight in your time zone on January 23, 2018, will receive a \$25 early bird discount.

Donate for December silent auction

For our Dec. 6 WPC meeting, we will once again hold a type of silent auction. Please consider donating an item or two for this auction, which involves bidding by placing your \$1 purchased ticket into a drawing to win whichever particular item you want. In the past we've had items ranging from holiday décor to free classes. It's as easy as bringing an item the day of the auction.

Special membership offer

New members who join Wichita Professional Communicators for the 2018 calendar year from now until the end of this year will receive membership for the rest of 2017 free. Please invite other communicators



whom you know to join our group. Let them know that as members they get lower monthly program fees, WPC enews alerts about job openings and other items of interest, and critical networking opportunities. The benefits of joining at the professional level include the opportunity to enter NFPW's communications contest, networking at a national level, job banks, discounted webinars and libel insurance.

If you know of a potential member, please share their information with Adrienne Churchill, vice president, membership, nachurch@k-state.edu or contact her for the customized membership application for this special offer.

Network with other freelancers, independent communicators

WPC-ICT (Wichita Professional Communicators-Independent Communications Talent) will not hold a monthly meeting in November. Look for information about WPC-ICT's most popular event, its unoffice holiday party in December.

WPC-ICT's goal is to serve as networking and peer support group for freelancers/independent contractors working in the communications field – whether as a writer, editor, photographer, playwright, graphic designer or similar positions. Stay informed about the group by visiting the WPC-ICT [Facebook page](#).

Community resources for communicators

WPC strives to offer networking opportunities, help fulfill professional development, provide insight to issues and be a resource. With an eye on the latter, we will make you aware of other resources available in the community that can benefit or may interest you as communicators.



Government reps and grassroots action

Engage ICT, a community engagement project of KMWU, will focus on the officials who are elected to represent the people in government in November and on how small actions can sustain efforts in December. The Nov. 14 meeting happens at 5:30 p.m. at Roxy's Downtown. December meeting information has yet to be released. Find out more at kmuw.org/topic/engage-ict

Write your novel

November is National Novel Writing Month, or NaNoWriMo. If you're wanting to take on the month's challenge of writing 50,000 words between Nov. 1-30 and need some support, check out the Wichita Public Library's NaNoWriMo [Come Write In sessions](#) that are happening at its various branches throughout the month.

WPC Programs & Calendar 2017

- Nov. 1: WPC monthly luncheon program with KPTS officials and annual membership elections, 11:30 a.m. Larkspur, 904 E. Douglas
- Nov. 2 : WPC board meeting, noon, Watermark, 4701 E. Douglas
- Dec. 6: WPC monthly luncheon program, Watermark Books & Cafe, 11:30 a.m. Larkspur, 904 E. Douglas
- Dec. 18 : WPC board meeting, noon, Watermark, 4701 E. Douglas

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 \$15, students \$10, all others \$20. Check in and pay at the WPC table inside the banquet room, or prepay through Eventbrite. Members: please leave your name tag with our check-in hostesses. In times of inclement weather, WPC will follow the status of USD 259 closures in deciding to cancel a monthly program meeting.

MEMBERSHIP DUES FOR 2018

WPC Professional:	\$150 (Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)
WPC Local:	\$50 (Membership in WPC only)
WPC Student:	\$45 (Includes membership in NFPW, KPC and WPC)
WPC Retired:	One-time payment of \$105 for KPC plus \$30 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>.

2017 WPC Board

President: Shannon Littlejohn, shannon.littlejohn@gmail.com
Vice President: Amy Geiszler-Jones, algj@64@sbcglobal.net
Secretary: Judy Conkling, judyconkling@cox.net
Treasurer: Cindy Kelly, thecindykelly@gmail.com
VP, membership: Adrienne Churchill, nachurch11@gmail.com
VP, programs: Lori Miller, lori.miller@marathonresources.com
Courtesy/reservations: Deborah Shaar, deborahshaar@yahoo.com
Newsletter/enews editor: Amy Geiszler-Jones, algj@64@sbcglobal.net
Webmaster: Melanie Jenney, mjenney@gmail.com
Scholarship chair: Rebecca Funke, rfunke3@cox.net
Historian: Shannon Littlejohn, shannon.littlejohn@gmail.com
Member at-large Elizabeth Bower, beth@goodlifeguy.com

