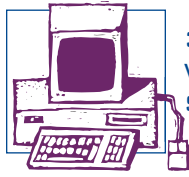




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KANSAS PROFESSIONAL COMMUNICATORS

communiKPC

W I N T E R 2 0 0 6

Communications contest ...do you have what it takes?

Contest brochures have been mailed, so this is your last formal notice to gather your entries together for the 2006 Communications Contest!

Entries for this year's contest must be **postmarked by Jan. 27, 2006**. Send entries to Laurie Dove, Publisher, *Wichita Family*, 322 South Mosley, Wichita, KS 67202.

Contest packets were not mailed this year. Instead contest entry forms, guidelines and categories are all available in Word and PDF formats at www.kansasprofessionalcommunicators.org.

If you have trouble downloading the needed documents, or you don't have access to the Internet, you may call Laurie, contest chair, at 316-263-0568 and she will mail a packet to you.

Any professional, college student

or retired member of Kansas Professional Communicators – whose state and national membership dues for 2006 are received by Jan. 27, 2006 – is eligible to enter the contest.

Nonmembers also may enter, but must join National Federation of

more than 200 categories in the following areas:

- News writing and editing
- Advertising
- Radio/TV
- Public relations
- Web site development
- Speech writing
- Creative writing
- Photography
- Books, Fiction, Verse
- Achievement/Research
- Collegiate

If you're a winner, you'll receive your awards and accolades at the Kansas Professional Communica-

tors Awards Banquet this spring in Emporia, capping off our yearly conference. We'll even send out news releases announcing your awards!

So dig out your best work and fire off your entries to Laurie Dove ...**postmarked by Jan. 27, 2006!**

And good luck!



**Mark
that
date!**

JAN. 27
Contest deadline

FEB. 11
Board Meeting
10 a.m.
Kirby House, Abilene

APRIL 7 & 8
(TENTATIVE)
KPC Annual Conference
Emporia

SEPT. 7 - 9
National Federation
of Press Women
Conference
Denver

**Contest entries must be
postmarked by Jan. 27, 2006.**



**Send to Laurie Dove,
Publisher, *Wichita Family*,
322 South Mosley, Wichita, KS 67202**

Press Women (NFPW, our parent organization) and pay the NFPW entry fee to advance to national competition.

Entry fee, again this year, is only \$9 per entry for members, and \$12 for nonmembers.

Because our organization includes a diversity of communication professionals, we offer

Literacy takes a dive!

The average American college graduate's literacy in English declined significantly over the past decade, according to results of a nationwide test released last month.

The National Assessment of Adult Literacy, given in 2003 by the Department of Education, is the nation's most important test of how well adult Americans can read.

When the test was last administered, in 1992, 40 percent of the nation's college graduates scored at the proficient level, meaning that they were able to

read lengthy, complex English texts and draw complicated inferences. But on the 2003 test, only 31 percent of the graduates demonstrated those high-level skills.

The college graduates who in 2003 failed to demonstrate proficiency included 53 percent who scored at the intermediate level and 14 percent who scored at the basic level, meaning they could read and understand short, commonplace prose texts.

Three percent of college graduates who took the test in 2003, representing some 800,000

Americans, demonstrated "below basic" literacy, meaning that they could not perform more than the simplest skills, such as locating easily identifiable information in short prose.

Grover J. Whitehurst, director of an institute within the Department of Education, said, "We're seeing substantial declines in reading for pleasure, and it's showing up in our literacy levels."

The 2003 test was administered to 19,000 persons 16 and older, in homes, college housing and prisons.



By Sam Dillon, *New York Times*, Dec. 16, 2005

Howell gives Kansans a forum

You know about those special places and happenings in your area. Now you can share your story with fellow KPC member **Susan Howell**.

Susan publishes *Kansas Traveler*, a quarterly publication designed to help travelers find those special, out-of-the-way places, great events, new places to visit and, very importantly, other travel information resources.

The tab covers all of Kansas but features the rural cultural elements of art, architecture, commerce, cuisine, customs, geography, history and people. Event listings and advertising opportunities are included along

with seasonal articles, Kansas poetry and a special section for kids.

Kansas Traveler is free and available at major tourist stops, including many public libraries, or you can have *Kansas Traveler* delivered directly to

Kansas Traveler
tells you about
tempting places
to see
and really weird,
fun things
Kansans
are prone to do.

— *Kansas Traveler*

your mailbox for only \$12 a year.

If you have a story for possible inclusion in *Kansas Traveler* e-mail it to: story@KansasTraveler.com.

For more information contact Susan at howell@kotn.org or 316-688-0905.



JUST A REMINDER...

Membership dues are due! Send one check for the full amount for both NFPW and KPC (\$81.50) (and an additional \$30 for Wichita, if you're in that group) to:

KANSAS PROFESSIONAL COMMUNICATORS

Mail to: Teresa Veazey
531 Pamela Street,
Wichita, KS
67212-3733

WEB SOURCES

Need more information to fill your days? Here are a few of the latest Web offerings to help:



Book Kansas! a division of ChuziBooks, has a free, e-mail newsletter.

"Book Kansas! News" is a way to learn about books that are not in the Book Kansas! catalog, specials or sales on books.

The newsletter also has interesting stories about authors (some famous and some not so famous), quotes by authors and readers, Kansas trivia and a contest or two!

You may sign up for "Book Kansas! News" by going to the Web site, www.bookkansas.com. Look for "E-Mail Newsletter" or "Sign-Up!"



The New York Public Library has a free searchable Digital Gallery database with more than 275,000 photos and manuscripts.

The fully searchable database includes such images as Civil War photos, Japanese prints, early American maps, and more, all in the public domain or owned by the library.

To access the archive, tap into: <http://digitalgallery.nypl.org/nypldigital/index.cfm>.



Did you know...The Federal Trade Commission (FTC) has issued rules on how non-profit e-mail will be handled under the law.

Critical to this rule is the determination of the primary purpose

of the e-mail.

Commercial and transactional or relationship e-mail are not considered unsolicited e-mail or spam. For example, commercial e-mail may include those providing information on the recipient's subscriptions, memberships or ongoing accounts.

Transactional or relationship e-mail may include program content or legislative updates for members.

The law does not ban commercial e-mail. It requires that the e-mail contain clear notice that it is commercial in nature, a valid physical postal address and an opt-out component.

For more information visit the FTC Web site: www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm



ON THE MOVE!

Members...
Help keep our costs down!

When you have a change of address, please e-mail the change to:

sheila@janeleecomm.com
or
Teresa.Veazey@wichita.edu

Thank you!

BITS&PIECES

Please notice that this segment of Bits&Pieces is significantly shorter than usual.

That's because the editor hasn't received any news from members!



Share your achievements, discoveries, or just good gossip! If it's about you – our member – we're interested!

Wichita Professional Communicators began the new year with a new slate of officers.

Those serving in 2006 include:

PRESIDENT: Beth Hershberger

VICE-PRESIDENT FOR

MEMBERSHIP: Teresa Veazey

VICE-PRESIDENT FOR

PROGRAMS: Andy McGinnis

CO-TREASURERS:

Nancy Lucas, Nancy Wiebe

SECRETARY: Cheryl Miller

NEWSLETTER EDITOR:

Melissa Lacey

PUBLICITY COORDINATOR:

Carreen Simon

MEMBERS-AT-LARGE:

Beth Bower, Angie Prather

PAST-PRESIDENT:

Carl Williams

Carl Williams, Wichita, has been suffering from Labyrinthitis. And, as a result of a longer-than-expected recovery period, he has also resigned his position with KPTS-TV in Wichita.



RESOLVE TO PROTECT OUR RIGHTS!

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

As we start off the new year in our respective communications professions, it seems like a good time to review this First Amendment – such a short statement, yet one that serves as the foundation of our basic freedoms and one that NFPW and KPC support and uphold so fervently.

Regardless of our political affiliation, it's difficult to watch the news these days and not wonder, in the face of the world's political climate, whether our government is testing the limits of this amendment.

During his recent NPR interview, even George M. Elsey, a trusted government aide during World War II to Franklin D. Roosevelt and Harry Truman and author of *An Unplanned Life*, questioned our current administration's intense secrecy over trivial matters.

In writing his memoirs, Truman

observed, "Secrecy and a free, democratic government don't mix."

Now, more than ever, we as

communicators must be vigilant about the rights that keep our democracy whole and that allow us to do our jobs to keep citizens informed. As members of NFPW and KPC, we have agreed to uphold the Code of Ethics that reads, in part:

"Because I believe that professional communicators must be

obligated only to the people's right to know, I affirm that freedom of the press is to be guarded as an inalienable right of the citizens of a free society."

I hope all our members resolve this new year to keep this code clearly in mind as we use our writing talents to keep our audience informed.

And whatever form your communications take, I wish you all success in 2006.



– Sue Novak



PRESIDENT'S PERSPECTIVE

BOARD MEMBERS

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620/662-0076 • jane@janeleecomm.com

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NEWSLETTER: Sheila Lucia • **PARLIAMENTARIAN:** Grace Wilson • **PATRONS:** Ann Gardner
SCHOLARSHIPS: Becky Funky • **YOUTH CONTEST:** Mindie Paget

WANT TO JOIN KPC? CALL TERESA, OUR VP OF MEMBERSHIP!



REGIONAL MEETING

WICHITA PROFESSIONAL COMMUNICATORS

First Wednesday of the month
Botanica, 701 Amidon

11:30 a.m.

(Lunch service begins at 11:15 a.m.)

Members: \$9 / Students: \$5.50

Visitors: \$12

Contact Becky Funke
316-942-5385

RETURN SERVICE REQUESTED

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P.O. Box 2767

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KPC President

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