



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

VOL. 50 | No. 6 | June 2021

WPC Event Details

What: “Hands-on Learning in Shocker Ad Lab: From Strategy to Creative Concept to Execution,” presented by Wichita State University’s Elliott School of Communication faculty member Madeline McCullough and Elliott School students Ashley Habib, Dawsyn Long, Raquel Diaz and Anita Chokbengboun

When: 11:30 a.m. – 12:30 p.m.
Wednesday, June 2

Registration: A \$5 donation is suggested to help fund WPC’s scholarship. You may donate via [Eventbrite](#) when you register for the meeting or on our [Donate page](#).

WPC monthly meetings and annual fundraisers support a scholarship fund for Kansas students pursuing a career in communications. So come network, get inspired by guest speakers and help a future communication colleague in the process!

Hands-on Learning in Shocker Ad Lab

from Strategy to Creative Concept to Execution



June 2, 11:30 a.m.

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Learn about WSU’s Shocker Ad Lab, an agency run by WSU students offering advertising, marketing and PR to the Wichita community. Students in WSU’s Elliott School of Communication have opportunities to gain serious hands-on experience as part of their class work. ESC faculty work to create project-based learning experiences in which students put theory and strategy into practice. Students gain skills and confidence through these projects, which aim at engaging students with the community.

Join Elliott School of Communication’s Madeline McCullough and Elliott School students Ashley Habib, Dawsyn

Long, Raquel Diaz and Anita Chokbengboun as they share topics and processes from the Elliott School’s in-house student advertising agency, Shocker Ad Lab. They will talk producing creative, strategic work and class structure.

Our monthly meeting will take place virtually Wednesday, June 2 from 11:30 a.m.-12:30 p.m. on Zoom. Please [register](#) so we know who is coming. Zoom details will be posted on the Eventbrite online event page. Following the program, there will be a networking opportunity for those who would like to meet others in breakout groups via Zoom.

Job Opportunities

Keeping an eye out for you

- **KMUW** is looking for a full-time, general assignment news reporter, an underwriting account executive and an intern. Go to [kmuw.org/employment](https://www.kmuw.org/employment).
- **KSN-TV** is looking for a [producer](#).
- **Textron Aviation** is hiring a [product marketing associate](#).

More Jobs!

- **KAKE-TV** is looking for a creative services director, producer, multimedia journalist and more. Go to [kake.com/jobs](https://www.kake.com/jobs).
- **Berry Companies Inc.** is looking for a [digital marketing coordinator](#).
- **Andover Public Schools** is looking for a [communications specialist](#).

From the WPC President

The Ebb and Flow of Anxiety



I can't remember the exact date, but I remember the feeling I got when I started to venture out the first few times after being at home for so long during the pandemic.

I remember feeling anxiety, just by getting in the car and driving. I felt claustrophobic in my own car. I remember looking at the fields and the trees, and feeling overcome with emotion by how much things had grown since I'd been out driving last.

With time, my anxieties faded. This month, I started a hybrid work schedule, working a couple of days in the office each week. I was thankful to get vaccinated and feel comfortable going more places. But I realize everyone has a different timeline and different experiences. For me, "flipping the switch" and parting ways with habits formed during the pandemic wasn't easy.

The pandemic has heightened awareness around mental health, and I'm glad the Wichita Journalism Collaborative is focusing on this topic. They recently compiled [a helpful list](#) of affordable counseling and mental health options in Wichita.

Throughout the pandemic and all of the changing rules and guidelines, one constant for me has been spending time outdoors. I recently spent 30 minutes alone in my backyard just photographing wildlife – something I'd never tried before – and that did wonders for my soul. I've really missed seeing friends at WPC, and as the WPC board considers returning to in-person monthly programs in July, we want to hear from you. We invite you to [take our survey](#) to share your thoughts.



Darcy Gray

WANTED: AUCTION ITEMS FOR ANNUAL WPC SCHOLARSHIP FUNDRAISER

Each year, WPC awards a \$2,000 scholarship to a talented communications student — funded, in large part, by proceeds from the silent auction at our end-of-summer mixer.

This year's mixer isn't until Sept. 1 — *watch future WPC newsletters for details* — but we're ready to start collecting auction items now.

Here are just a few examples of the kinds of items we'll need:

- Gift cards to local restaurants, shops and attractions
- Jewelry or accessories
- Artwork
- New or gently used books or games
- Unique decor items and collectibles
- Gift certificates for professional services

[Donations](#) from you, your employer or business associates will help make this event a success and ensure the future of our scholarship program.

For more information, or to make a donation, contact Judy Conkling, WPC scholarship Co-chair, at judyconkling@gmail.com



Photo by Joyce McCown

Members in the News

Kylie Cameron Sunflower Awards

Wichita State University student newspaper, The Sunflower, collected several honors in the 2020 Associated Collegiate Press competition last fall. This included first place in Design of the Year by Morgan Anderson and editor Kylie Cameron, Pacemaker Award Finalist, and its first Best of Show cups for newspaper in the weekly division and website.

Amy DeVault, the Sunflower's faculty advisor, recently received the Sunflower's awards haul from the ACP.

Belonging Plaza named after Kansas LGBTQ Pioneer

Former WPC Member
Kristi Parker Honored

Belonging Plaza is an outdoor pop-up commemorative gathering and programming tool designed to move to different locations on campus. The inaugural event honored Kristi Parker, the founder and publisher of Liberty Press, the longest-running LGBTQ news magazine in the United States. Parker died in 2018. Her family, colleagues, friends and admirers will be present to commemorate her contributions to the LGBTQ community and to her hometown of Wichita. Parker was also an alum of Wichita State.

Southwestern College Student Wins WPC Scholarship

Daegiona Wilson awarded \$2,000

An enthusiastic and spirited Southwestern College student majoring in convergent journalism is the winner of the 2021 Wichita Professional Communicators \$2,000 scholarship. Daegiona Wilson stands out among her peers at the Winfield, Kansas, college, from the classroom to the track field. The scholarship award helps to ease the stresses of completing her college degree.

“Since I was in high school, I made a commitment to myself that I want to leave college as close to debt-free as possible,” said Wilson, who graduated from South High School in Wichita. “I understand that rarely happens for individuals; however, it is possible. Through continuously working in the classroom, as well as in my extracurricular activities, I will ensure that this award will be earned past being granted.

“Through journalism I am able to provide the information needed for both the public and our leaders to make good decisions on our behalf. By being a journalist, I can expose individuals to opinions and perspectives that they have not seen before, not only expanding my own worldview but expanding the worldview of others.”

Wilson gets firsthand experience with her involvement as Student Government Associa-



Pictured left to right: Judy Conkling, WPC Scholarship Co-Chair; Daegiona Wilson; Wilma Moore-Black, WPC Scholarship Co-Chair

tion at-large senator, resident assistant at her dormitory, and sports editor for the college's newspaper. She maintains a 3.6 GPA and competes on the track and field team.

“I am continuously searching for new ways and opportunities to make progress toward my long-term goal, which is to build connections through communication and public relations for a global company or news outlet, such as ESPN or CNN.”

In addition to the monetary award, the scholarship includes a one-year student membership in WPC and its affiliated state and national organizations, Kansas Professional Communicators and the National Federation of Press Women.

WPC members support events throughout the year to fund the scholarship. You can help with your donation to WPC's Scholarship Fund. Congratulations to Wilson, WPC's 2021 scholarship winner, who this summer will be completing an internship in the marketing department of a national construction service company, MMC Corp. in Overland Park, Kansas.



WPC President Darcy Gray and scholarship award winner Daegiona Wilson.

WPC & AFFILIATES CALENDAR

In-person WPC activities are expected to resume when COVID-19 precautions allow us to safely do so.

June 2: WPC monthly program on Zoom at 11:30 a.m.

June 7: WPC board meeting, at noon

June 10-13: NFPW virtual, annual conference.

July 7: WPC monthly program, 11:30 a.m. Details TBA.

Sept. 1: Save the date for WPC's annual mixer. More details to come.

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>

2021 MEMBERSHIP DUES

WPC Professional

Price: \$155

(Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)

WPC Local

Price: \$50

(Membership in WPC only)

WPC Student

Price: \$45

(Includes membership in NFPW, KPC and WPC)

WPC Retired Professional

Price: \$105 (One Time)

One-time payment of \$105 for KPC plus \$30 annually for professional level membership.

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