



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC Event Details

What: Teri Mott: Riverfest: Bringing Fans on Board. Learn how a beloved annual event reimagined itself after 50 years, amidst the uncertainty of a global pandemic and tightening budgets.

When: 11:30 a.m. – 1 p.m.
Wednesday, July 7

Where: Larkspur Bistro & Bar

Registration: RSVP by Tuesday, July 6 and save \$5.

- Advance tickets: WPC members \$20; Non-Members \$25
- Walk-ins: WPC members \$25; Non-Members \$30
- Students are always \$10

Additional [donations](#) help fund the WPC's scholarship. You may donate via [Eventbrite](#) when you register for the meeting.

Come network, get inspired by guest speakers and help a future communication colleague in the process!



Reimagining Riverfest: Bringing Fans on Board

Teri Mott

Director of Marketing & Communication
Wichita Festivals, Inc.

July 7, 11:30 a.m., Larkspur



Learn how a beloved annual event reimagined itself amidst the uncertainty of a global pandemic and tightening budgets. Wichita Festivals has created and promoted Riverfest in the same fashion for almost 50 years, and Wichitans understand that process. What happens when the event plan changes and the resources are even tighter?

Join Teri Mott, director of marketing and communication at Wichita Festivals, Inc., to learn why Riverfest is being presented differently this year, how promotion of the event has been impacted, and the ways she and the WFI team are working to meet the many challenges Riverfest

currently faces.

Our monthly meeting will take place IN PERSON from 11:30 a.m.-1:00 p.m. Wednesday, July 7, at Larkspur Bistro in Wichita. Ticket price includes buffet lunch and water, coffee or tea. Gloves and masks will be available. Masks will be required while you are not eating. [RSVP](#) in advance and save \$5!

Your purchase helps fund WPC's annual [scholarship](#). We are also collecting silent auction items for our [annual mixer](#) in September. Bring donation items to the meeting!

WPC Members Win Awards at National Contest

Several WPC members earned awards during the 2021 National communications contest sponsored by our national affiliate, the National Federation of Press Women. With more than 2,000 entries from across the country submitted in this year's contest, these talented members faced tough competition. All of these NFPW award recipients had to place in the KPC communications contest before advancing to the national contest.

Congratulations to all!

- **Elizabeth Bower** - Honorable mention, specialty articles, food; finalist for NFPW's Communicator of Achievement
- **Guy Bower** - Third place, blog, personal; honorable mention, specialty articles, travel; honorable mention, radio and television, talk show
- **Jennifer Eaton** - Honorable mention, electronic newsletter, nonprofit, government or educational
- **Amy Geiszler-Jones** - First place, specialty articles, style; second place, specialty articles, history; honorable mention, specialty articles, physical health
- **Madeline McCullough** (with Ashley Schoch-Habib, Sean Yake) - Third place, advertising campaign
- **Cheryl Miller** - Honorable mention, publication regularly edited by entrant, newsletter/other publication - nonprofit, government or educational; honorable mention, feature story, magazine, newsletter/other publication; honorable mention, public relations materials, report
- **Wilma Moore-Black** - Third place, columns, informational; third place, information for the media, media pitch

Library's Summer Reading Program Returns

Two free family concerts were held outdoors at Naftzger and Clapp Parks on June 7 to officially kick off the Wichita Public Library's Summer Reading Program. Jim Cosgrove, aka Mr. Stinky Feet, told stories and sang songs to more than 270 attendees.

The Summer Reading Program is the Library's annual reading challenge for kids and teens. The goal is to keep minds sharp by reading a set amount of time each summer. Aside from the reading challenges, staff schedules several months of programming to enhance learning and provide safe, free and fun activities for kids and teens.

This summer, the library is still keeping COVID-19 safety in mind. After a totally virtual program in 2020 (and no in-person, Zoom storytimes, or learning

activities), the staff is ecstatic to welcome families into libraries to browse for materials and participate in outdoor in-person programs, like the "Live! in the Park" concert series. Other programs, like "Monkey Tales Storytimes with Ms. Anne" and "Tanganyika Animal Ambassadors," are also available.

While indoor meeting rooms are currently used for storage at all library locations, storytimes have been pre-recorded and are available for customers to access through the Library's Vimeo account. Visit www.wichitalibrary.org/summerreading to sign up for access codes. Library staff is also presenting live virtual programs via Zoom all summer long, including a "Pantry STEAM" and "Teen Topics" series.

The Summer Reading Program continues until July 29.

Sean Jones

Job Opportunities

Keeping an eye out for you

- **Wichita State University Foundation** is hiring a creative director, graphic designer, marketing coordinator, and a marketing and communications assistant. [Apply online](#) by July 16.
- **Derby Chamber of Commerce** is hiring a part-time [marketing assistant](#).
- **Heartspring** is hiring a [grant administrator \(writer\)](#).

More Jobs!

- **KSN-TV** is looking for [two reporters](#).
- **Urban Cool ICT** is looking for a [social media strategist](#).
- **Walser Automotive** is hiring an [automotive videographer](#).

From the WPC President

Amplifying the Voice of Others



A recent Forbes headline caught my attention: “Want a career boost? Try speaking up for someone else.” The [article by Josie Cox](#) spotlights new research showing that employees who advocate for a colleague’s ideas are not only helping out that colleague, but they’re also reaping benefits themselves by advocating for their peer.

The study titled [“Amplifying Voice in Organizations”](#) defines amplification as a “public endorsement of another’s person’s contribution, with attribution to the original endorser.” It could be as simple as pointing out a colleague’s good ideas during a meeting and recommending others consider those ideas.

“In theory, when employees voice suggestions for organizational improvement, they should not only contribute to organizational success but also gain status,” the study notes. “In practice, however, voicers can go unrecognized and underutilized.”

The research concludes “peers may be an overlooked resource,” with employees attaining higher status when a peer amplifies their voice.

“Importantly, amplifiers benefit as well, attaining higher status than if they had stayed quiet, promoted their own ideas or even suggested new ideas,” the researchers say.

The research was conducted by Kristin Bain of the Rochester Institute of Technology, Tamar A. Kreps of the University of Hawai’i at Mānoa, Nathan L. Meikle of the University of Kansas School of Business, and Elizabeth R. Tenney of the University of Utah.



Darcy Gray

AUCTIONS ITEMS NEEDED FOR WPC ANNUAL MIXER

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 Serge Van Neck

Gordon Parks Award for Outstanding Black Filmmaker

Entries Due July 26

This award will be given to a feature-length narrative film with no traditional distribution at the time of the festival, and it's open to films of any production budget from any country. This prize will be awarded to any director who self-identifies as Black, African-American or Black Diaspora.

There is no entry fee to participate. Cargill will provide a \$5,000 cash Prize and Spotlight Screening at the 19th Annual Tallgrass Film Festival. For more information, visit the [website here](#).

WPC member Wilma Moore-Black is a member of the 2021 Gordon Parks Steering Committee for the Tallgrass Film Festival.

Colorado Press Women Summer Retreat 2021

WPC Members Invited

Colorado Press Women is hosting a Summer Getaway on July 30-31 in Cañon City and Alamosa, historical cities with deep roots in newspapering, and will honor two newspapers whose female staff helped found CPW 80 years ago.

Members of the Kansas Professional Communicators have been invited to attend. Registration for the Summer Getaway is \$30 per person. Restaurant meals, museum, hotel room and park entry are on your own. Go to Colorado Press Women's [website](#) for details and the registration form.

WPC & AFFILIATES CALENDAR

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

July 7: WPC monthly program, 11:30 a.m. at Larkspur Bistro & Bar

July 12: WPC board meeting, at noon. Meeting details coming soon.

July 21: WPC-ICT summer social, 5:30 p.m. Place TBA

July 30-31: Colorado Press Women Summer Getaway. [Details online.](#)

Aug. 1: WPC monthly program, 11:30 a.m. Details TBA

Sept. 1: Save the date for WPC's annual mixer at the Wichita Marriott. More details on page 4.

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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