



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC Event Details

What: "YMCA360 and Digital Media in a Post-COVID World," presented by Tyler Pennick of YMCA360

When: 11:30 a.m. – 1 p.m.
Wednesday, Aug. 4

Where: Larkspur Bistro & Bar,
904 E. Douglas Ave., Wichita, KS

Registration: Advance tickets are \$20 for WPC members and \$25 for non-members; walk-ins (day of the event) are \$25 for WPC members and \$30 for non-members. Students are always \$10.

Your purchase helps fund WPC's annual scholarship. We are also collecting silent auction items for our annual mixer in September, so you are welcome to bring your donation items to the meeting.



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August 4, 2021 · wichitaprofessionalcommunicators.com

Online engagement looks different in a post-pandemic world, where customers have learned to expect immediacy and unprecedented access to information on digital platforms.

Join Tyler Pennick, branch manager of YMCA360 for the Greater Wichita YMCA, to learn how YMCA360 delivers 24/7 benefits to members. YMCA360 is an on-demand video platform for the Y community, offering group exercise classes, youth sports training, well-being classes and more to serve members wherever they are.

In this new role, he will strategize future steps for the YMCA's 24/7 digital platform that allows

members to enjoy the Y anywhere, anytime, on the web, mobile and TV. Pennick is a Wichita State University graduate and earned his bachelor's degree in electronic media and his master's in communication.

This monthly program will take place in person from 11:30 a.m.-1 p.m. Wednesday, Aug. 4, at Larkspur Bistro & Bar in Wichita. Ticket price includes buffet lunch and water, coffee or tea. Gloves and masks will be available. [RSVP in advance](#) and save \$5!



WPC's Annual Mixer and Scholarship Fundraiser is Scheduled for Sept. 1

Bring your colleagues, friends and spouses or partner to "We're Back in Business, Let the Pandemic Rest!" a great networking opportunity that supports our scholarship fund. Don't forget your checkbook, credit card or cash to bid on items in the silent auction* or purchase raffle tickets for door prizes.

Tickets are \$20 per person and include wine, appetizers and desserts. Proceeds from the event, silent auction and donations will benefit WPC's scholarship fund. Every year, WPC provides scholarships of up to \$2,000 for Wichita-area college students majoring in a communications field.

The deadline to RSVP online is noon Friday, Aug. 27. Watch for your invitation to register online, coming soon.

Special thanks to venue sponsor Wichita Marriott.

Auction items still welcome, but hurry. Items will only be accepted until mid-August. If you or your company would like to donate an item for the silent auction or door prize drawings, please contact Judy Conkling, silent auction chair by Monday, Aug. 16, at judyconkling@gmail.com.

NFPW Appoints Amy Geiszler-Jones to Second Term on National Board

Amy Geiszler-Jones, former longtime Wichita Professional Communicators board member and current Kansas Professional Communicators president, has been appointed to a second two-year term to the National Federation of Press Women board as historian. In her role as NFPW historian, Geiszler-Jones is responsible for recognizing members who have reached significant membership milestones and reporting the deaths of NFPW members.

Joining WPC on the local level in 2007 was Geiszler-Jones' gateway into an organization that offered networking and professional development with communicators of all types. Two years later, she upgraded her membership to the professional level and joined the WPC board, on which she served for 11 years. During her tenure with WPC, she served as the nwsbrfs newsletter editor twice (2009-2017 and 2020) and as president for two consecutive terms (2018 and 2019). In 2020, she was elected to a two-year term as president of the Kansas Professional Communicators. In 2016, she got more involved with NFPW when KPC hosted the national conference in

Wichita and helped with conference planning. She's attended every NFPW conference since and has won several awards in NFPW's annual communications contest. She was named KPC's Communicator of Achievement in 2018.

Geiszler-Jones' previous experience as a writer for the European Stars and Stripes newspaper in its U.K. bureau, a writer/editor for 13 years with Wichita State University, and as a marketing coordinator for a local credit union helped hone the skills that allow her to do a variety of work as a full-time independent contractor. Her clients include medical facilities, several higher education institutions, financial entities, nonprofits and two local newspapers, The Wichita Eagle and the active age.



Job Opportunities

Keeping an eye out for you

- **Wichita State University** is hiring a [director of marketing and fan engagement](#).
- **Friends University** is looking for a [social media strategist](#).
- **The University of Kansas Health System** is hiring a [senior writer](#) (remote work possible).

More Jobs!

- **Intrust Bank** is looking for a [social media coordinator, a marketing content strategist](#) and a [community relations manager](#).
- **Wichita State University** is hiring a [multimedia coordinator](#).
- **McCurdy Auction** is looking for a [marketing content strategist](#) and a [marketing coordinator](#).
- **Textron** is hiring a [global events associate](#).

From the WPC President

Resources for Social Media and More



If you've been following our [Facebook page](#), you may have noticed WPC Social Chair Vanessa Whiteside has started sharing recommended resources on Tuesdays.

This has been a great opportunity for members to share some of their favorite tips and what makes their jobs a little bit easier.

I want to highlight some I was excited to learn about:

- **Tailwind** – Vanessa said she's a "big fan" of using Tailwind to schedule Pinterest pins, since Tailwind "knows the best time to push out content based on your account's metrics."
- **Unsplash.com** – WPC Courtesy/Reservations Chair Naomi Shapiro shared this site for free, high-quality images. Naomi's also a "big fan of old school tangible resources" like the Oxford English Dictionary and the AP Stylebook.
- **"White Space Is Not Your Enemy" by Kim Golombisky** – I need to pick up a copy of this. Sean

Jones, VP of programs, revealed this is his go-to source when designing.

- **Microsoft Planner and Bookings** – WPC Vice President Dawn Monroe says if you have a Microsoft 365 account, you have access to Microsoft Planner (changing its name to Tasks), which has a board view for buckets of tasks and integrates with Outlook and Teams. You also have Microsoft Bookings, which can replace Acuity or Calendly for booking appointments.
- **Best cyber café** – I wonder if this one is like sharing your favorite fishing hole or in my case, babysitter. You appreciate it so much you may not want to share. But Judy Conkling, WPC Scholarship Committee co-chair, graciously shared a couple of her favorite spots: Panera Bread on South Ridge Road followed by the Ascension Via Christi St. Francis Garden Market.

What resources would you recommend? Send your favorite tips to Vanessa at vanessa@delightfullifemedia.com. We'd love to hear from you!

Darcy Gray

MEMBER PROFILE



Shannon Littlejohn

What is your current profession?

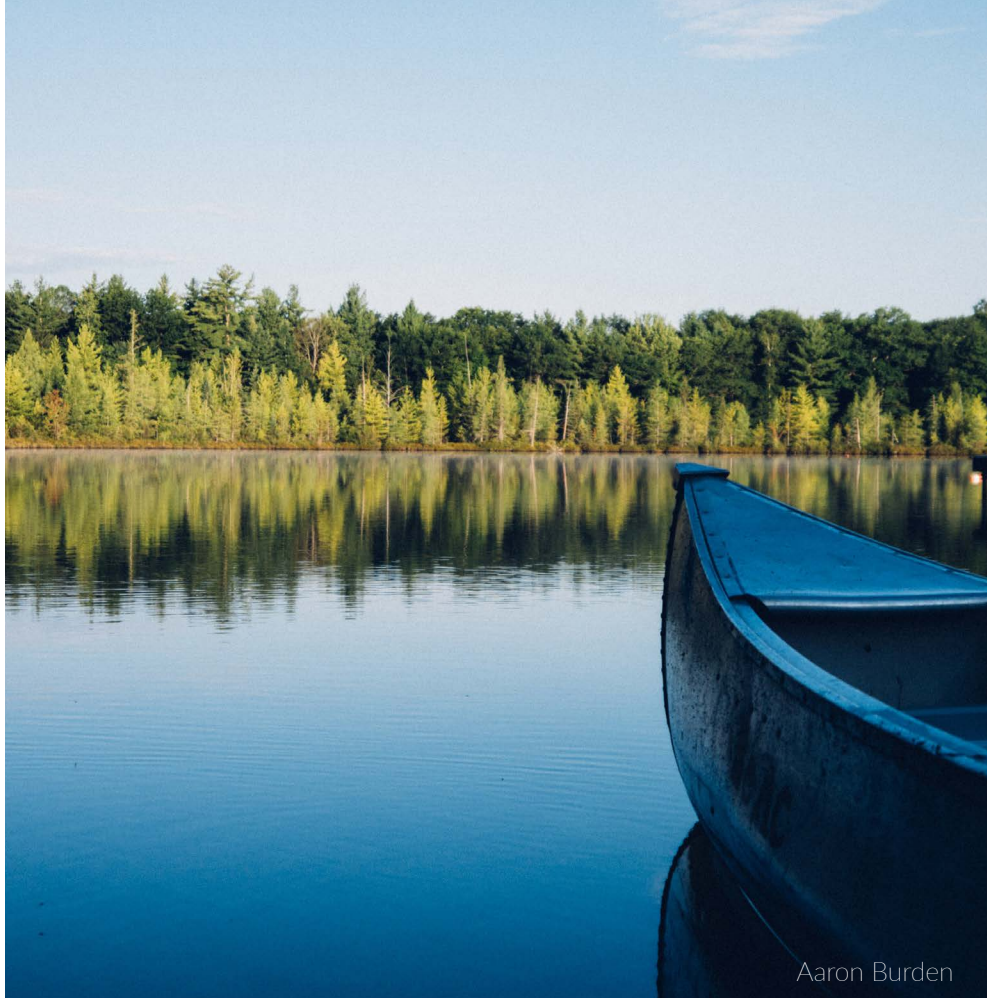
I'm a freelance editor, contracting for various publications. In 40 years, I've come up through printing companies, a journalism degree, small publications, The Wichita Eagle, Wichita State's communications team, and my solo business, Shannon Littlejohn Communications.

What do you love the most about your field?

I have the opportunity to make a difference with something I love to do and do well. I approach all writing as an advocate, not an adversary, and will retain your voice while making it clearer and stronger.

Who are some important influences in your life?

My word-nerdy family; my husband, Jess; best journalism professor Les Anderson; wonderful news editor Dorothy Belden; Wichita Eagle cartoonist Richard Crowson and family; and countless women and men in communications.



Aaron Burden

Member Spotlight (cont.)

What is something people don't know about you?

The 3-1/2-inch Steiff teddy bear, aka Teddy, in my 1956 Christmas stocking is still with me. I made him a proper home 10-15 years ago. His current bookshelf condo is a step up from the Lincoln Log buffet structure, which was a big change from our youth when he rode along in my pockets and in my first purses. We are living happily ever after in a world of miniatures.



WPC Members in the News

Vanessa Whiteside signed an agreement with Reedy Press to author a book, as part of their series, that will be titled "100 Things to Do in Wichita Before You Die." This quintessential guide will spotlight a variety of Wichita activities, including cultural experiences, popular food and drink options, and attractions.

Emily Christensen was honored with the WIFMCO Content Creator Award for her work on Feminist Foremothers, a [mama.film](https://www.mama.film) podcast.

Angie Prather was selected to receive a [2021 Marketing Award](#) from the Wichita Business Journal.

WPC & AFFILIATES CALENDAR

August 4: WPC monthly program, 11:30 a.m. at Larkspur Bistro & Bar

August 9: WPC board meeting, noon at Dawn Monroe Training

Sept. 1: Save the date for WPC's annual mixer at Wichita Marriott

Sept. 13: WPC board meeting, noon at Dawn Monroe Training

Oct. 20-24: Tallgrass Film Festival

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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