



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

VOL. 50 | No. 9 | September 2021

2021 WPC Annual Mixer

Invite your friends and colleagues to WPC's biggest event of the year!

What: WPC's annual scholarship fundraiser and networking mixer, "Mix It Up with WPC"

When: 6 - 8:30 p.m. Wednesday, Sept. 1

Where: Wichita Marriott, 9100 Corporate Hills, Wichita, KS 67202

Registration: RSVP by noon Friday, Aug. 27, on [Eventbrite!](https://www.eventbrite.com)

Your purchase helps fund WPC's annual scholarship.

MIX IT UP WITH WPC

ANNUAL SCHOLARSHIP FUNDRAISER & NETWORKING MIXER

- SILENT AUCTION + WINE & HORS D'OEUVRES + LIVE MUSIC -

6-8:30 P.M. WEDNESDAY, SEPT. 1
WICHITA MARRIOTT, 9100 E. CORPORATE HILLS



Tickets are \$20. RSVP by noon Aug. 27 at wichitaprofessionalcommunicators.com

Join us at WPC's annual scholarship fundraiser and mixer.

Bring a colleague, friend, partner or spouse to this great networking opportunity and a chance to bid for some wonderful items in our silent auction. All auction items have been donated by local businesses and individuals and include artwork, jewelry, entertainment packages, décor items, food and wine packages, professional services, and much more.

In addition, we'll have fun door prizes!

Tickets are \$20 per person and include wine, appetizers and desserts.

Register and pay online, or register online and pay at the door. Reservations are required.

The deadline to RSVP is noon Friday, Aug. 27.

Proceeds from the event, silent auction and door prize ticket sales 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.

Your purchase will help keep WPC's scholarship fund going. You may donate additionally via [Eventbrite](https://www.eventbrite.com) when you register.

Member Spotlight: Q&A with Conni Mansaw

Interviewed by Wilma Moore-Black

Conni Mansaw was born and raised in Wichita, Kansas, and obtained a Bachelor of Arts at Wichita State University in gerontology and Master of Education in organizational leadership at Newman University in 2017. A wife to Bryan, mother to Sydney and Savannah and an active member of the community, she dedicates her time, talents, and passion to many organizations and efforts in Wichita.

What is your job title and what do you do?

I currently am the constituent events manager for The Alzheimer's Association Central & Western Kansas Chapter. I navigated from "volunteer extraordinaire to staff member."

What is the greatest challenge working with individuals with Alzheimer's disease?

I believe the largest obstacle that our organization experiences is the lack of acceptance that this devastating disease impacts everyone: friends, family, medical community, and business community.

How important is it for the public to understand this disease?

The fight to end Alzheimer's is a global concern and does not discriminate who is affected.

Why did you decide to join the Wichita Professional Communicators in 2021?

An opportunity to re-engage in a space that allows me to merge my love of communication in written and presentation form in the Wichita community, as well as create an opportunity to network with others to increase awareness of important issues

that may have forgotten areas of diversity and inclusion efforts.

When you're not working, how do you spend your time?

Reading James Patterson novels and books from Harlem Renaissance era, listening to Miles Davis, taking long walks and trying new recipes on Pinterest.

What's one thing that most people would be surprised to learn about you?

That I find total silence and a completely dark room extremely peaceful.

Who is your mentor and why?

I have five individuals: My parents, the late Joseph Earl and Ruth Earl - they instilled in me the importance of utilizing my education as the driving force to create a legacy to make my family, my community and myself proud.

Junetta Everett: She has been a phenomenal representation of what determination, focused efforts and hard work will produce, and I have flourished as a woman, a mother, a wife and a professional woman of color because of the seeds she planted as a teen.

Deltha Q. Colvin: as a proud product of the Upward Bound program, Ms. Colvin has been a key part of the foundation of my educational journey. During my high school journey, college preparation was her focus; during college it shifted to obtaining my bachelor's degree and during my path of graduate studies, her encouragement assisted in my successful completion.



Dr. Gina Marx: career mentor and graduate school advisor who offered the guidance that assisted in my decision to begin graduate school and guided me through my journey to completion. She kept me grounded and applauded my achievements wholeheartedly.

Mansaw is involved in Sigma Gamma rho sorority, Incorporated, Alzheimer's Association, Junior League of Wichita, St. Mark United Methodist Church, incoming member of Newman University Alumni Board, and is an executive board member of Sistahs Can We Talk, a nonprofit organization.

Editor's Note: Wilma Moore-Black has known Mansaw since birth and was instrumental in getting her to join WPC. Moore-Black posed the following questions to Mansaw, whose mother was a primary child-care provider for Moore-Black's two children.

Job Opportunities

Keeping an eye out for you

- **Greteman Group** is hiring a [content creator](#).
- **Koch Industries** is looking for a [copywriter](#) and a [marketing communications manager](#).
- **KWCH-TV** is looking for a [digital morning news producer](#).
- **KAKE-TV** is hiring a [news producer](#).

More Jobs!

- **Cox Enterprises** is hiring a [content administrator](#).
- **Wichita State University** is looking for a [communications specialist](#).
- **PK Companies** is looking for a [lead copywriter](#).

From the WPC President

Your Social Media 'Likes' Tell a Story



Your social media is your personal brand. For many people, especially communication professionals, that may be common sense. Unfortunately, it isn't innate knowledge for everyone.

I'm endlessly surprised by what I see show up in my social media feeds simply based on my connections' and friends' "likes." And I'll be honest, there have been numerous times when I would've preferred not to see the content a connection has given a thumbs-up to. (Like the self-proclaimed "social media guru" who "liked" obscene content - and got an unfollow from me.)

To me, "likes" on social media are like a trail of breadcrumbs for the public to see, giving people insight to your personality. Yep, your "likes" can tell a story about you. It can reveal political leanings, what your hobbies and interests are, and even your level of empathy.

For celebrities, who are watched closely by the public, a simple "like" can even quickly become [tabloid fodder](#).

A good rule of thumb? Just assume everyone can see what you "like" on social media. What do your "likes" say about you? In Facebook, you can check your activity log to review your trail of breadcrumbs. LinkedIn keeps a log of your activity on your profile, and Twitter also keeps a list of your "likes" on your profile.



Darcy Gray

MEMBER TESTIMONIAL



Debra Fraser

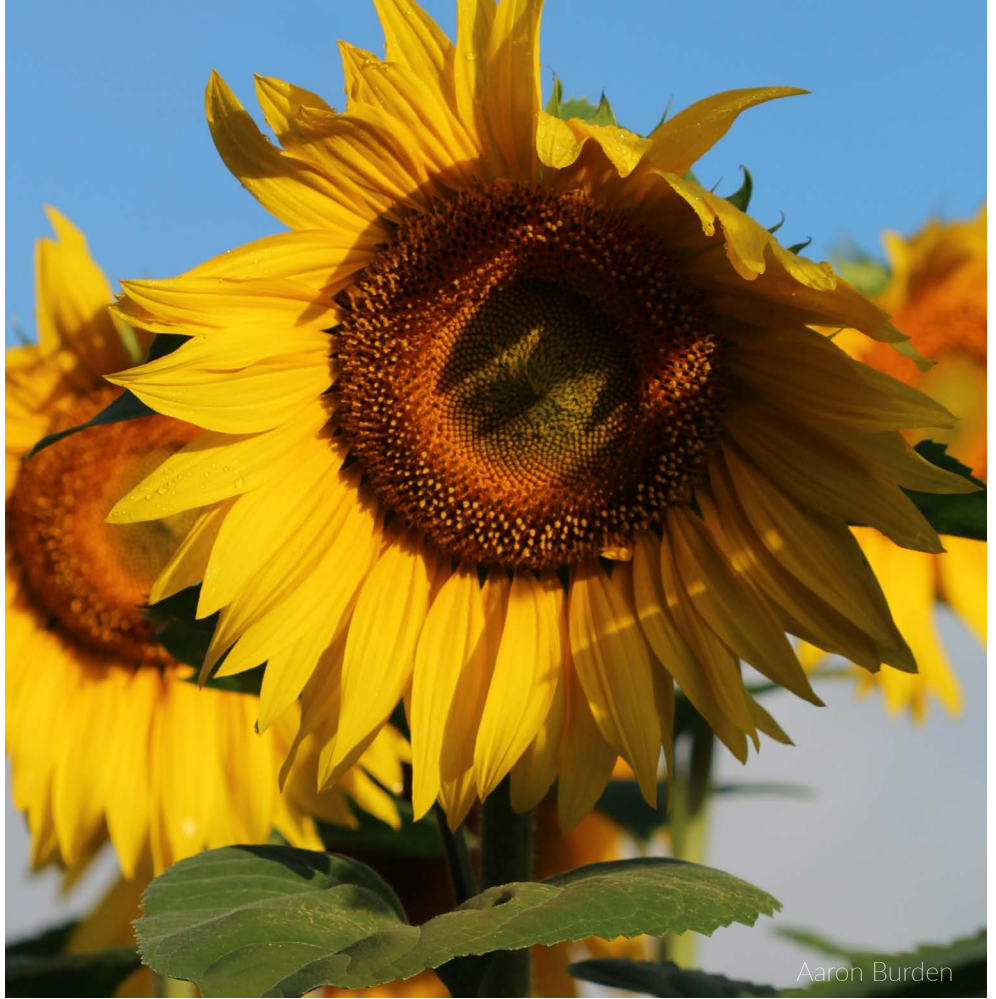
Why join WPC? Here's what KMUW General Manager Debra Fraser has to say:

"I've led communications professional groups in another city, and I believe the best services a communications organization can provide are professional development and scholarships. WPC does both with monthly speakers on topics relevant to anyone in communications and an annual scholarship program.

I appreciate that WPC is welcoming to all communicators, including marketers, journalists, sales and anyone who's part of the media world. It's important to recognize that none can exist without the other and we're all working toward the same goals.

I know it's a lot of work to put together scholarship programs. So, I'm happy to support it and commend the WPC team that helps make life better for an aspiring journalist or communicator every year!"

Join WPC by going to our [website](#).



Kansas Professional Communicators: Member Milestones

55 Years

Priscilla Chansky spent 15 years as administrative director of the nonprofit Veterans Voices Writing Project, which publishes Veterans' Voices magazine. A journalism graduate of The University of Kansas, she joined Missouri Press Women, later transferring to Kansas Professional Communicators. Priscilla spent 17 years on the public relations staff of the University of Kansas Medical Center, co-owned a weekly newspaper for seven years, was executive director of NFPW and spent many years in nonprofit multi-association management. She has served as a KPC board member and is the 2020 KPC Communicator of Achievement.

Member Milestones (cont.)

45 Years

Kansas Press Women (KPC predecessor) became a part of **Sue Henke's** professional life on her first day on the job following graduation from Kansas State University. Her predecessor took her to a Topeka Press Women lunch and introduced her to many people who became friends and mentors. Before retiring, Sue spent her career as a communications manager with a Kansas energy company, public information director of the American Lung Association of Kansas and a publications writer.

WPC & AFFILIATES CALENDAR

Sept. 1: WPC annual mixer and scholarship fundraiser, 6-8:30 p.m. at the Wichita Marriott

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

Oct. 6: WPC monthly program, 11:30 a.m. at Larkspur Bistro & Bar

Oct. 11: WPC board meeting, noon at Dawn Monroe Training

Oct. 20-24: Tallgrass Film Festival

Nov. 3: WPC monthly program and annual meeting, 11:30 a.m. at Larkspur Bistro & Bar

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.

2021 WPC BOARD

PRESIDENT & WEB MANAGER

Darcy Gray
dgray5@kumc.edu

VICE PRESIDENT

Dawn Monroe
dawnmonroe.training@gmail.com

SECRETARY

Kylie Cameron
kylie.elizabeth.cameron@gmail.com

TREASURER

Emily Christensen
emily.christensen@wichita.edu

VP, MEMBERSHIP

Jennifer Eaton
jeaton2@kumc.edu

VP, PROGRAMS

Sean Jones
sjones@wichita.gov

COURTESY/RESERVATIONS

Naomi Shapiro
nshapiro@wichita.gov

SCHOLARSHIP CO-CHAIRS

Judy Conkling, Wilma Moore-Black
judyconkling@gmail.com
wilma.black@wichita.edu

HISTORIAN

Shannon Littlejohn
shannon.littlejohn@gmail.com

NEWSLETTER EDITOR

Leisl Sackschewsky
leisl19@yahoo.com

AT-LARGE MEMBER

Beth Bower
beth@goodlifeguy.com

SOCIAL MEDIA CHAIR

Vanessa Whiteside
vanessa@delightfullifemedia.com