



# Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

[www.wichitaprofessionalcommunicators.com](http://www.wichitaprofessionalcommunicators.com)

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## WPC October Program

**What:** Angie Prather and Kristin Bogner share insights about the 2021 United Way of the Plains campaign, including social media and PR strategy.

**When:** 11:30 a.m. - 1 p.m.  
Wednesday, Oct. 6

**Where:** Larkspur Restaurant  
904 E Douglas Ave., Wichita, KS

**Registration:** RSVP by noon  
Tuesday, Oct. 5 on [Eventbrite](https://www.eventbrite.com) to  
save \$5.

- WPC members \$20  
Member walk-in \$25
- Non-members \$25  
Non-member walk-in \$30
- Students always \$10

Your purchase helps fund WPC's annual scholarship. You may donate additionally via Eventbrite when you register for the meeting, or donate on the [WPC website](http://www.wichitaprofessionalcommunicators.com).



### #Gamechangers and #Handraisers: The New Faces of the United Way of the Plains

featuring Angie Prather & Kristin Bogner,  
United Way of the Plains



Affiliated with Kansas Professional Communicators and NFPW

October 6, 2021

[wichitaprofessionalcommunicators.com](http://wichitaprofessionalcommunicators.com)

United Way of the Plains makes it their business to create positive and permanent change for residents of south-central Kansas. But they don't do it alone. They inspire others to join the fight, enabling individuals, groups and companies to make a difference – individually and collectively – through their time, talents and treasure. They believe that together Kansans can be an unstoppable force for good.

Join Angie Prather and Kristin Bogner for #Gamechangers and #Handraisers: The New Faces of the United Way of the Plains. These two seasoned networkers and unabashed do-gooders will be sharing insights about the 2021 United Way of the Plains campaign, including social media, PR strategy and the making of United Way's 2-minute campaign

video with Justin McClure Creative.

**Angie Prather** is the United Way of the Plains vice president of marketing and chief community engagement officer. She is well known throughout the community given her career in developing award-winning strategic marketing and communication initiatives in the manufacturing, transportation, health care and nonprofit sectors.

**Kristin Bogner** is United Way's digital marketing strategist, focusing on the organization's social media efforts. Kristin formerly taught high school journalism, most notably at Andover High School.

Please note: If you register to pay at the door, you will be invoiced if you do not attend.

# Job Opportunities

Keeping an eye out for you

- **Music Theatre Wichita** is looking for a [marketing and communications manager](#).
- **WSU Tech** is hiring a [website specialist](#).
- **KSN** is looking for a [digital reporter](#) and a [sports anchor](#).

## More Jobs!

- **Koch Industries** is hiring a [brand and communications specialist](#).
- **Cox Communications** is looking for a [digital ad operations specialist](#) and [digital ad campaign manager](#).
- **KWCH** is looking for a [news producer](#).

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## From the WPC President

# Rethinking George Orwell's Famous Quote



I use social media for a variety of reasons: work, to stay connected with family and friends, and to stay updated on my children's activities or my own interests. Social media can be overwhelming when you look at it too much. It's helped people, but it's also distributed lies.

In this era in which anyone can be a digital publisher, I've been rethinking George Orwell's famous quote: "Journalism is printing what someone else does not want published; everything else is public relations."

Sure, I heard this quote thrown around when I was once a journalist. Sometimes it was used as a warning not to be too soft of a reporter, to avoid "fluff" pieces. But Orwell's quote came long before the rise of the Internet, as he died in 1950.

Today, I can appreciate the human interest stories (furry friends, too), photos and videos that break up what sometimes feels like an endless feed of negativity. There are even new words

[Merriam-Webster is watching](#) – doomsscrolling and doomsurfing – that relate to this. These words "refer to the tendency to continue to surf or scroll through bad news, even though that news is saddening, disheartening or depressing."

There are positive news stories now that are less about public relations and more about providing a balanced mental health. I'm not talking about the story promoting 20% off at your local store. I mean purposely following content creators such as [Goodable](#), [Dodo](#) or [Humans of New York](#), because it can uplift you during an inevitable doomscroll.



Darcy Gray



# MEMBER PROFILE



Haley Crowson

**1. What is your current profession?**

Community Engagement Coordinator at KMWU

**2. What do you love the most about your field?**

I love the breadth of the work we do at KMWU. KMWU is more than just news, it's creativity, engagement, and relationship building with the community. Every day is different, and I love being able to regularly dip my toes into various projects like grant writing, event planning, audio production, and so much more.

**3. What is a fun fact people may not know about you?**

I'm not a great cook but I can make some killer pumpkin chocolate chip cookies.

**4. Who are important influences in your life?**

My parents and one of my "other mothers" – Shannon Littlejohn!



## WPC Board member Sean Jones promotes Wichita Library on KWCH



Sean Jones, vice president of programs for WPC, was the first in-studio guest for KWCH Newstalk in more than a year. Felicia Rolfe, KWCH news anchor/reporter, interviewed Jones September 13 about his job at Advanced Learning Library, promoting upcoming programs, news, and stories with the community.

## Leisl Sackschewsky to release first book in early 2022

WPC newsletter editor and writer Leisl Sackschewsky will release her first book in early 2022. Titled "Got Game?", her book presents social, historical, mathematical, and anthropological perspectives on over 200 tabletop games. "The main goal of the book is to make board games accessible and entertaining," said Sackschewsky. "My hope is people will learn something about their favorite games and maybe even find a new favorite along the way."



# 19th annual Tallgrass Film Festival Goes Live

## HBO's Gordon Parks' documentary is coming to Wichita

Whether you can travel to Wichita, Kansas or not, the 2021 Tallgrass Film Festival offers films created by filmmakers from all over the world available to you in person or virtually.

Tallgrass believes in showcasing the best filmmaking experience possible, according to Melanie Addington, the new Tallgrass Film Association's executive director, who relocated from Mississippi to join her new filming team. Addington says the film festival offers something for all ages.

With these uncertain times, film festival organizers must think outside the box and be super creative. There's an international problem: They have no documented plans of how to run a film festival in the middle of a worldwide health pandemic like COVID.

The festival is planned for Oct. 20 to 24 in person and Oct. 24 to 29 virtually. That means you'll go to [Tallgrassfilmfest.org](https://tallgrassfilmfest.org) to find out how to view films virtually. Then, you can enjoy films of your choice sitting on the couch or your favorite lounging chair, reaching for your favorite drink and buttered popcorn.

### Inaugural Gordon Parks Outstanding Black Filmmaker Award

A Fort Scott, Kansas native, Gordon Parks died in 2006 leaving a worldwide legacy that earned him countless honorary university degrees and awards. The "Learning Tree," a novel and film written by Parks, delivered a powerful message about black manhood. The book, published in 1963, depicts the life of Newt Winger growing up in rural Kansas in

the 1920s. In 1969, the novel was turned into a film written, directed, and scored by Gordon Parks. The film was the first to be directed by an African American person for a major American film studio. 2019 marked the 50th anniversary of that film. This year, 2021, marks the 50th anniversary of another movie, "Shaft," produced and directed by Parks. That movie, along with two other movies directed by Parks, "The Learning Tree" and "Leadbelly," will be shown at the Tallgrass Film Festival.

The winner of the Gordon Parks filmmaker award will be announced Oct. 23. David Michael Parks and two other national filmmaker professionals -- Brandon Wilson and Kate Gondwe -- will be judging the five finalists. Wilson was born and raised in Los Angeles, where he attended UCLA, earning a bachelors of arts degree in African American Studies and an M.F.A. from the UCLA School of Theater, Film, and Television.

Kate Gondwe is a Malawian American pursuing her undergraduate degree at Emerson College.

She is the founder of the short's distribution initiative Dedza Films, supported by Kino Lorber. She began her film career as an emerging programmer apprentice at the Tallgrass Film Festival, a program sponsored by the Academy of Motion Picture Arts & Sciences and was a Film Watch grant recipient.

"To have an award in my father's name is a tremendous honor," said David Michael Parks who resides in Austin, Texas, and is the son of Gordon Parks. David is a seasoned filmmaker, photographer, author and two-time Purple Heart recipient for his service during the Vietnam War. He has taught classes with worldwide MGM photographer Eli Reed at the University of Texas at Austin and is working on a documentary for western Texas clients.

"Dad was so dedicated and motivated to produce the best films. He worked tirelessly in all his creations and expected the most from those who worked with him. I have truly enjoyed working with the Tallgrass Film Festival in Wichita, Kansas to select and honor the first recipient of the (continued on page 5)





# Gordon Parks Award (continued from page 4)

Gordon Parks Outstanding Black Filmmaker Award.”

## HBO comes to Wichita, Kansas to share new documentary about Gordon Parks being released in November

Pre-screening of the HBO documentary “Gordon Parks: A Choice of Weapons,” will be shown during the Tallgrass Film Festival. HBO will release the documentary publicly in November. “This is not your typical documentary or autobiography,” one HBO producer explained. “We took a different approach than the traditional autobiography.”

Charles McAfee, a Wichita architect, and close friend who played tennis with Gordon Parks, has for years said that “next to the Bible, Gordon Parks’ ‘A Choice of Weapons’ is a must-read book.” McAfee was instrumental in getting Parks to return to his hometown of Fort Scott, Kansas as his burial place in 2006.

## Partnerships make it work

The Tallgrass Film Festival created a Gordon Parks Advisory Committee. David Park, in partnership with others supporting this committee, has met for months via Zoom detailing plans to present the award. Go to [Tallgrassfilmfest.org](http://Tallgrassfilmfest.org) for more details about the actual Gordon Parks award and other previews of films that will be shown during the festival.

Tallgrass festival association organizers knew they couldn’t do it alone. So, they reached out to community leaders, area businesses and long-time festival supporters. The committee includes Wilma Moore-Black, Mark Quayle (chief legal counsel, Cargill Protein), Holly

Dyer (partner at Foulston Siefkin, LLP), Emily Bonavia (Bonavia Properties), Larry Burks, Sr. (president, Wichita Branch NAACP), Darryl Kelly (director of project management for Credit Union of America and Friends of the Historic Dunbar Theatre), Denise Sherman (executive director, The Kansas African American Museum), Justin Rorabough (director, Wichita State University School of Digital Arts), Lavonta Williams (first vice chair, Wichita Branch NAACP and community leader), Ann Keefer (interim CEO/President, Wichita Festivals), and Alicia Sanchez (director, WSU Office of Diversity & Inclusion), Gray Rodriguez (Tallgrass director of marketing), and Andre Seward (Tallgrass programming director).

Partnering with the film festival has been a new adventure and “a positive experience,” according to Denise Sherman, executive director for The Kansas African American Museum (TKAAM) housed in the national historic Old Calvary Church, downtown Wichita. TKAAM, Michael Roach, a Wichita lawyer and friend of Gordon Parks, in conjunction with Tallgrass Film Festival will open a new exhibit, “Reflections of a Friend,” Sept. 13 until Oct. 31. As a contributor, Wilma Moore-Black is proud to have worked on her first museum exhibit.

“The Tallgrass Film Association fosters an appreciation of the cinematic arts by creating shared experiences around the international medium of film,” as stated on the festival’s website. “. . . stubbornly independent since 2003.”

## Wilma Moore-Black

**Editor’s Note:** Wilma Moore-Black is a seasoned journalist

born in Wichita, Kansas. A graduate of East High School, Kansas State University, and Newman University, she is a lifelong educator. She is retired from KAKE-TV, an ABC affiliate, and the TRIO Communication Upward Bound program at Wichita State University. She has been manuscript editor for three published books, and continues to write, edit, market, do career assessments and promote youth to enter the communications field. She’s the CEO of WMB Creative Productions and publicist for David Michael Parks, son of Gordon Parks.

Inspired and motivated by Gordon Parks, she works non-stop to keep Gordon’s accomplishments alive. Moore-Black wants his name to become a household word and for youngsters to be exposed to, have access to and to develop their critical thinking skills in align with Gordon’s legacy. Gordon Parks’ fearless efforts to try and master many arts and skills developed the Fort Scott, Kansas native into one of the most influential individuals in the world. With all that Gordon endured during his lifetime, he remained humble, courageous, and determined to use his camera as a non-violent weapon against hatred, discrimination, poverty, racism, and inequality.

Moore-Black is an active member of NFPW, Kansas Professional Communicators (KPC) and the Wichita Professional Communicators (WPC). She served as the 2020 WPC president and is currently co-chair of the WPC scholarship committee along with Judy Conkling. For many years, Moore-Black was director of the KPC Communicator of Achievement award. She also has served as the NFPW COA Director.

# Fun and Fellowship at WPC Annual Mixer

Sept. 1 Mixer Supports WPC Scholarship

The annual WPC mixer and scholarship fundraiser returned Sept. 1 to the eastside Wichita Marriott. More than 60 attendees raised an estimated \$2,700 for the organization's scholarship fund. It was WPC's first in-person mixer since 2019. Last year's event was virtual, due to COVID-19 restrictions.

"This was a great show of support for our scholarship fund, coming just two months after our return to in-person monthly meetings," said WPC scholarship co-chair Judy Conkling. "We can always count on our members, local businesses and friends to step up and give generously when the cause is scholarships."

Each spring, WPC awards at least one scholarship to a Wichita-area communications student. This year's scholarship recipient was Daegiona Wilson, a student at Southwestern College in Winfield.



Nancy Anderson volunteered as a greeter and poses with Sierra Scott. Photo by Wilma Moore-Black



A special thank you to the many corporate and individual donors who helped make the 2021 WPC mixer and scholarship fundraiser a success:

#### **\$100 and up**

Dawn Monroe Training  
Exploration Place  
Genesis of Wichita - Hatchet  
Devlin Automotive Group  
Goffrier Studios - Bill Goffrier  
Guy Bower, KNSS Radio  
Jennifer Callaway, Printmaker  
Kansas Star Casino  
Liquid Sun Spray and Boutique  
Mary R. Koch Arts Center  
Owl Medicine Designs  
Raise My Head Foundation  
Tallgrass Film Association  
Vortex Souvenir  
Walter Level, Northrock Lanes  
Wichita Art Museum  
Wichita Marriott - Kate Rose  
WMB Creative Productions -  
Wilma Moore-Black



Courtney and Angela Goughan found great gifts. Photo by Wilma

#### **Up to \$100**

Kristin Bogner  
Beth Bower  
Victoria Campbell, Just Tori  
Music  
Emily Christensen  
Judy Conkling  
Equity Bank  
Rachel Fenske, American Family  
Insurance  
Friends University  
Darcy Gray  
Cecilia Green  
Amy Geiszler-Jones  
Sean Jones  
Kansas Turnpike Authority  
Shannon Littlejohn  
Heather Manuel  
Dawn Monroe



Naomi and Emily busy at registration table. Photo by Wilma

Wilma Moore-Black  
Newman University  
Leisl Sackschewsky  
Southwestern College  
Union State Bank  
Wichita State University  
Vanessa Whiteside

## WPC & AFFILIATES CALENDAR

**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

**Dec. 1:** WPC monthly program with fun activities, networking and light entertainment.

## COMM LINKS

### Wichita Professional Communicators

[www.wichitaprofessionalcommunicators.com](http://www.wichitaprofessionalcommunicators.com)

### Kansas Professional Communicators

[www.kansasprofessionalcommunicators.org](http://www.kansasprofessionalcommunicators.org)

### National Federation of Press Women

[www.nfpw.org](http://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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