



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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Virtual February Program

What: How to Build (and Keep!) Your Target Audience featuring Angela Green, founder of Wichita Mom

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

Registration: Free through Eventbrite. A \$5 donation is suggested to support WPC's scholarship fund. You may donate via Eventbrite when you register for the meeting, or donate on our [website](#).

HOW TO BUILD (AND KEEP!) YOUR TARGET AUDIENCE

featuring Angela Green,
founder of Wichita Mom



Learn how one local organization has mastered social media strategy and content creation to effectively reach its target audience. Angela Green is the founder of Wichita Mom, the premier digital parenting resource for local moms.

What began as a digital blog to amplify the voices of mothers and share broad parenting perspectives has grown into an influential media staple and trusted resource for tens of thousands of parents as they navigate life in Wichita. Wichita Mom is a success story of navigating the constantly changing landscape of the digital world.



Proceeds from this event help support WPC's scholarship fund. You may donate directly on our [Donate page](#). Every year, WPC provides scholarships of up to \$2,000 for Wichita-area college students majoring in a communications field.

Job Opportunities

Keeping an eye out for you

- **GraceMed Health Clinic** is looking for a [marketing communications specialist](#).
- The **Kansas Department of Commerce** is hiring a [director of marketing and communications](#).
- **Visit Wichita** is looking for a [digital content manager](#).
- **Koch Industries** is looking for a [communications and marketing specialist](#).
- **Hunter Health Clinic** is looking for a [multimedia storyteller](#).
- **American Heart Association** is looking for a [national communication lead](#) (remote position).

From the WPC President

Picking up creative work, hobbies



I spent one week in January in isolation due to a close COVID-19 exposure. It brought flashbacks to the onset of the pandemic in 2020 when our lives were uprooted and we had to learn how to adapt to working from home, have meals delivered to our doors, and find creative outlets to keep our minds

occupied during long days and nights without much human interaction.

This time around was a little different, though. I have the shots and the booster, and because I wasn't showing symptoms, I got to go to work (but isolate myself in my office — you know, limited interaction with other people). One thing I was thankful for that week was having some creative work to keep my mind busy in the evening.

Outside of my job at the Library, I do some marketing work for NonprofitGO and graphic design work for Roxy's Downtown. These two jobs outside of my "9 to 5" keep the creative part of my brain going. Oftentimes I find myself working on strategic projects at the Library, and I don't get to exercise the creative part of my brain as much as I'd like. As a communicator, I think it's important to find some creative outlets aside from your day-to-day. I think this keeps your work fresh, your mind sharp

and doesn't make you totally lose it during these pandemic times.

If you think about it, we're the lucky ones. Communication work is creative. We get to exercise creativity through writing, design, video, audio, campaigns, strategy, media relations and so much more. And while we get to use our creativity in our everyday work, it's also nice to find those creative projects that take your mind away from your job and expand your skills. If you feel the slog of the day-to-day, find things that help you relax and let you use your creativity in a different way. You can garden or play Words With Friends or read a book or go to the Wichita Art Museum. By doing activities that bring you joy and let you use your creativity, you may just find that spark of inspiration you've been looking for.

We have a great member base in Wichita Professional Communicators. Many are independent contractors. If you have ever been interested in picking up some independent creative work on the side, or want to break out on your own, I highly encourage you to network with other WPC members. We have members who do independent work in social media, writing, journalism and graphic design. I'm confident they will share their secrets and help you get started.

Sean Jones



Applications for annual student scholarship open

Wichita Professional Communicators is proud to offer an annual \$2,000 scholarship to students pursuing a communication field of study at Wichita-area colleges and universities. Do you know a student who could benefit? Fields of study include journalism, graphic design, photography, public relations, advertising, marketing, digital media and more.

WPC is now accepting applications for our 2022 scholarship, and the complete application must be submitted by March 7 to be considered. Students can find the application requirements and apply on the [WPC website](#).

The award will be presented to the winning candidate

in spring 2022 at a WPC meeting and is intended for the 2022-23 academic school year. Included as part of the scholarship is a one-year membership to WPC, as well as to our affiliated state and national organizations, Kansas Professional Communicators and National Federation of Press Women.

We hope you'll help us spread the word. Thank you for supporting WPC and future communication professionals as well.

For questions or more information, visit our website or contact WPC Scholarship Committee co-chairs Wilma Moore-Black at wilma.black@wichita.edu or Judy Conkling at judy.conkling@gmail.com.

WPC & AFFILIATES CALENDAR

Feb. 2: WPC monthly program, 11:30 a.m., via Zoom

Feb. 9: Final deadline for NFPW Communications Contest

Feb. 14: WPC board meeting, noon, via Zoom

March 2: WPC monthly program, 11:30 a.m., details TBA

March 7: Deadline to apply for WPC scholarship

March 14: WPC board meeting, noon, via Zoom

NFPW 2022 Communications Contest

Earn recognition for the great work you do. The [National Federation of Press Women's 2022 Communications Contest](#) is accepting entries online until Feb. 9. This two-tiered professional contest is open to both members and non-members, with entry fees discounted for members. The first tier of the contest is run at the state level. First-place winners from the state-level contest advance to the national level of judging. To be eligible to compete at the national level, the entrant must be an NFPW member in good standing. Entrants can join NFPW (professional level membership) once they learn of their winning status. NFPW offers numerous contest categories, including writing, editing, photography, graphics and design, radio and television, web and social media, advertising, public relations, speeches and more.



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