



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

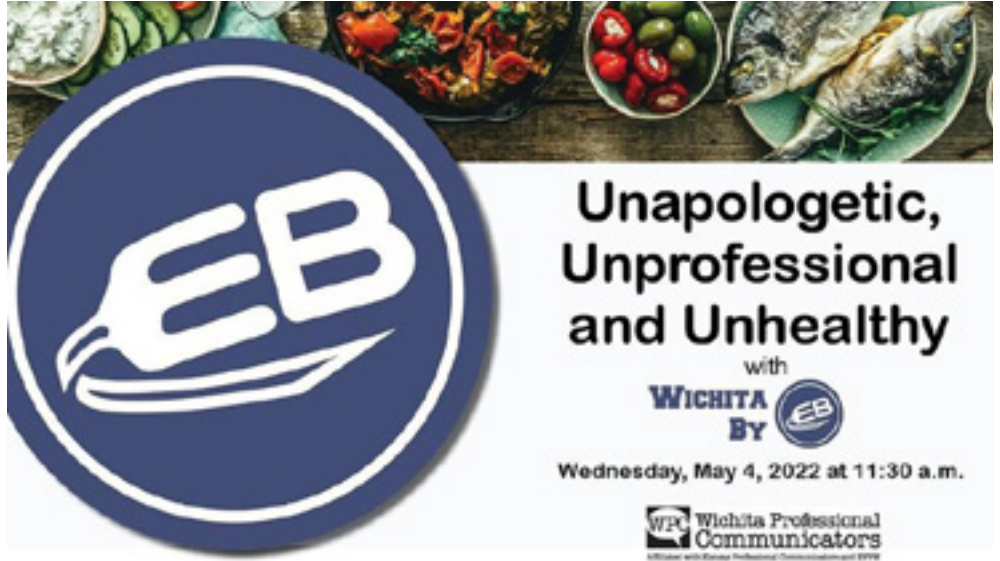
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WPC May Program

What: Unapologetic, Unprofessional and Unhealthy with Wichita by EB

When: 11:30 a.m. – 1 p.m.
Wednesday, May 4, at Larkspur
Bistro & Bar

Registration: [RSVP by noon](#) on Tuesday, May 3, to save \$5! Advance tickets are \$20 for members and \$25 for non-members. Walk-ins are \$25 for members and \$30 for non-members. Students are \$10. (Ticket price includes buffet lunch, water, coffee or tea. Please note: If you register to pay at the door, you will be invoiced if you do not attend.)



Seating is limited and we expect this event to sell out, so don't delay! Order your ticket today!

For more than 11 years, Eddy has been covering the local dining and entertainment scene through his blog, Wichita By E.B. What started out as a small blog intended for family and friends has grown into one of the biggest resources for all things Wichita.

Over 50,000 social media followers and 150,000 monthly readers later, Wichita By E.B. has provided an unapologetic, unorthodox way to give people the information they need, deserve and sometimes don't want.

Come listen to Eddy talk about growing a fanbase by creating engaging content.

WPC monthly meetings support a scholarship fund for Wichita-area students pursuing a career in communications. So come network, be inspired by guest speakers and help a future communication colleague in the process. You may donate additionally [via Eventbrite](#) when you register for the meeting or donate [online](#).

Job Opportunities

Keeping an eye out for you

- KMUW is hiring a [health care reporter](#).
- The Wichita Eagle is looking for a [local government reporter](#) and an [intern reporter](#).
- Intrust Bank Arena is looking for a [marketing manager](#).
- The Kansas Star Casino is hiring a [director of marketing](#).
- Cargill is looking for a [communications senior specialist](#).
- Cox Communications is hiring a [senior manager of brand strategy and stewardship](#).

From the WPC President

Change is good



Changes are brewing at Wichita Professional Communicators. And that's a good thing.

This past year, we've challenged the status quo with monthly programs that made us think differently about what the communication sector looks like today. Gone are the days of the standard newsroom, the traditional inverted pyramid story template and ad campaigns using the same exhausted platforms of raising a message. People consume information and content in different formats. Let's celebrate that!

We've brought to the forefront mavericks in the blog and niche marketing worlds. We've learned that some people volunteer their writing skills to publications they believe in. We live in a world where a side hobby can turn into a movement in a community. And we're about to hear from someone whose anonymity makes them that much more popular and intriguing in the food community.

I've been shown messages from some members of WPC who aren't thrilled with the programming we're offering. And that's all right. We are all entitled to our opinions. But here's what I have to say about that — change is good. In years past, we've heard from countless communications professionals reiterating the same message about journalism and advertising and public relations. Yes, those voices are important. But we can't discount the other voices who are using

truly unique platforms to provide community news and information, and are shaking the way we learn about and interact with our community.

We live in this weird world where journalism is challenged, marketing lives in our hands all the time, and public relations goes beyond press releases and media briefings. I've always hated the concept of an "influencer," but there is some clout to it. People trust people who are like them. People listen more to people with common interests. People want to know how best to live their lives and make decisions from the people who have already done these things. As uncomfortable as it might be to accept this new style of communication, it's important not to discredit it. Just because something is different and not the old way of doing it doesn't mean it doesn't have value. Don't knock it until you've tried it. Don't bash how things are being done now. The future is here, and we need to buckle up.

Our field is constantly changing. Each day it seems like there are new ways to communicate. I think another thing that is changing now is recognition. We all want to be recognized for our efforts in this industry. Some may not need the financial rewards. Some people want to remain anonymous with their work. And that's all right. Respect how the field is changing, and let us lift each other up and celebrate what's working in this new age of communication.

Sean Jones

NFPW names Communicators of Achievement nominees



Larson

The National Federation of Press Women has named its nominees for Communicators of Achievement, which include Wichita Professional Communicators member Gwen Larson.

Larson has worked in journalism and communication for 36 years, with 17 years at The Emporia Gazette as a reporter and editor. She also had a weekly column titled “Full House,” about her family life which includes her husband and three sons.

After her time at the Gazette, she worked for Emporia State University’s marketing and media relations department, where she now serves as director of media relations.

She’s been a member of NFPW since 2004 where she’s also served in appointed and elected roles for Kansas Professional Communicators.

Kansas Professional Communicators will honor this year’s nominee, as well as previous



years’ nominees at a [June 11 luncheon](#) in Goddard. More details to come.

Previous nominees who will be honored at the luncheon include 2020 nominee Pris Chansky and 2021 nominee Beth Bower.

The Communicator of Achievement Award is considered KPC’s highest honor. Nominees for the award then compete for NFPW’s Communicator of Achievement Award.

Help support WPC scholarships by donating silent auction items

We’re still a few months away from WPC’s popular late-summer mixer, but you can help now to make this scholarship fundraiser a great success — by helping assemble a collection of great silent auction items.

Popular items include:

Entertainment and restaurant gift certificates

Jewelry and accessories

Fun and funky décor items

Original artwork

Professional services

New or vintage books and games

Wine and spirits

Individual items or assembled item baskets should be valued at \$25 or more; books in good condition at \$10 or more. Donations will be accepted now through July 30. All auction item donors will be

acknowledged at the event and on social media.

This popular annual fundraiser is the primary source of WPC Scholarship funds.

To make a donation, suggest a potential donor to be contacted, or for more information, contact Scholarship Co-chair Judy Conkling, 316-519-5786 or email judy.conkling@gmail.com.

WPC & AFFILIATES CALENDAR

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

May 9: WPC board meeting, noon, Zoom

June 1: WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

June 11: KPC Recognition Luncheon, details TBA

June 13: WPC board meeting, noon, via Zoom

June 23-25: NFPW Communications Conference in Fargo, North Dakota

WPC Member news

- **Kindra Goertzen** is among the Wichita Business Journal's 40 Under 40 honorees.
- The Active Age announced its Awards of Excellence from the 2022 Kansas Press Association contest, including a second-place win for **Amy Geiszler-Jones** and a third-place win for **Debbi Elmore**. Geiszler-Jones wrote a [story](#) about how grandparents are often drawn into domestic violence cases involving

younger generations, while Elmore wrote about the [pickleball craze](#).

- **Emily Christensen** will be facilitating the Kansas Creative Arts Industries Commission (KCAIC) Critical Writing Initiative this summer. The deadline is May 16 for writers to [apply to participate](#).

- **Vanessa Whiteside's** book, "100 Things To Do in Wichita Before You Die" is available for [preorder](#). The book will officially release May 15.



Ylanite Koppens

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