



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC June Program

What: The Black Press: Giving Voice with Dr. Aleen Ratzlaff

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

Registration: RSVP by noon on Tuesday, May 31, 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.)



The Black Press: Giving Voice

with **Dr. Aleen J. Ratzlaff**
of Tabor College

Wednesday, June 1, 2022
11:30 a.m.



In honor of the upcoming Juneteenth holiday, join Wichita Professional Communicators to learn about the development of the Black press in our region and its significance.

Aleen Ratzlaff, Ph.D., a professor of communications, teaches at Tabor College in Hillsboro, Kansas. She will share findings from her primary research, which has focused on the Black press and its role in community building on the Plains.

Ratzlaff earned her doctorate in mass communication from the University of Florida, a master's degree in communication from Wichita State University and a bachelor's degree in social

work from Tabor College. She previously served as an adjunct instructor in the Elliott School of Communication at WSU and was a writer for the Hillsboro Free Press. She earned a Doctoral Dissertation Award from the American Journalism Historians Association for "Black Press Pioneers in Kansas, Connecting and Extending Communities in Three Geographic Sections, 1878-1900."

WPC monthly meetings support a scholarship fund for Wichita-area students pursuing a career in communications. 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

- KSN TV is hiring a [producer](#).
- Friends University is hiring for a [communications specialist](#).
- American Heart Association is looking for a [social media manager](#).
- The **Cosmosphere** is hiring a [website and data coordinator](#).
- **Bombardier** is hiring for a [senior adviser in PR and External Communications - Customer Experience](#).
- **Rainbows United** is hiring a [marketing specialist](#).

From the WPC President *Communication is evolving*



Those lazy, hazy, crazy days of summer are here.

Yes, I did just watch that episode of “Gilmore Girls” where that phrase was repeated in song throughout the entire episode. I’m also so happy summer is here.

Whether we want them to or not, things are opening up. People are starting to travel (albeit maybe a little begrudgingly thanks to high gas prices and airfare), but nonetheless, people are out exploring. As I mentally prepare for my hiking trip to Colorado next week, I’m thinking about the different ways cities communicate to potential visitors about the “hotspots” and destinations they should check out on their visit.

When I travel, I tend to look for local bloggers who know the area I’m visiting. I like to search for the top restaurants, coffee shops and must-see attractions. I also love looking for blogs about “experiencing a destination like a local.” That’s where you find the best off-beat places.

Lucky for us, we’ve heard from two bloggers – Wichita Life ICT and Wichita By E.B. – who provide great tips about our city from the local perspective.

We have Visit Wichita, a team of people who work hard to bring entertainment and commerce to town.

And with that usually brings tourists. Their annual visitors guide is packed with the top must-dos and must-sees in Wichita. They produce great content on social media (including TikTok), so anyone needing some quick tips can give them a follow.

I’ve worked with travel writers visiting Wichita who are looking for the latest and greatest our city has to offer, who then share their research and experiences with their network of followers.

And let’s not forget our own Vanessa Whiteside’s new book, “100 Things To Do in Wichita Before You Die,” full of the best things our city has to offer.

At the core of all of this is communication. Communication is visual, written, audio, video, billboards, magazines, print ads, display ads, social media, TikTok challenges and so much more. I’m fascinated by the way cities harness the latest communication to lure people in.

I think this goes to show just how important it is to keep an open mind about communication techniques and styles. The way we consume information is evolving.

Sean Jones

WPC announces annual scholarship winner

A Wichita State University student will be awarded Wichita Professional Communicators' annual \$2,000 scholarship to pursue her studies in creative writing and communications. Hannah Holliday of Olathe, Kansas, works as a tutor in the WSU creative writing center and plans to graduate in December of 2023.

"Grammar has always been extremely important to me," Holliday said. "But I realized how much I truly enjoy learning grammar rules and correcting other people's work when I had to edit an entire staff's articles.

"I thoroughly enjoy reading other people's work and helping them convey their message in a clearer way. Because of this innate love for editing, I will be pursuing a career in publishing as a poetry editor after I graduate."

Holliday is gaining firsthand experience as poetry editor for Mikrokosmos, WSU's literary magazine. She enjoys serving as outreach coordinator for the WSU chapter of Sigma Tau Delta, the National English Honors Society.

"Hannah is a strong writer with a knack not only for clear communication but innovative and memorable ideas. In English 323, she constructed a persuasive essay comparing the Queen of Sheba in the 14th-century Ethiopian tale Kebra Negast with the hero Rama from the ancient Indian epic Rāmāyana. Hannah argued that although both texts center on powerful and royal figures, they normalize those royals through universal struggles like family dynamics or leaving home for the first time," explained Katie Lanning, an assistant professor of English at WSU.



"Hannah wrote a compelling study of the way texts across history and across the globe use exceptional characters to tell relatable stories about the comforts and conflicts that ultimately make us all human. It was an insightful bit of writing, exceptionally engaged with its textual evidence and rhetorically effective in building a strong argument."

Deadline for the annual WPC scholarship is the first Monday in March.

"Wichita Professional Communicators are so proud of Hannah's accomplishments and that our annual scholarship award is financial support encouraging more students to stay in the communications field," said Wilma Moore-Black, WPC scholarship committee co-chair.

WPC & AFFILIATES CALENDAR

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

June 11: KPC Recognition Luncheon, noon, Heart of Country Catering, 401 Industrial Road #7, Goddard

June 13: WPC board meeting, noon, via Zoom

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

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

Sept. 7: WPC mixer and scholarship fundraiser, Wichita Marriott

WPC Member News

- **Conni Mansaw**, senior development officer at Newman University, is participating in Cohort 3 of [The Thread: A Women's Leadership Collective](#), which is a tribe of leaders working to level up their careers as well as those of others.
- **Samantha Lucciarini** emceed the Wichita Independent Business Association's luncheon in March during Women's History Month, helping WIBA achieve a record-breaking 96 women in attendance.
- **Naomi Shapiro** participated in the Wichita State University Hugo Wall School of Public Affairs 2022 Mini MPA program along with colleagues from the City of Wichita, Sedgwick County and municipalities across the state.
- **Kylie Cameron**, reporting on the Andover tornado, filed her first [national spot for NPR](#).
- On ["The Good Life" show](#) on KNSS, **Guy Bower** recently interviewed **Vanessa Whiteside**

about her new book, "100 Things To Do in Wichita Before You Die."

- A short story by **Julie Ann Baker Brin** was featured in Issue 3 of ["105 Meadowlark Reader,"](#) a journal of creative nonfiction by and for writers who live or have lived in Kansas.

- **Belinda Venters, Jennifer Eaton and Darcy Gray**, the public affairs team at KU School of Medicine-Wichita, competed in the Kansas Association of Health Care Communicators' annual Emerald Awards competition. They received an Emerald Award in External Communications, for the Embark KU Wichita magazine; an Emerald Award in Advertising - Total Campaign, for the school's We Doc This campaign; and a Certificate of Merit in External Communications - Newsletter, for the school's e-newsletter. Gray also earned an Emerald Award in Writing for her story, "Women in medicine inspire Girl Scouts."

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