



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

VOL. 51 | No. 8 | August 2022

WPC August Program

What: Newspaper Disruptors:
A Look at Community Papers

When: 11:30 a.m. – 1 p.m.
Wednesday, Aug. 3, at Larkspur
Bistro & Bar

Registration: [RSVP by noon](#) on Tuesday, Aug. 2, to save \$5! Advance tickets are \$20 for members and \$25 for non-members. Walk-ins are \$25 for members and \$30 for nonmembers. 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.)



Newspaper Disruptors:

A look at today's
community newspapers

with
Joey and Lindsey
Young

11:30 a.m., Wednesday, Aug. 3

Joey and Lindsey Young are the majority owners of Kansas Publishing Ventures, which owns four weekly newspapers in south central Kansas: Harvey County Now, the McPherson News-Ledger, the Hillsboro Free Press and The Clarion.

They purchased their first newspaper in 2012 and have become advocates for local, community-driven news publications. In addition to newspapers, they have branched out into everything from hosting a yearly blues concert in Newton to custom printing and book publishing.

When the Youngs purchased their first newspaper, The Clarion, the Reno County natives were the youngest newspaper owners in the state. Joey has served on the

board of the Kansas Press Association, including serving as KPA president in 2020. The Youngs are active in several chambers of commerce as well as Young Professionals of Reno County and the K-96 Corridor Association. Joey, who previously worked at the Harvey County Independent and The Hutchinson News, was featured in Editor & Publisher's "25 Under 35" edition in April 2020. Lindsey, who serves as managing editor of The Clarion, writes a weekly recipes column, "Spice Up Your Life."

WPC monthly meetings support a scholarship fund for Wichita-area students pursuing a career in communications. You may donate additionally [via Eventbrite](#) when you register for the meeting, or donate [online](#).

Job Opportunities

Keeping an eye out for you

- Century II is hiring a [marketing manager](#).
- KSAS/KMTW is looking for a [chief engineer](#).
- Intrust Bank Arena is hiring a [marketing intern](#).
- Textron Aviation is hiring a [social media strategist](#).
- Gardner Design is hiring a [senior designer and web developer](#).
- The American Heart Association is looking for a [impact report writer \(remote\)](#).

From the WPC President

Fall is almost here



Fall is right around the corner, and that always indicates a busy time for most organizations. In Library world, we moved our annual Big Read from fall to winter/spring because it clashed with so many other great community events. But that doesn't mean we are sitting back and twiddling our thumbs – we have plenty to work on.

I'm anxiously awaiting the arrival of fall (for many reasons). It's my favorite season. I enjoy the crisp weather, the leaves changing colors, scary movies – even the coffee tastes better in the fall. Wichita Professional Communicators has a lot to look forward to this fall as well.

I guess it's not quite fall, but our annual mixer is Sept. 7. Judy Conkling and Wilma Moore-Black have been working hard to organize this annual fundraising event. We're raising the ticket price to \$30 in advance, \$40 at the door. This gives us the opportunity to play around with the idea of offering more scholarships to communication students in the future. And you get A LOT for your ticket price to this mixer – good food, good wine, good conversations with colleagues, and so many silent auction items to bid on. We're looking forward to seeing you at the Wichita Marriott that day. More information is coming very soon.

The board will focus on the 2023 calendar in the coming months so that we have a seamless transition between roles as our terms come to an end.

We're also building our nominating committee to select our slate of executive officers for 2023. We will have more information about those names in early September. If you're interested in serving on the WPC board next year in any capacity, reach out to me. I'd love to chat!

I want to thank all of you for a great first half of 2022. We've covered a lot of ground and have had some amazing programs and moments to look back on. I look forward to the last half of the year. We've changed and grown this year, and I'm thrilled with the results.

Sean Jones

Continued congratulations for NFPW winners

Congratulations to the following WPC members who were honored with communication contest awards during the 85th NFPW conference in late June in Fargo, North Dakota.

Here are more details about their awards:

Kristin Bogner - first place, social media presence for the United Way of the Plains Facebook page in the nonprofit, governmental or educational category

Rachel Bell - honorable mention in the web and social media podcast category

Debbi Elmore - honorable mention for the feature story "Blessing Boxes Blow Up," published in *The Active Age*, in the print-based newspaper category

Kindra Goertzen - first place for her work at the United Way of the Plains in the category PR materials report and honorable mention in the materials brochure-nonprofit, governmental or educational category.

Madeline McCullough - honorable mentions in the categories of advertising campaign and PR campaign for the work completed by McCullough, Shocker Ad Lab creative director, and Elliott School of Communication students at Wichita State for the Wichita Gridiron show and Valley Center



From left to right: WPC and KPC members attended the NFPW Conference in Fargo, N.D., including Kristin Bogner, Katie Cantrell and Kindra Goertzen. (KPC photo)

Vietnam Moving Wall.

Angie Prather - third place for a United Way of the Plains advertising campaign in the category of radio and TV advertising

Belinda Venters, Jennifer Eaton and Darcy Gray - first place in the publication editing category for their work on the University of Kansas School of Medicine-Wichita's publication, *Embark KU Wichita* magazine. The trio also received an honorable mention in the electronic newsletter category for the *KUSM-W* monthly e-news.

Gray also won first place in the photographer-writer category for "Women in medicine inspire Girls Scouts during career-themed

field day." **Venters** also received second place in the ghost-written article category for "50 Years and counting," the dean's column in the *Embark KU Wichita* magazine.

You, too, can be an award winner. The two-tiered 2023 NFPW communications contest will begin accepting entries Oct. 1 through Feb. 8 for work completed in 2022. The first tier of the contest organized by the Kansas Professional Communicators is open to members and nonmembers. First-place winners of the KPC contest who are KPC members will move on to the second tier of the contest at the NFPW level. More information will be released closer to the contest opening date.

WPC & AFFILIATES CALENDAR

Aug. 3: WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

Aug. 8: WPC board meeting, noon, via Zoom

Sept. 7: WPC mixer and scholarship fundraiser, 6-8:30 p.m., Wichita Marriott

Sept. 12: WPC board meeting, noon, via Zoom

Oct. 5: WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

Oct. 10: WPC board meeting, noon, via Zoom

Don't miss our Scholarship Fundraiser Mixer

Register now for the annual WPC Scholarship Fundraiser and Mixer, 6-8:30 pm, Wednesday, Sept. 7, at the Wichita Marriott, 9100 E. Corporate Hills.

This fun and casual networking event is our primary fundraiser for the WPC Scholarship Fund, benefiting communication students at area colleges and universities. Join your fellow communicators for wine (or non-alcoholic drink), a delicious spread of hors d'oeuvres, live music, and the chance to bid on many wonderful silent auction items.

Tickets are \$30 each, if you [register online](#) by noon Friday, Sept. 2. Tickets purchased at the door are \$40.

Your silent auction items still appreciated

If you or your company still wish to donate auction items, you may do so through Aug. 15. For more information, contact Judy Conkling at judy.conkling@gmail.com or 316-519-5786.



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. 7
Wichita Marriott, 9100 E. Corporate Hills
Tickets: \$30 • RSVP by noon Sept. 2 online:
WichitaProfessionalCommunicators.com
Tickets purchased at the door are \$40.



2022 WPC BOARD

PRESIDENT

Sean Jones
sjones@wichita.gov

VICE PRESIDENT

Naomi Shapiro
nshapiro@wichita.gov

SECRETARY

Ben Redington
ben@benredington.com

TREASURER

Brittany Sweeney
brittany@sweeneybookkeeping.com

VP, MEMBERSHIP

Jennifer Eaton
jeaton2@kumc.edu

VP, PROGRAMS

Kristin Bogner
kristinbogner@gmail.com

COURTESY/RESERVATIONS

Teri Mott
terimott@gmail.com

SCHOLARSHIP CO-CHAIRS

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

HISTORIAN

Shannon Littlejohn
shannon.littlejohn@gmail.com

NEWSLETTER EDITOR

Kylie Cameron
cameron@kmuw.org

AT-LARGE MEMBERS

Emily Christensen, Conni Mansaw
emilycarolchristensen@gmail.com
wrkcsaw15@gmail.com

WEB/PAST-PRESIDENT

Darcy Gray
dgray5@kumc.edu

SOCIAL MEDIA CHAIR

Vanessa Whiteside
vanessa@delightfullifemedia.com