



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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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.



Time's running out to 'Mix it up with WPC'

It's that time of year! Join us for live music, a silent auction, hors d'oeuvres, beverages and great conversation.

Don't wait — register today for the annual WPC scholarship fundraiser/mixer, 6-8 p.m. Wednesday, Sept. 7, at the Wichita Marriott Corporate Hills, 9100 E. Corporate Hills (near Kellogg and Webb). Tickets are \$30 — but only until noon Friday, Sept. 2. Ticket prices will go up after, and at the door, to \$40.

This fun and casual networking

event is our primary fundraiser for the WPC Scholarship Fund, benefiting communications students at area colleges and universities. We're counting on your help to make sure we can continue to provide much-needed and appreciated financial assistance to future communications professionals.

So come meet and mingle with fellow communicators, enjoy wine (or a non-alcoholic drink) and a tasty spread of hors d'oeuvres — and bid on an impressive array of silent auction items, ranging in value from \$5 to \$500.

Thank you to KU School of Medicine-Wichita for sponsoring this event.

TICKETS

Register now on [Eventbrite](https://www.eventbrite.com).

You may donate additionally via Eventbrite when you register for the meeting or donate [here](#).

Sign up for a WPC membership while you're there and it covers the rest of 2022 and all of 2023.

Job Opportunities

Keeping an eye out for you

- The **American Heart Association** is looking for an assistant news editor.
- **Greater Wichita Partnership** is hiring for a social media manager and public relations manager/external communications manager.
- The **Wichita State University Foundation** is hiring a digital marketing coordinator.
- **KWCH** has several openings.
- **Berkshire Hathaway HomeServices PenFed Realty** is hiring a social and digital content developer.
- **IMA Financial Group** is looking for a public relations manager.

From the WPC President

Mix it up with WPC



Let's mix it up! One thing I am looking forward to the most in the coming weeks is our annual mixer. I had this idea to create an auction basket filled with fun socks – including a couple of pairs from local nonprofits United Way of the

Plains and Heartspring. I'm so excited to see the creativity our board members came up with while creating their baskets. If you haven't done so, please get your ticket purchased! They're \$30 this year, but you get a lot with that ticket – food, wine, networking, access to auction items – but most importantly, the opportunity to provide scholarships to collegiate communications students.

I'm starting grad school this fall, and it feels strange going back to school after being away for six years. While I'm not pursuing a master's degree in communications, I'm fondly looking back on my time as a communications student at the Elliott School of Communication at Wichita State. Not only did I learn valuable skills that have helped me in my career, I also made some lifelong friends I still talk to on a daily basis. I met professionals who have helped me navigate my career, and I got to work on projects that pushed me outside of my comfort zone and helped me learn the broad scope of communications instead of one pathway. I think I'm thankful for that most of all.

Even though I learned a lot at the Elliott School, a few things stay at the front of my mind:

- White space is your friend. I learned that from Amy DeVault.
- You're only allowed three exclamation points per semester. Thanks for that advice, Madeline McCullough!!!
- You don't think you can come up with 300 variations of a slogan or headline? Think again.
- Deconstructing ad campaigns, designs and articles helps you understand the communicator's decision making. And it's fun.
- Don't bury the lede.

There are more lessons, but you get the picture.

All of this to say – supporting the next generation of communicators is important. Each month, we bring in the best to talk about trends in our work. Once a year, we hold a silent auction fundraiser to award college students to further pursue their degrees in communications. However you can help, we greatly appreciate it.

The future of communications in Wichita is bright. More and more companies are discovering the value of communications, and the skills communicators bring to the table. Let's support our future communications colleagues. I can't wait to see you at the mixer Sept. 7.

Sean Jones

WPC & AFFILIATES CALENDAR

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

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

Oct. 1: NFPW contests open (final deadline for entries is Feb. 8)

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

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

Nov. 2: WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

WPC Member News

● **Vanessa Whiteside**, WPC social media chair and author of “100 Things To Do in Wichita Before You Die,” announced her new book: “Secret Wichita: A Guide to the Weird, Wonderful & Obscure” to be published in 2023.

● **Carla Eckels** was announced as a recipient of a Diversity & Inclusion Award from the Wichita Business Journal.

● **Wilma Moore-Black** is preparing for the 20th anniversary of the Tallgrass Film Festival, which will take place Sept. 28 through Oct. 2 in downtown Wichita. As part of the festival, Moore-Black serves on the advisory committee for the Gordon Parks Award for Black Excellence in Filmmaking.



Anne Nygard

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sjones@wichita.gov

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nshapiro@wichita.gov

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kristinbogner@gmail.com

COURTESY/RESERVATIONS

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judy.conkling@gmail.com
wilma.black@wichita.edu

HISTORIAN

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shannon.littlejohn@gmail.com

NEWSLETTER EDITOR

Kylie Cameron
cameron@kmuw.org

AT-LARGE MEMBERS

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emilycarolchristensen@gmail.com
wrkcsaw15@gmail.com

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vanessa@delightfulllifemedia.com