



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

VOL. 52 | No. 1 | January 2023

WPC January Program

What: Interactive Video with Justin McClure Creative

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

Registration: [RSVP by noon](#)
on Tuesday, Jan. 3, to save \$5!
Advance tickets are \$20 for
members and \$25 for nonmem-
bers. Walk-ins are \$25 for mem-
bers 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.)

Interactive Video with **JUSTIN MCCLURE** *Creative* EST. 2007 DESIGN MOTION



11:30 a.m. Wednesday, January 4, 2023



Jordan Hull
Director of Operations



EJ Corporan
Director of Strategy and Growth

Explore the world of interactive video with Jordan Hull and EJ Corporan of Justin McClure Creative.

Start your 2023 off right by joining us for “Interactive Video with Justin McClure Creative,” 11:30 a.m. to 1 p.m., Wednesday, Jan. 4, at Larkspur Bistro & Bar.

Justin McClure Creative explores the future of interactive video using state-of-the-art technology, providing new services to the Midwest region. JMC’s Jordan Hull and EJ Corporan will dive into the interactive technology by reviewing examples from global brands utilizing this exciting technology.

Ticket price includes buffet lunch and water, coffee or tea.

Your purchase helps to fund WPC’s

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

WPC monthly meetings and annual fundraisers 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!

Job Opportunities

Keeping an eye out for you

- Boyd Gaming is looking for a [casino marketing manager](#).
- Textron Aviation is looking for a [community relations manager](#).
- LodgeWorks is hiring a [marketing director](#).
- Trust Women is looking for a [marketing associate](#).
- Hunter Health is hiring a [grant administrator](#).
- KMW is looking for a [Korva Coleman Diversity in Journalism intern](#).

From the WPC President Welcome to 2023



It's hard to believe a new year is upon us already since 2022 was a whirlwind of activity after two uncommonly long and slow pandemic years.

Communicators have been at the forefront throughout, so I am sure many of you are as exhausted as I am with the constant pivoting and endless virtual meetings.

Let's hope that 2023 will be a year of calm and rejuvenation for our illustrious membership. You are all inspiring and supportive in equal measure, which is the reason I joined this organization in the first place.

I am truly excited to see what the future holds for WPC, and grateful for the opportunity to help steer our course.

Naomi Shapiro



Jess Bailey

Seeking new social media chair

Are you interested in taking a more active role in WPC and helping to promote our public presence?

Throw your name in the ring for social media chair.

We're thrilled that Vanessa Whiteside's writing career has blossomed, even though working on book number two means she will not be able to continue on as social media chair in 2023.

She has done an exceptional job keeping WPC active and visible on all social media platforms.

Serving on the WPC board is an opportunity to showcase your talent while reaping the benefits of a leadership role. Contact WPC President Naomi Shapiro at nshapiro@wichita.gov if you're interested in serving.

If you are familiar with social media management and content scheduling, we want YOU!



Online application is open for \$2,000 WPC scholarship

Applications are now being accepted for the 2023 scholarship awarded by Wichita Professional Communicators (WPC).

The deadline for online applications is midnight, March 6. WPC offers an annual \$2,000 scholarship to students pursuing degrees in the communications field at Wichita area colleges and universities.

Students pursuing careers in advertising, digital media, editing, graphic design, journalism, marketing, photography, public relations, public speaking, writing and other mass communications areas should apply.

Besides the monetary award, the scholarship recipient will receive a one-year membership in WPC and its affiliated state and national organizations, Kansas Professional Communicators and National Federation of Press Women (which is open to both men and women).

The winner will be announced in spring 2023.

Requirements for a complete application can be found online at WichitaProfessionalCommunicators.com. For questions or more information, email WichitaProCom@gmail.com or directly contact WPC's scholarship committee co-

chair Wilma Moore-Black at wilma.black@wichita.edu.

"We have a strong, supportive membership that believes in giving back to grow our own communicators," Moore-Black said. "The entire membership has many opportunities to get involved in WPC individually and group projects."

Funds for the scholarship come from donations and WPC events like the annual mixer featuring a silent auction.

Show your support with a WPC membership

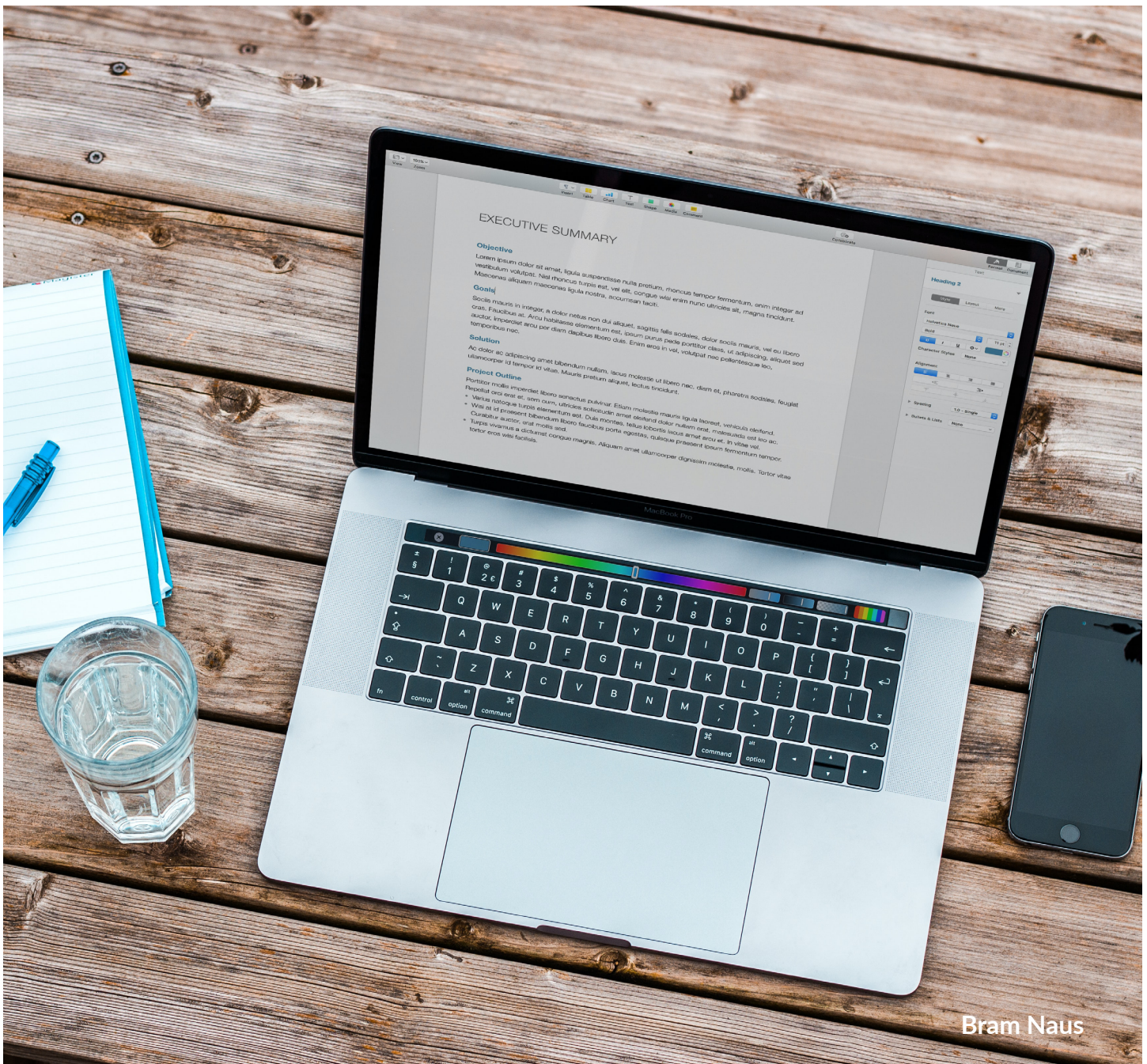
As we kick off 2023, don't forget to renew your membership to Wichita Professional Communicators. Not a member yet? We'd love for you to join.

WPC offers networking opportunities throughout the year, including monthly lunch meetings featuring exciting and relevant speakers. Additionally, our annual mixer offers entertainment, great food,

wine and a silent auction benefiting the WPC Scholarship Fund, which supports area communication majors. Members get a discount to our monthly lunch programs and enjoy being part of a group that fundraises for a good cause.

Joining WPC is easy. Go to wichitaprofessionalcommunicators.com to complete the online form and pay just \$50 for a local member-

ship. For a professional membership including Kansas Professional Communicators and the National Federation of Press Women, go to nfpw.org and select both the "Kansas-Wichita" and "Kansas" choices when asked to select an affiliate. The professional membership level is \$160.



WPC & AFFILIATES CALENDAR

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

Jan. 9: WPC board meeting, noon, via Zoom

Jan. 18: Early bird deadline for KPC, NFPW communications contest

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

Feb. 8: Final deadline for KPC, NFPW communications contest

Feb. 13: WPC board meeting, noon, via Zoom

WPC member news

- **Becky Funke** is retiring from the Wichita Art Museum.
- **Vanessa Whiteside** was recently approved to be a member of the [Midwest Travel Journalists Association](#).



A poster for the NFPW Communications Contest. On the left, an illustration of an hourglass with a person sitting at a desk with a laptop inside the bottom bulb. The top bulb of the hourglass contains the text "TIME'S RUNNING OUT!". To the right of the hourglass, the text "NFPW COMMUNICATIONS CONTEST" is written in large, bold, yellow letters. Below this, the text "DEADLINE: Jan. 18, 2023" is written in white. At the bottom, the text "FULL CONTEST RULES: www.nfpw.org/professional-contest" is written in white.

2023 WPC BOARD

PRESIDENT

Naomi Shapiro

nshapiro@wichita.gov

PRESIDENT-ELECT & VP, PROGRAMS

Kristin Bogner

kristinlbogner@gmail.com

SECRETARY

Ben Redington

ben@benredington.com

TREASURER

Brittany Sweeney

brittany@sweeneybookkeeping.com

COURTESY/RESERVATIONS

Teri Mott

terimott@gmail.com

VP, MEMBERSHIP

Haley Crowson

hcrowson@kmuw.org

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

kylie.elizabeth.cameron@gmail.com

WEBMASTER

Kindra Goertzen

kgoertzen@unitedwayplains.org

AT-LARGE MEMBERS

Jill Miller, Beth Bower

beth@goodlifeguy.com

jilldm@swbell.net

PAST-PRESIDENT

Sean Jones

sjones@wichita.gov