



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC February Program

What: The Communication Roller Coaster with Jennica King

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

Registration: [RSVP by noon](#) on Tuesday, Feb. 28, to save \$5! Advance tickets are \$20 for members and \$25 for nonmembers. 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.)



Learn about building meaningful connections to accomplish clear, effective, and creative communications.

Jennica King is the director of marketing & communications at the Sedgwick County Zoo. She works with Zoo leaders, animal experts, and conservationists to inspire our community to leave the planet better than we found it. During her time at the Zoo, Jennica has built a mission-based communication strategy, launched a new website, and led a comprehensive rebranding initiative.

After more than a decade working in PR and marketing for non-profits, Jennica understands that the key to clear, effective, and creative communication is building meaningful connections with the audi-

ence you're trying to reach.

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

- Ballet Wichita is looking for a development director.
- Kansas State University is looking for a communications and marketing specialist.
- The Wichita Art Museum is hiring a social and digital media manager.
- Deloitte is looking for a lead copywriter.
- The Wichita Eagle is looking for summer interns.
- American Red Cross is looking for a grant coordinator.

From the WPC President AI can change communication field



ChatGPT is a powerful language model developed by OpenAI that can quickly generate text based on input provided by a user. This technology has the potential to greatly impact the field of professional writers and communications professionals in several ways.

It can be used as a tool for generating text with lightning speed and efficiency. Writers can input a prompt or outline, and ChatGPT can produce a coherent piece of writing in a matter of seconds. This could significantly streamline the writing process and allow professionals to focus on more important tasks, such as editing and refining the content.

ChatGPT can be used to generate unique and engaging content that is optimized for various mediums, including websites, advertisements,

and social media platforms. This could potentially lead to increased engagement and conversions for businesses, as well as help professional writers stand out in a crowded marketplace.

However, it is important to note that while ChatGPT is a powerful tool, it is not a replacement for human writers. The model may be able to generate text that is grammatically correct and informative, but it lacks the creativity and intuition that can only be provided by human writers. This means that professional writers will still play an important role in the creative process, but they may need to adapt to new technologies in order to remain competitive.

As technology continues to advance, the relationship between ChatGPT and professional writers will likely evolve, and it will be interesting to see how this impacts the field in the coming years.

The preceding paragraphs were generated by ChatGPT from this prompt: "Write a short essay about how ChatGPT will impact copywriting and professional writers."

AI technology has been a hot topic lately, providing an endless onslaught of painterly filtered headshots and questionable "artwork" on our social media feeds but what of AI text generators? We've become accustomed to AI-based apps like spell check, predictive text and Grammarly to aid our writing but it was eerie too see how fast ChatGPT could spit out a relatively coherent essay. I still needed to copy edit but how many outlets will forgo that important step? We will have to see where it goes.

Naomi Shapiro

Save the date for WPC's scholarship fundraiser, mixer

This fall, Wichita Professional Communicators (WPC) annual scholarship fundraiser and mixer will have a new location — the KMWU offices in Old Town.

"Our members and supporters attend this annual fundraiser from all across the city, so the WPC board thought it was time to move to a new, central location," said WPC scholarship co-chair and event coordinator Judy Conkling. "When we learned the beautiful KMWU lobby and boardroom were available for our event, we jumped at the opportunity."

This year's after-work mixer and silent auction will be Thursday, Sept. 7, so mark your calendars now and plan to attend. The event is the primary fundraiser for WPC's scholarship fund, supporting Wichita-area college communications students.

Unique and desirable silent



auction items for every budget are what make the WPC scholarship fundraiser so popular and successful every year. To donate or volunteer to solicit items for this year's event, contact Conkling at (316)

519-5786, judyconkling@gmail.com.

Watch for details, coming soon. Tax-deductible donations can be made anytime to the scholarship fund at WPC's website.



WPC & AFFILIATES CALENDAR

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

March 6: Deadline to apply for WPC scholarship

March 13: WPC board meeting, noon, via Zoom

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

April 10: WPC board meeting, noon, via Zoom

WPC member news

- **Vanessa Whiteside** was named 2022 Blogger of the Year from the Midwest Travel Network
- **Kylie Cameron**, WPC newsletter editor, was on NPR newscasts reporting on the ACLU's challenge to the death penalty in Kansas.
- **Jill Miller, WPC at-large board member**, will host a "Lessons from the Headmistress" workshop and book signing from 6 to 8 p.m., April 12, at Tor Brewing. WPC members can [get a free ticket](#) to the event using code "WPC."

Applications open for annual WPC scholarship

Applications are now being accepted for the 2023 scholarship awarded by Wichita Professional Communicators. The deadline for online applications is midnight, March 6. WPC offers an annual \$2,000 scholarship to students seeking degrees in the communications field at Wichita area colleges and universities.

The online application can be found 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

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.

The winner will be announced in the spring.

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