



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC April Program

What: Unforgettable with Phil Mershon

When: 11:30 a.m. – 1 p.m.
Wednesday, April 5, at Larkspur
Bistro & Bar

Registration: RSVP by noon
on Tuesday, April 4, 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.)



Join us!

WPC's April meeting is going to be

Unforgettable



Phil Mershon

*Social Media Examiner,
local author*

11:30 a.m. April 5, 2023
Larkspur in Wichita

 **Wichita Professional
Communicators**
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Join us for “Unforgettable” with Phil Mershon at 11:30 a.m. on Wednesday, April 5 at Larkspur, where the local author will share about his new book.

Phil Mershon is director of experience for Social Media Examiner, where for over 12 years he has created amazing customer experiences at events like Social Media Marketing World and the Social Media Success Summit. Throughout his 30+ year career, Phil has been creating memorable experiences for businesses like Koch Industries, non-profits, schools, and churches. He is also a jazz saxophonist, pickleball enthusiast, and a songwriter. Phil lives in Wichita with his wife, Audrey, their three adult children and their standard poodle, Millie the Therapy Dog.

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

Your purchase helps to fund WPC's scholarship. You may donate additionally via [Eventbrite](https://www.eventbrite.com) 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

- **Wichita Public Library Foundation** is looking for a [development associate](#).
- **PBS Kansas** is looking for a [director of marketing and promotions](#).
- **The Kansas Historical Society** is hiring a [publications writer](#).
- **ICM, Inc.** is looking for a [brand & communications specialist](#).
- **Howerton+White** is hiring for [several positions](#).
- **Kansas Leadership Center** is looking for a [partner manager](#).

From the WPC President

How can we be sure we're on the right track?



As communications professionals, it's important to know what our audiences are thinking and what is important to them. Too often we are wrapped up in our own echo

chambers and it's vital to make sure we are listening outside of them as much as possible. We all know how difficult it is to gauge public sentiment and to reach people where they are, especially with a limited budget. How can we be sure we're on the right track?

My day job is in communications at the City of Wichita. We recently released the results of their 2022 National Community Survey, which is notable for a couple of reasons. The city has been participating in these surveys since 2006 but this is the first time the results have been made publicly available. In fact, not only is the data posted on the city's website at Wichita.gov/survey in both printable PDF and searchable interactive formats, but the city has invested in an easier-to-parse external Wichita Resident Survey Insights Dashboard to

intentionally facilitate access to this information for other community organizations and businesses.

Why do I think this is important to share with WPC? Because a lot of the insights gleaned from the survey data lead to broader questions we should be asking about our community. Take this compelling disparity, for example: Satisfaction with Wichita as a place to live is up, but fewer residents are satisfied with the direction that the city is headed. 83% of survey respondents provided a positive response ("good" or "excellent") to the question asking them to rate their satisfaction with Wichita as a place to live. This figure is up 9 percentage points from 2020, a statistically significant increase. However, the share of positive responses to the question asking residents to rate the "overall direction that Wichita is taking" declined from 52.7% to 45%. Residents responding positively to "Wichita as a place to live" has remained flat at 74% in 2016, 2018, and 2020. This uptick in 2022 provides a strong indication that Wichita remains a great place

to live; however, fewer residents are satisfied with the direction the city is going, down from its peak in 2018. Additionally, only 7% of African American survey respondents are satisfied with Wichita's direction.

Combine that with the trend of "connection and engagement with the community over time" (50.5% in 2018, 40.1% in 2020 and 37.9% in 2022) and one could surmise that Wichita residents are feeling more disconnected – and that we can't blame it all on COVID.

I was sad to see The Chung Report platform end in 2021 but I believe that we, as communicators, have the power to foster connection and change in our community through storytelling and inspiration that sparks aspiration. I hope that you will all take the time to go down the rabbit hole into data land and think about what small shifts we can make to impact our own perceptions and civic pride.

Naomi Shapiro

WPC & AFFILIATES CALENDAR

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

April 10: WPC board meeting, noon, via Zoom

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

May 8: WPC board meeting, noon, via Zoom

Sept. 7: WPC Mixer and Silent Auction, KMW Studios

WPC member news

- **Conni Mansaw**, WPC at-large board member, was on KWCH in March talking about The Sister Circle event.
- **Kylie Cameron**, WPC newsletter editor, was on NPR newscasts reporting on the recent settlement between the city and the Andrew Finch family.
- **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.”
- **Hannah Holliday**, 2022 WPC scholarship winner, has accepted a paid internship with Yale University Press’s Manuscript Editorial department.
- **Vanessa Whiteside** was featured by [Visit Wichita](#).



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