



Wichita Professional Communicators

Affiliated with Kansas Professional Communicators and NFPW

www.wichitaprofessionalcommunicators.com

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WPC July Program

What: The Story Behind the Brand with Audra Dinell

When: 11:30 a.m. – 1 p.m.
Wednesday, July 12, at
Larkspur Bistro & Bar

Registration: RSVP by noon on Tuesday, July 11, 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.)



Join us to hear from Audra Dinell, founder of The Thread: A Women's Leadership Collective and learn about "The Story Behind the Brand." Audra will share how to tap into your unfair advantage and leverage your strengths to tell your brand's story in a way that explodes.

Audra is the founder of The Thread, applying her bold vision and action-oriented approach to transform women's confidence and leadership abilities through an award-winning personal and professional development experience. She brings more than a decade of agency marketing and a social entrepreneurship focus to community building in Wichita, after working in markets across the country. A native Wichitan with a B.A. from Wichita State University

in Communications with a focus on Integrated Marketing, Audra is married to a fellow Shocker and mother to two boys.

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

- Maize USD 266 is looking for a [multimedia communications specialist](#).
- Greater Wichita Partnership is looking for a [project graphic designer](#).
- City of El Dorado is hiring a [marketing specialist](#).
- Wichita Police Department is looking for a [public information officer](#).
- City of Wichita is hiring for a [Customer Experience & Business Development Manager at Wichita Dwight D. Eisenhower National Airport](#).
- Wichita Business Journal is looking for a [reporter](#).

From the WPC President

The importance of authentic storytelling



Greetings and warm wishes to all of you as we enter the hot, hot, hot month of July. As we continue to navigate the ever-evolving landscape of communication, it is essential that we stay united, adaptable, and resilient in our efforts.

From raising awareness about critical issues to fostering meaningful connections, communicators play a vital role in shaping our society. WPC members' dedication and commitment to the craft inspire me every day, especially at this time of year, when members are returning triumphantly from NFPW conference and we bestow our scholarship award winner.

In this July issue of our newsletter, I wanted to take a moment to reflect on the importance of authentic storytelling. We live in a world filled with noise, where attention is a valuable currency. In such a climate, it is our responsibility as communicators to cut through the clutter and engage our audience with stories that matter.

Authentic storytelling enables us to connect with people on a deeper level, evoking emotions and creating lasting impressions. It allows us to humanize complex topics, spark conversations, and inspire action. Whether it's through written word, visual media, or innovative digital platforms, our ability to

craft compelling narratives has the power to shape opinions, challenge assumptions, and drive positive change.

However, authentic storytelling goes beyond captivating narratives; it requires honesty, transparency, and empathy. In a world that craves authenticity, it is essential for us to be genuine in our approach and to listen actively to the voices and experiences of others. By embracing diverse perspectives and empowering marginalized voices, we can create a more inclusive and equitable society.

As communicators, we also have a responsibility to wield our influence ethically. Let us strive to use our skills and platforms to foster understanding, empathy, and respect.

I encourage all of you to take the time this month to reflect on your own storytelling approach. How can we better engage our audiences? How can we leverage technology to enhance our narratives? And most importantly, how can we make a difference with the stories we tell?

Wishing you all a fulfilling and productive July.

Naomi Shapiro

WPC announces annual scholarship winner

Allison Campbell of Holton, Kansas, is the recipient of the 2023 WPC Scholarship. She is a junior at Wichita State University who will graduate in May 2025 with a major in journalism and media production, and a minor in creative writing.

Currently, Campbell works on The Sunflower staff and with the Wichita Journalism Collaborative.

Sunflower faculty advisor Amy DeVault speaks highly of this standout student with a 4.0 GPA:

"Every so often, a student comes along who you just know is going to make significant contributions to the world. Allison Campbell is one of those students.

"[She] has already made important contributions to The Sunflower staff, proving she has what it takes to be a thorough and thoughtful reporter — and hopefully, eventually, a successful editor."

Campbell says her chosen career path was uncertain just a few years ago.

But that changed when her retired military father challenged her to watch the film "A Private War," about Middle East war correspon-

dent Marie Colvin. Her father had been friends with Colvin while in the service and he respected her deeply.

The film was filled with both the ugly images of war and the inspiring acts of bravery and selflessness by soldiers and reporters alike. Colvin reported from urban war zones amid bombings and snipers — until 2012 when she and another reporter were killed in a targeted attack by the Syrian Army. Just days before, her reports had been seen by viewers all over the world, including on CNN and BBC.

"Colvin dedicated her life to showing the horrors of a world experiencing never-ending crises," said Campbell. "She died not only for her cause but so that hundreds of thousands of civilian Syrian men, women and children could have their voices heard and receive the help they so desperately needed."

Campbell says she has always had an interest in journalism, but until watching that film, she had no idea that the life of a female journalist could be so impactful.

"From there, my path seemed clearer than ever before — I knew I wanted a life outside of an of-



fice cubicle that served a greater purpose ... I wanted to use my privilege, my skills as a journalist, and my hunger for justice to uplift, promote and share the stories of the downtrodden and hopeless...

"A life of service through storytelling, fair and honest representation and the ability to transport readers to scenes of tragedy, hope, love, anger and more through journalism quickly became my passion and continues to serve as my driving force as I work to complete my degree."

The \$2,000 WPC Scholarship will "make a world of difference" to Campbell, she says, as it allows her to focus on classes and journalistic pursuits "rather than worrying how to pay for books and rent."

Funke reaches 40-year membership milestone

Becky Funke was among more than 30 individuals who were recognized for reaching a significant membership milestone of 25 years or more (in five year increments) at the NFPW conference.

Funke recently retired from a career as a reporter, editor,

publisher and public relations professional that began as a reporter on her high school newspaper. Her career took her from weekly community newspapers, a stint at a small daily newspaper, to a 60,000-circulation regional publication and finally to working in public relations at Wichita Art Museum.

Funke, who has served in various board positions with WPC and Kansas Professional Communications, was the KPC Communicator of Achievement in 2002 and 2014 and received the NFPW COA award in 2014. She continues to use her communication skills for the Lions Clubs in Kansas.

WPC & AFFILIATES CALENDAR

July 10: WPC board meeting, noon, via Zoom

July 12: WPC monthly program, 11:30 a.m., Larkspur Bistro & Bar

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

July 10: WPC board meeting, noon, via Zoom

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

WPC members place in NFPW national communications contest

Congratulations to the following WPC members who placed in the NFPW national communications contest.

Jennifer Eaton, third place, publication regularly edited by entrant, newsletter/other publication, nonprofit, government or educational

Brett Eitzen, second place, social media campaign, nonprofit, government or educational

Amy Geiszler-Jones, third place, specialty articles, style; honorable mention, specialty articles, arts and entertainment

Kindra Goertzen, second place, brochure, nonprofit, government or educational; third place, public relations materials, report

Kindra Goertzen & Angie Prather, first place, communications programs and campaigns, audio-visuals

Darcy Gray, Belinda Venters & Jennifer Eaton, third place, electronic newsletter, nonprofit, government or educational

Madeline McCullough, third place, advertising campaigns

Jill D Miller, honorable mention, nonfiction book for adult readers, autobiography or memoir

Wilma Moore-Black, honorable mention, news or feature release, single release

Vanessa Whiteside, third place, nonfiction book for adult readers, general nonfiction

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