

WICHITA PROFESSIONAL COMMUNICATORS

Official newsletter of the Wichita Professional Communicators

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Wichita Professional
Communicators



FROM THE PRESIDENT

By Kristin Bogner

Note from Kristin Bogner, president: Each month, I will profile an active member of Wichita Professional Communicators so we can learn from and about one another. This month we're featuring Cecilia Green.

Public relations professionals are sometimes called “bridge builders” because they maintain positive relationships – and WPC member Cecilia Green certainly has been a relationship builder throughout her professional life.

Cecilia enjoyed a long career in public relations in Kansas and Illinois, and as a result she has stories to tell about giving artists, actuaries and even business turnaround practitioners professional boosts.

Simultaneously, Cecilia's involvement with National Federation of Press Women affiliates spans decades. She first joined Wichita Press Women, now WPC, in the mid-1980s when she was working at her first job at Associated Advertising, which has since closed.

Although Cecilia earned a journalism degree at Wichita State University, she only truly considered working as a journalist one time as her college graduation neared, when legendary WSU professor Les Anderson tried to pique her interest in working as a reporter at his Valley Center paper. In the end, she opted for public relations.

"I've never really considered myself a writer," she said. "I consider myself a promoter. I'm good at PR, planning, special events."

However, Cecilia wrote consistently for her public relations roles, and some of her work through the years won her Kansas Press Women and NFPW awards.

"I joined Wichita Press Women after a coworker said, 'You should enter some of your work in this contest; you'll surely win,'" she said. "So I entered some PR programs and won the first year, and it was very exciting."

Cecilia then joined the group and even served as president one year in the late 1980s.

"It was a very professional group," she said. "There were a lot of prominent journalists and PR people in it at the time. ... We had a really great board, and I said being president was the easiest job I ever had because the board was so good that they did almost all the work."

Cecilia moved to Illinois in 1990 due to her husband's job, and she accepted a public relations position working for the Society of Actuaries. She spent 10 years there and accomplished much, including co-writing a 50-year history of the Society of Actuaries that won a Public Relations Society of America Gold Anvil.

In her volunteer life, Cecilia helped to start the Bartlett, Illinois, arts council, nurturing her lifelong love of the arts.

Cecilia also sought out the Illinois Press Women group to continue her professional development.

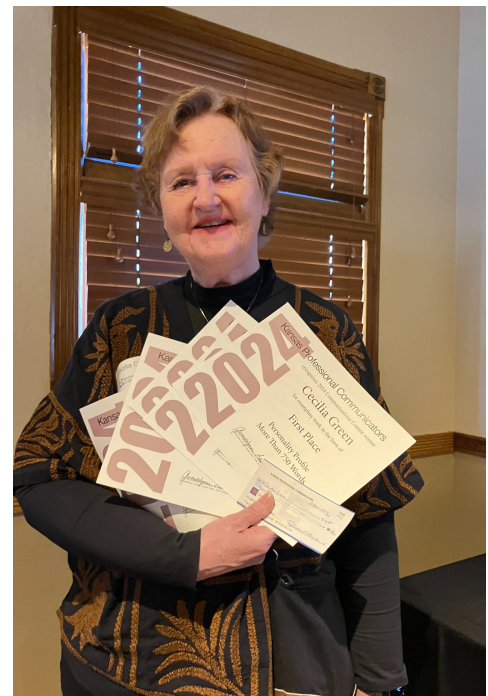
"I loved the Wichita group so much that I thought, I wonder if the group [in Illinois] is just as welcoming and friendly and supportive," she said.

Her first impression was that the group was small; it had suffered some membership losses, and sooner than later Cecilia was serving as the group's president and helping to build not only membership numbers but also the group's bank account. (To learn how the group returned to financial stability, ask Cecilia sometime. It involves cemetery plots!)

She remained a member in Illinois for years, and one of the highlights of her tenure with the group was co-chairing the NFPW national convention when it came to Chicago in 2010.

"I really believe in the organization," she said, "and I have seen it today even in Wichita. The members are a very supportive group of people. You can call up just about anybody and ask questions or ask for help."

After her decade at the Society of Actuaries, Cecilia followed her boss to the Turnaround



Cecilia Green

Management Association, where she started the public relations department and worked happily until she and her husband retired and moved back to Wichita to be close to their daughter, Jill Miller, who is also a WPC member. Cecilia and Jill have enjoyed traveling to NFPW national conventions, where they meet up with women who are now shared friends.

This year, for the first time, Cecilia won the Kansas Press Association Sweepstakes Award for entries in the 2024 KPA contest. All of her awarded entries were articles she wrote as a freelancer for The Wichita Beacon. Four of her articles won first place in the state contest and will advance to the national contest, and national winners will be announced at this year's NFPW conference in St. Louis in June.

"I was really surprised," she said. "It was really gratifying to be honored when I returned to my journalism roots."



Gwen Larson, Kansas Professional Communicators president, with Cecilia Green

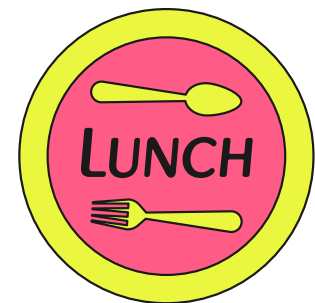


JOP OPENING

Sinclair Broadcast Group is hiring for a sales marketing consultant.

Position summary: We are looking for a marketing specialist and dedicated sales professional responsible for driving growth of assigned accounts, uncovering new opportunities, nurturing strong relationships with existing clients, and establishing a network to support overall account growth.

To apply please [click here](#).



APRIL MUNCH & MINGLE

Attend our first ever Brown Bag Lunch! We want to get to know our fellow communicators better over the lunch hour. The purpose of this free event is to enjoy good company.

Bring your lunch, and join us from noon-1 p.m. on April 24 at the Advanced Learning Library, Conference Room C, 711 West 2nd St N, Wichita, KS 67203.

[Sign up here](#).

MAY 1 LUNCH PROGRAM



Applause to ROI:
Storytelling with Data in the Arts

featuring
Marco Benitez (Music Theatre Wichita)

Wednesday, May 1, 2024
11:30 a.m.-1 p.m.
Larkspur Bistro & Bar, 904 E. Douglas Ave.



Applause is great, but the arts need ROI too! This presentation explores how Music Theatre Wichita uses data-driven storytelling to move beyond traditional metrics and measure the true impact of their marketing efforts. Through compelling case studies, discover how they transform numbers into captivating narratives that resonate with audiences, amplify engagement, and ultimately drive results. Join the journey from applause to ROI and see how data can unlock the magic of storytelling in the arts!

BIO: Born in the Bay area of California, but raised in the Midwest, Marco's home will always be Kansas. He is a graduate of Wichita State University's Elliott School of Communication and he completed a Master's Degree in Business from Emporia State University. Marco has a passion for theatre and performing. He performed on stage from the ages of 11-19 where he then took his talents from the stage to performing behind a microphone. Before coming to Music Theatre Wichita, Marco hosted the afternoon-drive, night, and weekend shows on KZCH Channel 963. He is thrilled to return to the theatre, and is excited to share the vibrant art crafted by Music Theatre Wichita.

[Here is the link to sign up.](#)

SAVE THE DATE - SEPT. 12

2024 WPC Mixer-Fundraiser



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Communicators**

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