

Southeastern Wisconsin Chapter PRSA

UPCOMING EVENTS:

Join us for a panel discussion including Chelsey Knuth of @theWisconsinSinista, Mark Rothwell of The Varsity Collective, Erin Guenterberg of @LakeCountryFamilyFun and Devin Grainger of Content Studios.

June 15: Making a Mark with Influencer Marketing

Welcome New Members!

PRSA membership is an investment in your career. We're glad you're a part of the largest public relations organization in the world – and a member of the Southeastern Wisconsin Chapter.

- Robyn Bayland, Greater Milwaukee Synod, ELCA

[Click here](#) for a full membership list.

APR is a Differentiator



What do 23 PR practitioners in Southeastern Wisconsin have in common that other practitioners don't? They're among the roughly 5,000 PR professionals worldwide who have earned the designation "APR." The letters stand for Accredited in Public Relations, but

Influencer Marketing Panel Discussion



Chelsey Knuth
The Wisconsinista



Mark Rothwell
The Varsity Collective



Erin Guenterberg
Lake Country Family Fun



Devin Grainger
Content Studios



Thursday, June 15, 2023
4:00-4:30p.m. networking & registration
4:30-5:30p.m. program

NEWSROOM PUB
137 E. Wells Street

Event hosted by:



Join us for a panel discussion to explore the latest strategies, advice, tools and opportunities related to influencer marketing. The panel will feature local influencers as well as marketing experts in this space to explore what makes a good partnership, preferences for working with a company and brand, content trends and tips, how to work with college and professional athletes as influencers, and the latest updates around NIL opportunities and policies.

This program will be hosted on Thursday, June 15 at the Newsroom Pub, 137 E. Wells Street in Downtown Milwaukee. It will begin with networking and light snacks from 4-4:30 pm and then the presentation will run from 4:30-5:30 pm so you can get home in time for dinner! Please come join us! Space is limited register soon!

commitment to ethics.

If you are interested in earning accreditation or learning more about the process, contact chapter officers Ann Knabe, Ph.D., APR+M at Ann.Knabe@bvk.com or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvk.com.

Are you offering an internship or seeking an intern for 2023?

Securing an internship or entry level job is one of the main priorities for students. The [PRSSA Internship Center](#) is a tool that allows members to explore opportunities across the country in all types of industries. Currently, the number of qualified internship candidates vastly outnumbers the number of internship postings and we would like to change that with your help.

Posting an opportunity on the Internship Center is one of the easiest ways to give back to the future of the public relations industry, especially considering there is no cost for organizations/individuals to post. In addition, PRSSA offers some of the most qualified internship candidates. All you have to do to have your internship featured is send the internship details to prssainternships@prsa.org.

Have an idea on how to make the chapter better? Contact...

President – Dave Racine at dracine@punch-pr.com

President Elect – Angela Hesil at Angela.Hersil@Zurn.com

Second Harvest Food Bank.

For more information or to register [click here](#).

July 17: Summer Social at Lake Park's Musical Mondays



Join your PRSA Wisconsin colleagues for a fun night of socializing and Cajun music in Lake Park on Monday evening July 17.

[Feufollet](#), a Southwest Louisiana band steeped in Cajun, honky-tonk and string-band music, is the featured performer that night for [Lake Park's Musical Mondays](#). The series, in its 25th season, is booked by Jeff Bentoff, our 2020 Dorothy Thomas Black Award winner.



Wherever you are, you need to be here.

PRSA

The Place for Communicators.

prsa.org

Are you looking to improve your skills, influence the field, and advance your career? For communicators who want to stay ahead of the curve and make an impact, PRSA is the place to be. No matter what your level of experience is, you want to be here. Learn more. >> <https://bit.ly/3iMhPjd>

from 6:30 p.m. – 8 p.m. Bring a blanket or lawn chair to sit on, and something to eat and drink. The [Milwaukee County Traveling Beer Garden](#) will be nearby, but at this time, no food trucks are planned.

For more information or to register [click here](#).

August 24: Meet the Media - Speed Networking Event

Meet the Media Speed Networking Event



Tony Aria
WTMJ-TV



Courtney Gerrish
Spectrum News 1



Corri Hess
Wisconsin Public Radio



Mark Kass
Milwaukee Business Journal



Chelsey Lewis
Milwaukee Journal Sentinel



Sara Smith
WITI Fox 6



Andy Tarnoff
OnMilwaukee



Mark Vittorio
WITI Fox 6



Alli Watters
Milwaukee Magazine



Andrew Weiland
BizTimes Milwaukee

Thursday, August 24 at
OPE! Brewing Co., 6751 W. National Ave.
4:30-5pm Networking, 5-6:30pm Speed Networking

Given shrinking newsroom staff, the constant influx of emails and tight digital deadlines, PR practitioners must know how to craft the right pitch and understand how to best reach our local media representatives. Join PRSA SE WI for a joint Media Speed Networking event on Thursday, August 24 at OPE!

For a limited time, join PRSA and save \$35 when you enroll in the APR program.



The membership plus APR program allows a person to purchase a PRSA membership with the APR program and save \$35. Register today >> <https://bit.ly/3GGF7Uv>

PRSA celebrates

LGBTQ+ Pride Month



"Openness may not completely disarm prejudice, but it's a good place to start." - Jason Collins

Pride Month is held annually in June to commemorate what have become known as the Stonewall Riots, which sparked the modern gay rights movement in June 1969. Members of the LGBTQ community gathered to protest a police raid at New York City's Stonewall Inn. For more information [click here](#).

Media participants include:

- **Tony Aria**, WTMJ-TV
- **Courtney Gerrish**, Spectrum News 1
- **Corri Hess**, Wisconsin Public Radio
- **Mark Kass**, Milwaukee Business Journal
- **Chelsey Lewis**, Milwaukee Journal Sentinel
- **Sara Smith**, WITI Fox 6
- **Andy Tarnoff**, OnMilwaukee
- **Mark Vittorio**, WITI Fox 6
- **Alli Watters**, Milwaukee Magazine
- **Andrew Weiland**, BizTimes Milwaukee

For more information or to register [click here](#).

September 21: Heart First Method for Every Leader-Communicator to Lead with Impact

At a time when so many employees are feeling stretched, disconnected and overwhelmed by the challenges of our new working reality – and businesses wrestle with significant change and cost pressures – communication leaders are looked to for answers.



Nashville, Tenn.

PRSA: Oct. 15–17

PRSSA: Oct. 13–17

Counselors to Higher Education Senior Summit: Oct. 13–14

Health Academy Conference: Oct. 13–15

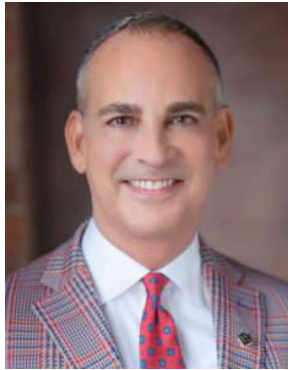
ICON 2023 will bring its special blend of incomparable networking and professional development opportunities for public relations and communications professionals to Nashville, Tennessee, Oct. 15-17 at the Gaylord Opryland Resort & Convention Center. Join your fellow attendees from all over the map to share insights and explore new ideas. **#PRSAICON2023**

Register here: [PRSA International Conference | ICON 2023 | PRSA](#).

NATIONAL PROFESSIONAL DEVELOPMENT:

- **June 13:** [Staying Energized and Engaged: How To Foster Wellness and Self-care for Communicators — Episode 1: Exploring EQ To Build Resilience](#)
- **June 15:** [Best Practices for Writing Soundbites](#)

be responsive to employees' biggest needs and desires?



As David Grossman has discovered through decades of work with effective leaders – especially during the past two years of uncertainty and social unrest – the key lies in “Heart First” leadership.

Heart First leaders who champion empathy, humanity and authenticity in the workplace set themselves apart because they build stronger, trusting relationships, which improve engagement, retention, and business results.

In this workshop, Grossman shares the best strategies and tips for Heart First leadership with a special focus on the unique role of communications leaders who wear two hats: one as leaders themselves, and a second managing and influencing a critical and complex set of stakeholders. Both hats are vital to building and protecting the employee experience and the business.

[Self-care for Communicators — Episode 2: Brain Dumps, Meditation and RAIN: Self-care Techniques To Prepare for the Next Challenge](#)

- [June 21: APR: Nuts and Bolts - APR Examination](#)
- [June 22: The AP Stylebook on Inclusion in Reporting, Writing and Editing](#)
- [June 22: Diverse Dialogues: AI in Communications: Covering Bias, Ethics and Other Challenges](#)
- [June 27: Staying Energized and Engaged: How To Foster Wellness and Self-care for Communicators — Episode 3: Mastering Your Mind](#)
- [July 20: Mastering Media Relations Workshop](#)

NATIONAL SECTIONS CONFERENCES:

- [June 14-16: Public Affairs & Government Conference](#)
- [Jun 20-23: Travel and Tourism Conference](#)
- [June 15: TikTok: Not Just for Millennials and Gen Z Anymore: Where Does It Fit Into Your Communications Strategy?](#)
- [June 21: Generative AI for PR Counselors](#)
- [June 27: Building Engagement Through Intentional Communication](#)
- [June 28: PRSA IPA Business Building Webinar: Inspiring Change to Empower Communities](#)
- [Oct 13-15: Health Academy Conference co-located with ICON 2023](#)
- [Oct 13-15: Counselors to Higher Education Senior Summit co-located with ICON 2023](#)

presentation will run from 4:30-5:30 p.m. at the Newsroom Pub, 137 E. Wells St, Milwaukee, WI 53202.

For more information or to register [click here](#).

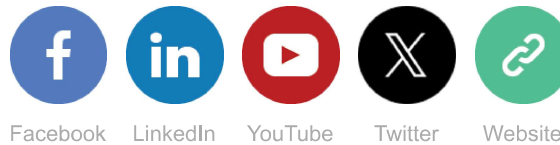
DISTRICT CONFERENCES:

- July 27-28: [PRSA SunCon23](#)
- September 20-23: [PRSA Midwest District Conference](#)

SAVE THE DATE!

December 14: PR Palooza

5:15-8:00 p.m. at Hoyt Park's Grand Hall



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