

Southeastern Wisconsin Chapter PRSA

Here's a chance to help a Chapter Member by taking this Master PIO survey:

Can a strategic storytelling narrative persuade the public to take life-saving action prior to a weather-related crisis? Answer that via a questionnaire sent nationwide from a fellow PRSA SEW member and a student within FEMA's Master Public Information Officer (PIO) 2023 cohort. Responses collected anonymously. Survey window thru July 26. Thank you!

<https://forms.gle/EwHwZhbSTyUDWWVo7>

UPCOMING EVENTS:

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



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 they also signal professional acumen,

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.

We'll start socializing at 5 p.m. Music runs 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

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?

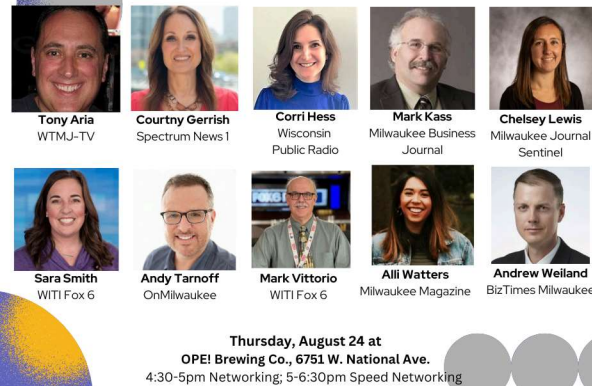
Securing an internship or entry level job is one of the main priorities for students. The [PRSSA Internship Center](#) is a tool that allows members to explore opportunities across the country in all types of industries. Currently, the number of qualified internship candidates vastly outnumbers the number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



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! Brewing Co.

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



Wherever you are, you need to be here.

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Are you looking for a community of communicators? PRSA is the place to be. Our organization provides you with access to a variety of sources that prepare you for every stage of your career. Learn more > <https://bit.ly/3iMhPjd>

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.

What can communication leaders do to stay in tune with the needs of the business and 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

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>



Nashville, Tenn.

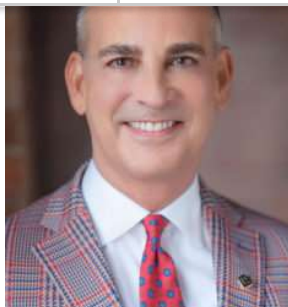
PRSA: Oct. 15-17

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**



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.

Event will occur from 4-4:30 p.m. with networking and light snacks and then Davids' 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](#).

October 25: Crisis Communications: The Executive Mindset

Join us on Wednesday, October 25 at the

NATIONAL PROFESSIONAL DEVELOPMENT:

- **July 20:** [Mastering Media Relations Workshop](#)
- **July 31:** **Webinar, [PRSA Storytellers: How the Army Is Winning With STEM Storytelling](#)**
- **Sept. 13-Oct. 18:** **Virtual, [Driving Change Through Internal Communications Certificate Program](#)**
- **On-Demand:** [A New View of Integrated Marketing Communications Certificate Program](#)

NATIONAL SECTIONS CONFERENCES:

- **Sept. 27:** [VirtuCon: The Business of Your Indie Business](#), a virtual half-day conference for independent practitioners.
- **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](#)
- **Oct 14:** [Educators Academy Summit co-located with ICON 2023](#)
- **Nov. 1-2:** [2023 Association/Nonprofit Section Conference](#)

DISTRICT CONFERENCES:

- **July 27-28:** [PRSA SunCon23](#)
- **September 20-23:** [PRSA Midwest District Conference](#)
- **Oct. 8-10:** [Montana Chapter 2023 Ignite Conference, Missoula, Mont. All are invited!](#)



750 N Lincoln
Memorial Dr,
Milwaukee, WI 53202

for a presentation

from Tom Branigan on the executive point of view during a crisis. You'll learn about what business executives are looking for from communicators when it comes to managing crisis situations, and how to provide effective counsel to leadership when it's needed most. This event, which is co-sponsored by Marquette University PRSSA, will benefit attendees of all experience levels, from long-time PR leaders and emerging professionals, to students.

Coffee networking begins at 7:30 a.m., followed by a presentation and Q&A from 8:00-9:00 a.m.

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

SAVE THE DATE!

December 14: PR Palooza

Join us for PR Palooza, an exciting night of networking with the PRSA Southeastern Wisconsin Chapter! The annual event for PR

[Profession.](#) [St. John Fisher University, Rochester, N.Y.](#) *Register by Sept. 22 to get the Early Bird rate.*

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Wauwatosa, from 5:15 – 8:00 p.m.



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