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Hi Everyone,

On your mark, get set, go! The call for entries for the 2024 PRSA SE WI Paragon Awards is underway! All the details are below. Please visit our website for all the info and mark your calendars for the March 22<sup>nd</sup> submission deadline and the awards banquet on May 23!

Our chapter continues to grow! We added three new chapter members this week! Welcome to Katherine Robertson, LePoidevin Marketing LLC; Jamie Smith,

### 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.

- Katherine Robertson, LePoidevin Marketing LLC
- Jamie Smith, Perlick
- Mary Stratton, Association of Equipment Manufacturers

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

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Unlocking Your Career Potential...



Get ahead of your  
New Year's Resolution with a  
**PRSA Membership**

**The Limited-Time No Initiation Fee Promo has been extended through February:** February is a great opportunity to become a member of PRSA and save up to \$65.

Registrations are also rolling in for the upcoming 3pm February 28<sup>th</sup> tour of the Milwaukee Journal downtown with photographer Mike DeSisti. We've also now added an October event with Judge Derek Mosely looking at Unconscious Bias. See both below.

And please join us in sending heartfelt prayers to family and friends of Diane De La Santos, a former PRSA SE Wisconsin chapter president who recently passed away. Our chapter and community were truly blessed by Diane's leadership and the sharing of her many talents. You can read more about Diane here <http://tinyurl.com/46dn3mzy>.



Thanks everyone,

Angela Hersil, MBA, APR

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### **PRSA Southeastern Wisconsin 2024 Leaders:**

The board is comprised of local PR and communications professionals and include:

President: Angela Hersil

Past President/Paragon Chair: Dave Racine

Treasurer/President-Elect: Jackie Gozdowiak

Secretary: Amy Freeze

Membership Chair: Kaitlyn Backe

Director at Large-Marketing: Brian Knox

Director at Large-Midwest District: Josh Anderson

Director at Large-Palooza: Marlaina Quintana

Director at Large: Rachael Glaszcz

Assembly Delegate: Tammy Belton-Davis

Ethics/APR: Ann Knabe, APR & Michael

Pflughoeft, APR, Fellow

PRSSA Liaison: Heidi Fendos



PRSA is looking for ideas for our programming for 2024. What would you like to see us do a seminar on? Please email your ideas to Angela at [Angela.Hersil@Zurn.com](mailto:Angela.Hersil@Zurn.com)

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**APR is a Differentiator**

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## CALL FOR ENTRIES: 2024 Paragon Awards



PRSA Southeastern Wisconsin is calling for 2024 Paragon Award submissions now through **Friday, March 22nd, 2024, 5 p.m.**

PRSA Southeastern Wisconsin Chapter members or non-members are encouraged to submit their PR campaigns or campaign tactics in the annual Paragon Awards competition. Entries are for work conducted and developed by a Wisconsin-based organization and most of the project must have been implemented between Jan. 1 and Dec. 31, 2023.

Visit our [call for entries page](#) to submit your nominations.

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## UPCOMING EVENTS:



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, significant skills, knowledge and a 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](mailto:Ann.Knabe@bvk.com) or Michael Pflughoeft, APR, Fellow at [michael.pflughoeft@bvk.com](mailto:michael.pflughoeft@bvk.com).

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This is your chance to go inside the Milwaukee Journal Sentinel. See the newsroom on a tour

showing off the Journal Sentinel offices with a few amazing pieces of Milwaukee history along the way. This afternoon event will provide an inside look at the amazing and award-winning journalism from this renowned news organization, led by distinguished photojournalist Mike De Sisti.

Tour will take place at 330 E. Kilbourn Ave. Meet in the Lobby at 3:00 p.m. sharp. Followed by socializing after the tour at the Newsroom Pub at 4:30 p.m. (137 E. Wells St.).

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

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**October 8: Unconscious Bias –**

curated resources highlighted on our [Black History Month page](#).



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**ICON 2024 Save the Date: Oct. 15-17, 2024, Anaheim, Calif.**

Plan NOW for [ICON 2024](#) — this highly regarded annual Conference is a must-attend for PR and Communication professionals.

[Register for ICON 2024 today!](#)

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#### STRATEGIES & TACTICS:

- [Tips for writing effective ChatGPT prompts](#)
- [5 ways to elevate your next writing project](#)
- [Thoughts on the power of stories to bring people together](#)
- [Techniques for becoming a trusted adviser](#)
- [An interview with Alex Ebanks of Essence Ventures](#)



Unconscious Bias is a learned stereotype that is automatic, unintentional, deeply ingrained,

universal, and able to influence behavior. Unconscious bias seeps into decisions that affect recruitment, retention, hiring, access to healthcare, banking, housing, education, the justice system, providing services, interpersonal interactions, and outcomes in ways that can disadvantage both individuals and groups of people. We all have some form of unconscious bias, and the key is to recognize that we have it and employ techniques to mitigate it.

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

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