



Hi Everyone,

Hope you have a productive week!

We'd like to encourage everyone to please reach out via LinkedIn to all our new PRSA SE WI Chapter members and welcome them! Always a great way to meet and stay connected! This week we welcome:

John Stumpff, Morning Walk -
<https://www.linkedin.com/in/john-stumpff-ab5b096/>

Mackenzie Shelton, Morning Walk -
<https://www.linkedin.com/in/mackenzie->

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.

- Mackenzie Shelton, Morning Walk
- John Stumpff, Morning Walk
- Jon Wolf, The Rally Co.

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

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. Use promo code, **NEWYEAR**, and [join here!](#)

Jon Wolf, The Rally Co -

<https://www.linkedin.com/in/jonawolf/>

Also, if you are looking to hire an intern for your company/agency, please don't forget PRSA SE WI can help! We can get your info on our website where a lot of students and colleges look! Email us your info at prsasewi@gmail.com

A reminder there is still room for the upcoming tour of the Milwaukee Journal Sentinel newsroom on Feb. 28! See additional upcoming activities in this email and have a great week everyone.

Thanks,

Angela Hersil, MBA, APR
President, PRSA Southeastern
Wisconsin Chapter

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.**

Let Us Help You Promote Your Internships

If your organization is looking for an intern, let us know and we will add it to our website. Please send the info to prsasewi@gmail.com. Internships can be added throughout the year. We simply ask you also let us know when a position has been filled so we can remove it from the site.



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

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



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.

UPCOMING EVENTS:

February 28: Inside the Milwaukee Journal Sentinel

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

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 or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvk.com.



Join PRSA as we celebrate the beginning of Black History Month. Take a look at the specially curated resources highlighted on our [Black History Month page](#).



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



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](#).

October 8: Unconscious Bias – Knowing What You Don't Know with Judge Derek Mosley

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,

for PR and Communication professionals.

[Register for ICON 2024 today!](#)

STRATEGIES & TACTICS:

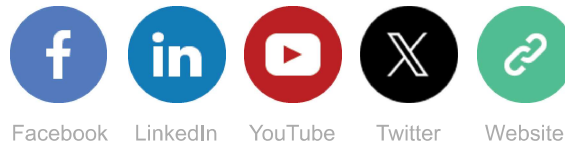
- [Tips for writing effective ChatGPT prompts](#)
 - [5 ways to elevate your next writing project](#)
 - [Thoughts on the power of stories to bring people together](#)
 - [Techniques for becoming a trusted adviser](#)
 - [An interview with Alex Ebanks of Essence Ventures](#)
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to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