

# Southeastern Wisconsin Chapter PRSA

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Hi Everyone,

We're excited to announce some new upcoming events to our PRSA Southeastern Wisconsin Chapter programming calendar that we think you'll enjoy!

**March 21: *Spring Social at La Masa Empanada Bar***



## 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.

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

*Waste Management (WM) is  
Creating Approachable Content  
Focused on Sustainability*

Also, a reminder to join us **next Wednesday, Feb. 28<sup>th</sup> at 3pm** for a **Milwaukee Journal Sentinel Behind the Scenes Tour** with photojournalist Mike DeSisti – please register now! And don't forget to submit your entries for the 2024 Paragon awards toward the end of March and block your calendars for this Fall's October 8<sup>th</sup> presentation *Unconscious Bias – Knowing What You Don't Know with Judge Derek Mosley*. Lots going on and lots more ahead!

Thanks everyone and have a great weekend!

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

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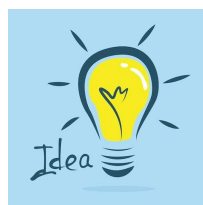
### **CALL FOR ENTRIES: 2024 Paragon Awards**

PRSA Southeastern Wisconsin is

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### **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](mailto: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](mailto:Angela.Hersil@Zurn.com)

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### **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



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:

##### 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

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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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.**



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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### **March 21: Spring Social at La Masa Empanada Bar**

Join us for networking and empanadas at La Masa Empanada Bar on Brady Street! In this relaxed, spring social gathering, we'll be serving up platters of house-made

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](#)
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networking with  
other  
communications  
professionals in

Southeastern Wisconsin.

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

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### **April 10: Building Public Trust Around Sustainable Practices: How WM is Creating Approachable Content Focused on Sustainability**



As a household  
name, WM is the  
world's largest  
waste  
management  
provider, but few

people know their driving mission of  
creating a more sustainable  
tomorrow. Hear from **Andrew  
Rojahn**, WM's manager of social  
media how approachable content is  
being used to tell the brand and  
personal stories that make WM one  
of the leaders in sustainability.

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## 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, 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.

[Subscribe](#)

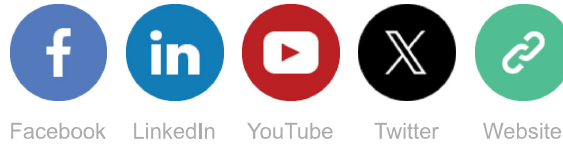
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