

Southeastern Wisconsin Chapter PRSA

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



Hi Everyone,

Have you submitted your best PR/communications work yet for our 2024 PRSA SE WI Paragon Awards? Please do so by the **5 p.m. deadline March 22nd Friday** next week! Your great work for 2023 deserves to be

APR is a Differentiator



[enter-the-local/](#)

And don't forget next Thursday's PRSA SE WI **Spring Social!** For \$10 our members get to indulge in some amazing trays of empanadas and network from 4pm – 6pm at La Masa Empanada Bar, 1300 E. Brady Street, Milwaukee. Please register now and we'll see you there! <https://www.prsawis.org/event/spring-social-at-la-masa-empanada-bar/>

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.**

PRSA Southeastern Wisconsin Chapter members or non-members are encouraged to submit their PR

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



Women's History Month

Join us as we celebrate **Women's History Month**. This year's theme is "Women Who Advocate for Equity, Diversity and Inclusion." It's especially applicable for communications and PR professionals. [Click here to see specially curated resources in honor of Women's History Month.](#)

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:

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 empanadas for you to enjoy while networking with other communications professionals in Southeastern Wisconsin.

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



Deadline Approaching to Submit Your Speaking Proposals for ICON 2024

Share your insights and experiences with your PR and communications peers by submitting a presentation proposal for ICON 2024. **The deadline to submit a proposal is March 13. [Submit Here](#).**

ICON 2024: 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!](#)

STRATEGIES & TACTICS



The March issue of [Strategies & Tactics](#), PRSA's award-winning publication, focuses on **Employee Engagement**.

Highlights from this issue include:

- [Keys for navigating mergers and acquisitions](#)
- [Considerations for CEOs speaking out on social issues](#)

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.

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, retention, hiring,

[Tips for Handling Group Presentations](#)

View our online edition [here](#).

Find our flipbook [here](#).



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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