

# Southeastern Wisconsin Chapter PRSA



## PRSA SE WI Paragon Awards Deadline Today – 5pm!

Submissions have been rolling in to meet **tonight's 5 p.m. deadline** for the **2024 Paragon Awards!** There are still a few hours remaining, so please join with other professionals in offering your best work to be judged. <https://www.prsawis.org/awards/how-to-enter-the-local/> We'll celebrate the winners during our annual award's

## 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)

## APR is a Differentiator



Just around the corner - *Building Public Trust Around Sustainable Practices: How WM is Creating Approachable Content Focused on Sustainability* is the topic for our monthly program at the Urban Ecology Center on April 10. Waste Management's social media director will offer his insight. Register here: <https://www.prsawis.org/event/building-public-trust-around-sustainable-practices-how-wm-is-creating-approachable-content-focused-on-sustainability/>

And finally, is 2024 the year to add to your professional development? How about becoming APR certified? It's our profession's only national, post-graduate certification program and right now there are several national/local incentives to help. Find out more about our local program from our own APR experts - Ann Knabe, Ph.D., APR+M at [Ann.Knabe@bvk.com](mailto:Ann.Knabe@bvk.com) and Mike Pflughoeft, APR at [Michael.Pflughoeft@bvk.com](mailto:Michael.Pflughoeft@bvk.com)

Have a great weekend everyone!

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).



### 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.](#)

Wisconsin Chapter

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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:



## 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!](#)

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## 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](#)

## 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.

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

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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

[Tips for Handling Group Presentations](#)

View our online edition [here](#).

Find our flipbook [here](#).

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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  
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