

# Southeastern Wisconsin Chapter PRSA

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Congratulations everyone! Spring is here and with all the rain this week, the daffodils and tulips cannot be far behind!

A **big** shout out and thank you to everyone who took time to prepare and submit your Paragon Award entries this year! We now have lots of great work headed to our judges for review.

Also, there's still time to register for the April 10<sup>th</sup> program on creating approachable sustainability content at



In celebration of Women's History Month, PRSA's DEI Committee is sharing a recent discussion moderated by Linda Thomas Brooks, PRSA's CEO with Rosanna Fiske, APR, Fellow PRSA, Milagros Orcoyen and Brandi Boatner. You can tune in by visiting: <https://bit.ly/43BVYTO>

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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

media director is doing just that. Register at <https://www.prsawis.org/event/building-public-trust-around-sustainable-practices-how-wm-is-creating-accessible-content-focused-on-sustainability/>

I hope everyone is enjoying spring break with family and friends! Have a great weekend!

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

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#### UPCOMING EVENTS:

##### **April 10: Building Public Trust Around Sustainable Practices: How WM is Creating Accessible 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.

#### 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 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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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 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



### 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](#).

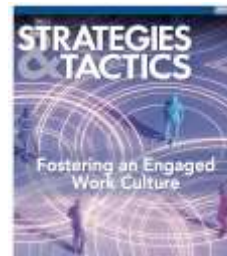
**ICON 2024: Oct. 15-17, 2024, Anaheim, Calif.**

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](#)

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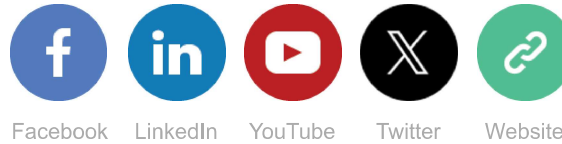
and employ techniques to mitigate it.

[Tips for handling group presentations](#)

View our online edition [here](#).

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