

Southeastern
Wisconsin
Chapter
PRSA

Happy APR Month Everyone!

If you've ever considered becoming accredited in public relations, now's your time! Check out available discounts for our great local program featuring top notch

APRs. <https://www.prsawis.org/pro/accreditation/>

Meanwhile, some serious "trash" talking will happen on Wed., April 10th when Waste Management unveils its best practices in promoting sustainability efforts. This program at the Urban Ecology Center is filling up fast, so please register soon!

<https://www.prsawis.org/event/building-public->



Misinformation/Disinformation Resources

See PRSA's new mis/disinformation resources page, [Reality Check: Navigating Misinformation & Disinformation](#). With more than 8 in 10 Americans getting their news on digital devices, according to the Pew Research Center, knowing how to help your organization or clients navigate misinformation and disinformation is now more important than ever.

[sustainability/](#)

And finally, time to reserve your seat at the 2024 Paragon Awards! It is our local version of the Oscars & Emmys in PR and win or lose, it promises to be a great time to support our area PR pros! <https://www.prsawis.org/event/2024-paragon-awards-banquet/>

Thanks everyone!

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

UPCOMING EVENTS:

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



PRSA
celebrates

APR Month

April Is APR Month

April is [APR Month](#). See this [link](#) to PRSA's specially curated resources designed to broaden understanding about the prestigious APR credential.

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 or Michael

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

May 23: Paragon Awards Banquet



Join your friends and colleagues at the 2024 Paragon Awards!

The 2024 Paragon Awards will be held on Thursday, May 23, at [The Annex at Foxtown in Mequon](#), starting at 4:30 p.m. with the award program to begin at 5:00 p.m. A buffet-style dinner will be served at 6:00 p.m. with a cash bar serving until 7:30 p.m.

Advanced registration is required. The cost to attend is \$45 for PRSA members, \$50 for non-members, \$25 for PRSSA members (students) and **\$500 for corporate table sponsors** (includes a corporate table of 8, company logo displayed in the award presentation, verbal recognition during the program and company logo on the PRSA website). Registration deadline is **Friday, May 10**.

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

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. What would you like to see us do a seminar on? Please email your ideas to Angela

at Angela.Hersil@Zurn.com



We invite you to join PRSA Southeastern Wisconsin for this post-work YAPPY HOUR—no dogs required to have fun! You are welcome to bring your dog(s) or enjoy meeting and mingling with the four-legged friends of others.

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, access to healthcare, banking, housing, education, the justice system, providing services, interpersonal interactions, and outcomes in ways that can disadvantage both



First Keynote Speaker Announced for ICON 2024

Gio Benitez, an award-winning journalist and the co-anchor of “Good Morning America” Saturday and Sunday, has been announced as the first keynote speaker for [ICON 2024](#). He has received three national Emmy® Awards and two regional Emmy Awards. Benitez is also transportation correspondent for ABC News, based in New York.

[Register for ICON 2024 today!](#)

STRATEGIES & TACTICS

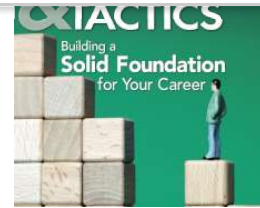
The April issue of [Strategies & Tactics](#), PRSA's award-winning publication, focuses on **professional growth**.

Highlights from this issue include:

- [How to Take Control of Your Professional](#)

to recognize that we have it and employ techniques to mitigate it.

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



- [Cultivating Collaboration in Hybrid and Remote Teams, by Lizabeth Wesely-Casella](#)
- [How the APR Helps You Get](#)

[Where You Want to Go, by Troy Brown, APR](#)

View our online edition [here](#).

Find our flipbook [here](#).



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