

Southeastern
Wisconsin
Chapter
PRSA



The PRSA SE WI Chapter Board of Directors is proud to announce it has officially reinstated a special benefit for all members seeking to earn their APR accreditation. Beginning this month, national APR month, any of our members who earn their APR will be reimbursed for their application fee! That's a \$385 value.



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.

career a boost through accreditation!

Also, we *arethisclose* to hearing back on the judging of Paragon award's entries. Who will win? The excitement is building! Will you be there to cheer on your colleagues and view some of southeastern Wisconsin's best PR and communications work? Register now for this not-to-be-missed event – Paragon Awards 2024 - to be held **Thursday, May 23rd** at The Annex at Foxtown in Mequon

<https://www.prsawis.org/event/2024-paragon-awards-banquet/>

Have a great weekend everyone!

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

UPCOMING EVENTS:

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](#)



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



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](#).

July 25: Summer Social: Yappy Hour



We invite you to join PRSA Southeastern

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.



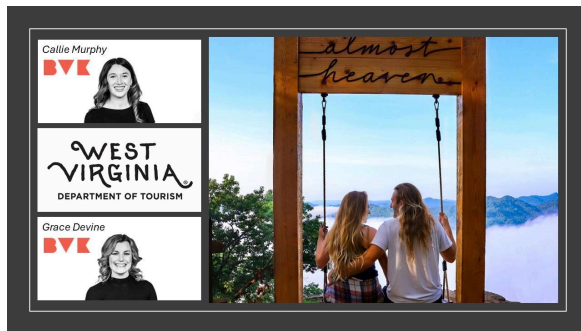
PRSA is looking for ideas for our programming. What would you like to see us do a seminar on? Please email your ideas to Angela

at Angela.Hersil@Zurn.com

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](#).

September 12: Leveraging Earned Media to Enhance a Destination's Reputation: How BVK Built a Well-Oiled Influencer and Press Trip Strategy for West Virginia Tourism



To increase awareness of what the state had to offer visitors and ultimately drive visitation to The Mountain State, BVK launched a hyper-focused, multi-faceted four-season individual press trip program and an always-on influencer marketing campaign. During this session they will dive into real-life contract examples, discuss how to leverage the most from creators, work with freelancers, and how to 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](#)

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

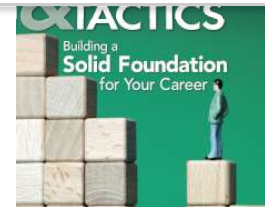
October 8: Unconscious Bias – Knowing What You Don't Know with Judge Derek Mosley



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 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](#).



- [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](#).

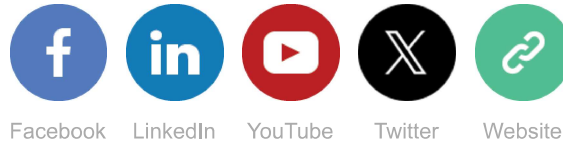
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